
Ahmed Y. Mahfouz, Ph.D.
Assistant Professor
Accounting & Finance & MIS
College of Business
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Professional Interests

Research Interests

Human-Computer Interaction, Business-to-Consumer Electronic Commerce, Online Consumer Behavior, Virtual Social Interactions, Flow Theory, IS Strategy, Research Methodology, Interdisciplinary IS Research and Education

Teaching Interests

Fundamentals of MIS, Electronic Commerce, IS Strategy, Human-Computer Interaction, Systems Analysis and Design, Programming Languages, Data Management

Academic Background

Ph.D. Texas A&M University, College Station, TX, Information and Operations Management - Management Information Systems, 2004

M.B.A. Virginia Tech, Blacksburg, VA, Information and Decision Support Systems Concentration, 1997

B.S. Virginia Tech, Blacksburg, VA, Management Science (Business Information Technology), 1994

Memberships

Phi Kappa Phi, National Honor Society, 2001, National Association for Information Systems (AIS), 1999, International Beta Gamma Sigma, National Honor Society of Business, 1997, National Association for Computing Machinery (ACM), 2000-2009

WORK EXPERIENCE

Academic Experience

Assistant Professor of MIS, Prairie View A&M University (2005 - 2009).

Instructor of MIS (Part-time), Texas A&M University (1998 - 2001).

Graduate Assistant of MIS, Texas A&M University (1997 - 1998).

Courses Taught

INFO 207 Business Data Processing Concepts (TAMU)

INFO 209 Business Information Systems Concepts (TAMU)

INFO 210 Fundamentals of Information Systems (TAMU)

MISY 1013 Introduction to MIS (PVAMU)

MISY 2013 Fundamentals of MIS (PVAMU)
MISY 2013 Fundamentals of MIS Online (PVAMU)
MISY 3423 Information Systems Analysis and Design (PVAMU)
MISY 5103 Management Information Systems (PVAMU)
MISY 5423 Information Systems Analysis and Design (PVAMU)

Other Teaching Activities

Course (New) - Creation/Delivery: Conventional

2009 - Course (New) - Creation/Delivery: Conventional. MISY 5423 Information Systems Analysis and Design
2006 - Course (New) - Creation/Delivery: Conventional. MISY 2013 Fundamentals of MIS

Course (New) - Creation/Delivery: Online

2010 - Course (New) - Creation/Delivery: Online. MISY 2013 Fundamentals of MIS (Taught)
2008 - Course (New) - Creation/Delivery: Online. MISY 2013 Fundamentals of MIS (Developed)

Other Teaching Activities

2009 - Other Teaching Activities. How to Use Student Learning Style to Affect Learning and Motivation? Faculty Teaching Seminar Series, PVAMU, October 23.
2009 - Other Teaching Activities. MISY 2013, 3423, 5423 (PVAMU)
2008 - Other Teaching Activities. MISY 2013, 3423, 5103 (PVAMU)
2007 - Other Teaching Activities. MISY 1013, 2013, 3423, 5513 (PVAMU)
2006 - Other Teaching Activities. MISY 1013, 2013, 3423, 5513 (PVAMU)
2005 - Other Teaching Activities. MISY 1013, 3423, 5513 (PVAMU)
2001 - Other Teaching Activities. INFO 209 (TAMU)
2000 - Other Teaching Activities. INFO 210 (TAMU)
1998 - Other Teaching Activities. INFO 207 (TAMU)

INTELLECTUAL CONTRIBUTIONS:

Refereed Articles

Mahfouz, A. Y., Philaretou, A. G. , & Theocharous, A. (2008). Virtual Social Interactions: Evolutionary, Social Psychological and Technological Perspectives. *Computers in Human Behavior, 24 (6)*, 3014-3026.
Philaretou, A. G. & Mahfouz, A. Y. (2006). Sexuality and the Internet. *International Journal of Technology, Knowledge, and Society, 1 (1)*, 129-135.
Philaretou, A. G., Mahfouz, A. Y. , & Allen, K. R. (2005). Use of Internet Pornography and Men's Well-Being. *The International Journal of Men's Health, 4 (2)*, 149-169.
Mahfouz, A. Y. (2005). An Apparel Etailer's Success Story: Bridging the Gap Between Physical and Virtual Shopping. *Journal of Internet Commerce, 4 (2)*, 49-64.

