



Faculty Name: Ahmed Y. Mahfouz, Ph.D. **Address:** P.O. Box 519; MS 2300
Prairie View, TX 77446

Position Title: Associate Professor of Management Information Systems
Office Location: 441 Agriculture/Business Multipurpose Building
Office Phone: 936-261-9260
Email Address: aymahfouz@pvamu.edu

Education:	Degree and Area of Study	Institution Name	Degree Date
	Ph.D., Information and Operations Management (MIS)	Texas A&M University	2004
	MBA	Virginia Tech	1997
	B.S., Management Science	Virginia Tech	1994

Teaching Experience:	Position Title	Institution Name	Position Dates (Beginning & End)
	Associate Professor	Prairie View A&M University	2011-present
	Assistant Professor	Prairie View A&M University	2005-2011
	Graduate-Teaching Assistant	Texas A&M University	1998-2001

Professional Publications:

Joonas, K., Mahfouz, A. Y., Hayes, R. A. (2022). Strategy for Growth and Market Leadership: The Netflix Case. *AIMS International Journal of Management*, under review.

Joonas, K., A.Y. Mahfouz, & Wen-Hung Wang. (2021). Taiwanese Consumers' Flow Search Experience: An Exploratory Study. *Southwest Business and Economics Journal*, 27, 36-52.

Joonas, K., A.Y. Mahfouz, C.J. Gonzalez-Trujillo, & D. Davila-Ruiz. (2021). Exploring the Determinants of Behavioral Outcome: A Study of Online Learning among College Students in Mexico. *Journal of Higher Education Theory and Practice*, 21(13), 172-187, doi. 10.33423/jhetp.v21i13.4799.

Mahfouz, A., Joonas, K., & Opara, E. U. (2020). An Overview of and Factor Analytic Approach to Flow Theory in Online Contexts. *Technology in Society*, 61, 1-7, doi. 10.1016/j.techsoc.2020.101228.

Grant: \$531,000, Opara, E. U., Mahfouz, A. Y., & Holloway, R., Title III Office, PVAMU, Department of Education (DoED), *Cybersecurity, Networking, and Enterprise Solutions for Hands-on Student Learning*, DoED FY 2013-2019.

Ahmed Mahfouz, Ph.D.
Associate Professor of MIS

Prairie View A&M University
College of Business
Accounting, Finance, and MIS Department
P.O. Box 519, MS 2300
Prairie View, TX 77446-0519
936-261-9260
aymahfouz@pvamu.edu

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

WORK EXPERIENCE

Academic Experience

Associate Professor of MIS, Prairie View A&M University (2011 - Present)
Assistant Professor of MIS, Prairie View A&M University (2005 - 2011)
Instructor of MIS (Part-time), Texas A&M University (1998 - 2001)
Graduate Assistant of MIS, Texas A&M University (1997 - 1998)

Courses Taught

Prairie View A&M University

MISY 1305 Information and Communication in the Digital Age
MISY 2301 Fundamentals of MIS (lecture and PVAMU/LoneStar-CyFair) & online
MISY 3342 Information Systems Analysis and Design
MISY 4343/4399 Cybersecurity in Ecommerce/Independent Study
MISY 4453/4399 Special Topics in MIS/Ind. Study: Enterprise Resource Planning
MISY 4523/4399 Strategic Management of IT/Independent Study
MISY 4523 Strategic Management of IT (online)
MISY 5310 Management Information Systems (lecture and online)
MISY 5342 Information Systems Analysis and Design (lecture and online)

Texas A&M University

INFO 207 Business Data Processing Concepts (TAMU)

INFO 209 Business Information Systems Concepts (TAMU)

INFO 210 Fundamentals of Information Systems (TAMU)

Other Teaching Activities

Course (New) - Creation/Delivery: Conventional

MISY 5342 Information Systems Analysis and Design Course (New)

MISY 2301 Fundamentals of MIS (New)

Course (New) - Creation/Delivery: Online

MISY 5342 Information Systems Analysis and Design (New online)

MISY 2301 Fundamentals of MIS (New online)

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

Joonas, K., Mahfouz, A. Y., Hayes, R. A. (2022). Strategy for Growth and Market Leadership: The Netflix Case. *AIMS International Journal of Management*, under review.