Refereed Proceedings

Full Paper

- Richardson, B. F. & Mahfouz, A. Y. (2009). Strategic Integration of IT and Business Service Management. *International Information Management Association (IIMA) Conference*.
- Mahfouz, A. Y. (2008). Proposal for the Adoption of Alternatives to the Technology Acceptance Model. *International Business Information Management Association (IBIMA)*, 701-704.
- Mahfouz, A. Y. (2007). A Categorization and Algorithm for Determining Online Shopping Behavior in a B2C Ecommerce Context, Best Paper Award Nominee. *Midwest United States Association for Information Systems (MWAIS) Conference*, Paper 35.
- Klinker, S., Terrell, R., & Mahfouz, A. Y. (2006). Dell's Use of CRM-SCM Integration to Dominate the PC Market. *International Information Management Association (IIMA) Conference*, 6 (3), 87-90.
- Mahfouz, A. Y. (2006). The Virtual User Shopping Experience: A Multi-Faceted Classification. *Information Resources Management Association (IRMA) International Conference*, 468-469.
- Mahfouz, A. Y. (2004). Interactive Experiential Ecommerce: An Experimental Study. *Southern Association for Information Systems Annual Conference*, 291-295.
- Mahfouz, A. Y. & Haynes, J. D. (2001). Objects That Create Their Own Context: The Inclusion of Conception in the Mental Model of the User. *Symposium on Computer-Human Interaction*, 33-36.
- Mahfouz, A. Y. (2000). User Interface, Multimedia Richness, and Learning Style on the World Wide Web: A Literature Review. *America's Conference for Information Systems*, 2024-2027.
- Mahfouz, A. Y. & Paradice, D. B. (2000). Kantian Inquiring Systems: An Illustration of a Retail Organization. *America's Conference for Information Systems*, 1503-1506.

Book Chapters

Refereed

- Mahfouz, A. Y., Theocharous, A., & Philaretou, A. G. (2010). "A Research Model for Online Social Behavior Based on an Evolutionary, Social Psychological, and Technological Approach.," In Press, In N. Kock (Ed.) *Evolutionary Psychology and Information Systems Research: A New Approach to Studying the Effects of Modern Technologies on Human Behavior*. Springer.
- Mahfouz, A. Y. (2009). "Contemporary Information Systems Alternative Models to TAM: A Theoretical Perspective.," In Y. K. Dwivedi, B. Lal, M. D. Williams, S. L. Schneberger, and M. Wade (Ed.) *Handbook for Research on Contemporary Theoretical Models in Information Systems*, (pp. 229-241). Hershey, PA: IGI Global.
- Mahfouz, A. Y. & Paradice, D. B. (2005). "Kantian Inquiring Systems: A Case Study.," In J.F. Courtney, J.D. Haynes, and D.B. Paradice (Ed.) *Inquiring Organizations: Moving from Knowledge Management to Wisdom*, (pp. 71-87). Hershey, PA: Idea Publishing Group.
- Haynes, J. D. & Mahfouz, A. Y. (2002). "Internet Interface Design: E-commerce and the User.," In J.D. Haynes (Ed.) *Internet Management Issues: A Global Perspective*, (pp. 54-70). Hershey, PA: Idea Publishing Group.

Presentation of Refereed Papers

International

Richardson, B. F. & Mahfouz, A. Y. (2009, October). *Strategic Integration of IT and Business Service Management*. International Information Management Association (IIMA) Conference, Houston, Texas.

Mahfouz, A. Y. (2008, January). *Proposal for the Adoption of Alternatives to the Technology Acceptance Model, Virtual Presentation*. International Business Information Management Association (IBIMA), Marrakech, Morocco.

Klinker, S., Terrell, R., & Mahfouz, A. Y. (2006, October). *Dell's Use of CRM-SCM Integration to Dominate the PC Market*. International Information Management Association (IIMA) Conference, New Rochelle, New York.