Joonas, K., A.Y. Mahfouz, & Wen-Hung Wang. (2021). Taiwanese Consumers' Flow Search Experience: An Exploratory Study. *Southwest Business and Economics Journal*, 27, 36-52.

Joonas, K., A.Y. Mahfouz, C.J. Gonzalez-Trujillo, & D. Davila-Ruiz. (2021). Exploring the Determinants of Behavioral Outcome: A Study of Online Learning among College Students in Mexico. *Journal of Higher Education Theory and Practice*, 21(13), 172-187, doi. 10.33423/jhetp.v21i13.4799.

Mahfouz, A., Joonas, K., & Opara, E. U. (2020). An Overview of and Factor Analytic Approach to Flow Theory in Online Contexts. *Technology in Society*, 61, 1-7, doi. 10.1016/j.techsoc.2020.101228.

*Ranked (Australian Business Deans Council's Journal Quality List)
23 citations (Google Scholar)*

Mahfouz, A., Joonas, K., Williams, D., Jia, X., & Arevalo, M. (2017). A Classic American Department Store's Resurgence to Glory: Using Social Media and Online Advertising Strategies to Raise Revenue. *Southern Journal of Business & Ethics*, 9, 180-192.

9 Citations (Google Scholar)

Opara, E. U., Mahfouz, A., & Holloway, R. (2017). Network Platforms, Advanced Persistence Threat – The Changing Patterns of Cyber-Attacks. *Journal of Forensic and Crime Investigation*, 1 (1), 104-113.

Opara, E. U. & Mahfouz, A. Y. (2016). Conquering the Cyber Attacks: Analysis and Protecting the Enterprise Resources. *International Journal of Business Continuity and Risk Management*, 6 (4), 314-329.

Richardson, B. F. & Mahfouz, A. Y. (2011). Aligning Business Service Management to Goals: An Integrated Approach at BMC Software. *Journal of Technology Research*, 2 (1), 1-15.

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.

39 citations (Google Scholar)

B journal ranking (Australian Business Deans Council's Journal Quality List)

Philaretou, A. G. & Mahfouz, A. Y. (2006). Sexuality and the Internet. *International Journal of Technology, Knowledge, and Society*, 1 (1), 129-135.

Ranked (Australian Business Deans Council's Journal Quality List)

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.

B journal ranking (Australian Business Deans Council's Journal Quality List)

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.

154 citations (Google Scholar)

Research Grants

\$531,000, Opara, E. U., Mahfouz, A. Y., & Holloway, R., Title III Office, PVAMU, Department of Education (DoED), *Cybersecurity, Networking, and Enterprise Solutions for Hands-on Student Learning*, DoED FY 2013-2019 (includes 1 year extension).

\$4,000, Joonas, K., Mahfouz, A. Y., & Wang, W., Summer Research Grant, COB, PVAMU, *Taiwanese Consumers' Flow Search Experience: An Empirical Investigation*, 2019.

\$5,000, Joonas, K., Mahfouz, A. Y., Trujillo, C., & Ruiz, D., Summer Research Grant, COB, PVAMU, *An Experimental Study of Online Learning Among College Students in Mexico: Investigating the Determinants of Recall of a Cognitive Learning Task*, 2018.

\$1,000, Mahfouz, A. Y. & Opara, E. U., Summer Research Grant, COB, PVAMU, *Enterprise Systems Education in SAP: A Journey and a Roadmap to Build a Curriculum in an Underserved College Student Population*, 2018.

\$5,000, Mahfouz, A. Y. Summer Research Grant, COB, PVAMU, *Factors of Student Learning and Recall on a Cognitive Task*, 2016.

\$5,000, Opara, E. U., Mahfouz, A. Y., & Holloway, R. COB Summer Research Grant, PVAMU, *Network Platforms, Advanced Persistence Threat – The Changing Patterns of Cyber-Attacks*, 2016.

\$3,500, Mahfouz, A. Y., Summer Research Grant, COB, PVAMU, *Social Media, Learning Style, And Cognitive Recall in A Pedagogical Context*, 2014.