Mahfouz, A. Y. (2006, May). *The Virtual User Shopping Experience: A Multi-Faceted Classification*. Information Resources Management Association (IRMA) International Conference, D.C., Washington.

National

Mahfouz, A. Y. (2000, August). *User Interface, Multimedia Richness, and Learning Style on the World Wide Web: A Literature Review*. America's Conference for Information Systems, Long Beach, California.

Mahfouz, A. Y. & Paradice, D. B. (2000, August). *Kantian Inquiring Systems: An Illustration of a Retail Organization*. America's Conference for Information Systems, Long Beach, California.

Regional

Mahfouz, A. Y. (2007, May). *A Categorization and Algorithm for Determining Online Shopping Behavior in a B2C Ecommerce Context, Best Paper Award Nominee*. Midwest United States Association for Information Systems (MWAIS) Conference, Springfield, Illinois.

Presentation of Non-Refereed Papers

Local

Mahfouz, A. Y. (2010, March). *The Multidimensional Factors of the Online User Shopping Experience*. Faculty Research Seminar Series, Prairie View, Texas.

Mahfouz, A. Y. (2009, April). *Knowledge Management Transfer Tools*. Faculty Research Seminar Series, Prairie View, Texas.

Mahfouz, A. Y. (2008, April). *The Effects of Multimedia Richness of Website Interface and User Learning Style on Product Information Retention*. Faculty Research Seminar Series, Prairie View, Texas.

Klinker, S., Terrell, R., & Mahfouz, A. Y. (2007, March). *Adoption of Customer Relationship Management and Supply Chain Management Software by a Computer Manufacturing Giant*. Faculty Research Seminar Series, Prairie View, Texas.

Mahfouz, A. Y. (2005, February). *An Apparel Etailer's Success Story: Bridging the Gap Between Physical and Virtual Shopping*. Faculty Research Seminar Series, Prairie View, Texas.

Research Grants

Funded

2007 - Mahfouz, A. Y., Summer Research Grant, COB, PVAMU. , (\$5,000).

2006 - Mahfouz, A. Y., Summer Research Grant, COB, PVAMU. , (\$5,000).

Dissertation

Dissertation

Interactive Eshopping Experience: An Empirical Investigation

SERVICE:

Service to the University

Department Assignments

Faculty Advisor:

2005-2010: Accounting, Finance, & MIS: Support Advisor to AITP, MIS Student Organization

Member:

2008-2009: Accounting, Finance, & MIS: MIS Faculty Search Committee

2007-2008: Accounting, Finance, & MIS: MIS New Curriculum, MBA MIS Track

2005-2006: Accounting, Finance, & MIS: MIS New Curriculum, Undergraduate

2005-2006: Accounting, Finance, & MIS: MIS Faculty Search Committee

Other Institutional Service Activities:

2005-2010: University College Major's Fair: Participant

College Assignments

Chair:

2006-2007: College of Business Search Committee: Systems Analyst

2005-2011: Technology Committee: Chair

Member:

2010-2011: Technology Committee: Member

2009--2011: Mission and Strategic Planning Committee

2004-2005 through 2008-2009: Curriculum Content and Evaluation

Other Institutional Service Activities:

2008-2009: Virtual Tutor in MIS

2007-2008: Dean's Service Award Selection Committee: Member

2006-2007: Technology Committee: Temporary Replacement for Systems Analyst

University Assignments

Member:

2008--2010: University Senate

Other Institutional Service Activities:

2008-2009: HTML and Web Site Design, Workshop Trainer

2007-2008: How to Create an Online Questionnaire Using SurveyMonkey.com?, Workshop Trainer

2007-2008: Microsoft Access and Databases: An Introduction, Workshop Trainer

2007-2008: Advanced Word Tips for Writing a Lengthy Research Document, Workshop Trainer

2006-2007: SurveyMonkey.com: The Design of an Online Survey Instrument, Workshop Trainer

2005-2006: Advanced Word Processing Features: The Case of the Long Manuscript, Workshop Trainer

2005-2006: An Introduction to Relational Databases Using Microsoft Access, Workshop Trainer

2005-2006: An Introduction to Relational Databases Using Microsoft Access, Workshop Trainer

Service to the Profession

Academic Conference: Session Chair

2009: International Information Management Association (IIMA) Conference, Database Technologies (International).

Chair: Track

2009: International Information Management Association (IIMA) Conference, Information Systems (International).

Reviewer - Article / Manuscript

2007: Journal of Information Technology for Development (National).

2005: Journal of Information Systems Education (National).

2004: Communications of the ACM (International).

2000: Information Systems Frontiers (National).

Reviewer - Book / Textbook

2008: Handbook for Research on Contemporary Theoretical Models in Information Systems (International).

2002: Internet Management Issues: A Global Perspective (International).

2001: E-Commerce Diffusion: Strategies and Challenges (National).

Reviewer: Conference Paper

2009: International Information Management Association (IIMA) Conference (International).

2009: Americas Conference on Information Systems (National).

2006: International Information Management Association (IIMA) Conference (International).

2006: Americas Conference on Information Systems (International).

2005: International Information Management Association Conference (International).

2004: Conference of the Southern Association for Information Systems (Regional).

2001: Hawaii International Conference on System Sciences (International).

2000: Americas Conference on Information Systems (National).

Faculty Development

Assurance of Learning - Professional Development

2006: Eder, J. D. Both Ends of the Telescope: Asking for and Assessing Deeper, Longer-Term Learning. Prairie View, Texas.

Research-Related Conference/Seminar

2007: Midwest United States Association for Information Systems (MWAIS) Conference. Swift, R. Data Warehousing Applications in Private and Public Sector Organizations, Teradata/NCR. Springfield, Illinois.

2007: Midwest United States Association for Information Systems (MWAIS) Conference. Swift, R. The Future of Information Technology for Transforming Organizations Using Active (Real-Time) Decision-Making, Teradata/NCR. Springfield, Illinois.

Other Professional Development

2007: Center for International Business Education. Quazi, R. International Business Outreach Workshop/Seminar. Prairie View, Texas.

Technology-Related Training

2009: Balijepally, V. Access 2007. Prairie View, Texas.

2009: Archilla, E. Top 10 Tips for MS Office Groove 2007 Recorded Webcast. Prairie View, Texas.

2008: eCourses/WebCT Training. Stewart, M. J., and Stubblefield, C. Prairie View, Texas.

2008: Advanced PowerPoint. Balijepally, V. Prairie View, Texas.

2008: Williams, M. Tegrity Campus 2.0. Prairie View, Texas.

2007: eCourses/WebCT Training. Stewart, M. J. Prairie View, Texas.

2007: Advanced PowerPoint. Balijepally, V. Prairie View, Texas.

2007: Balijepally, V. Access. Prairie View, Texas.

2007: Rahman, S. Advanced Outlook. Prairie View, Texas.

2006: Wexler, J. Horizon Wimba Virtual Classroom, Wimba, Inc. Prairie View, Texas.

2006: Klaips, C. D. SAM Training, Thomson Learning. Prairie View, Texas.

2006: eCourses/WebCT Training. Stewart, M. J. Prairie View, Texas.

2006: Advanced PowerPoint. Balijepally, V. Prairie View, Texas.

2006: Distance Education: TTVN Training. Taylor, C. A. Prairie View, Texas.

Honors-Awards-Grants

Award

2007: Dean's Excellence Award in Service, College of Business Prairie View A&M University.

2006: Dean's Excellence Award in Teaching, College of Business Prairie View A&M University.

2000: Dean's Award for Outstanding Teaching by a Doctoral Student, Mays Business School Texas A&M University.

2000: Excellence in Ph.D. Teaching Award/Scholarship Texas A&M University.

1997: Regents' Graduate Fellowship Texas A&M University.

Honor

2008: Best Faculty Committee Chair, Technology, College of Business Prairie View A&M University.

2007: Best Paper Award Nominee for the Annual Conference Midwest United States Association for Information Systems.

2007: Who's Who Among American Teachers & Educators.

2001: National Honor Society Phi Kappa Phi.

1997: National Honor Society of Business Beta Gamma Sigma.