\$3,000, Mahfouz, A. Y., Summer Research Grant, COB, PVAMU, *Flow Search Experience: An Empirical Investigation Using Browsal Search Behavior and Site Interactive Modality*, 2012

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

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

Refereed Proceedings and Abstracts

- Joonas, K., Mahfouz, A.Y., & Hayes, R. A. (2022). A Case Study from Netflix: Bridging the Gap Between Physical and Virtual Purchases. *Proceedings of International Conference on Management Information Systems (ICMIS)*, Chitkara University, Bangkok, Thailand, September 27-28, Virtual.
- Dasshort, P., D. Johnson, D. Taylor, L. Alexander, N. Hearld, K. Joonas, & A.Y Mahfouz. (2022). Strategies for the New Normal: Trust, Information, and Marketing. Abstract and Presentation. *Proceedings of the PVAMU Conference on Interdisciplinary Student Research*, Prairie View, TX, April 11-12, 11.
- Hines, K., Joonas, K., & Mahfouz, A. Y. (2022). How Amazon Uses Innovation and Predictive Analytics to Change the Game. Abstract and Virtual Presentation. *Proceedings of the PVAMU Conference for Interdisciplinary Student Research*, Prairie View, TX, April 11-12, 12.
- Joonas, K., A.Y. Mahfouz, Wen-Hung Wang, D. Davila Ruiz, C. J. Gonzalez-Trujillo. (2022). The Role of Cultural Dimensions in Flow Search Experience: Comparing Taiwanese and Mexican Online Consumers. Abstract and Presentation. *Proceedings of Association of Collegiate Marketers (ACME)/Federation of Business Disciplines Conference*, New Orleans, LA, March 2-5, 9-10.
- A.Y. Mahfouz, Joonas, K., & D. Taylor. (2022). The Impact of Covid-19 on Business and Marketing. Abstract and Virtual Presentation. *Proceedings of the AIMS International Conference on Management*, Jaipur, India, January 7-9, Virtual.
- Joonas, K., Mahfouz, A. Y., & Wang, W. (2021). A Study of Taiwanese Consumers' Flow Search Experience. Abstract and Virtual Presentation. *Proceedings of the Association of Collegiate Marketers (ACME)/Federation of Business Disciplines*, Galveston, TX., March 17-19, 23-25, Virtual.
- Joonas, K., A. Y. Mahfouz, C.J. Gonzalez-Trujillo, & D. Davila-Ruiz. (2021). Learning among Online Users in Mexico: An Experimental Study. Abstract and Video Presentation. *Proceedings of the International Conference on Management and Information Systems (ICMIS)*, Bangkok, Thailand, September 25-26, Internet Conference.
- Mahfouz, A. Y. (2020). Types of Mobile and Virtual Consumer Interactions, Abstract and Virtual Presentation. *Proceedings of the International Business Information Management Association (IBIMA) Conference*, Granada, Spain, November 4-5, Virtual.
- Mahfouz, A. Y. (2020). Pedagogy and Learning Theories Through Learning Management Systems. Abstract and Virtual Presentation. *Proceedings of the International Business Information Management Association (IBIMA) Conference*, Granada, Spain, November 4-5, Virtual.
- Gray, A. M., Mahfouz, A. Y., & Joonas, K. (2020). The Evolution of Speech Recognition Through Amazon Alexa. *Proceedings of the International Business Information Management Association (IBIMA) Conference*, Granada, Spain, November 4-5, Virtual.
- Williams, E., Joonas, K., & Mahfouz, A. Y. (2020). Promotion through Selected Social Media Platforms: Strategies for Revenue Generation. *Proceedings of the AIMS International Conference on Management*, Kozhikode, Kerala, India, January 2-4, 916-920.
- Williams, E., Joonas, K., & Mahfouz, A. Y. (2019). Revenue Generation Strategies through Facebook and Instagram Advertising. Abstract and Presentation. *Proceedings of the PVAMU Annual Research Symposium*, Prairie View, TX, April 11, 106.

- Mahfouz, A. (2018). Enhancing IT Skills Via Communities of Learning and Practice. Abstract and Presentation. *Proceedings of the International Information Management Association (IIMA) Conference*, Prairie View, TX, October 8-10.
- Mahfouz, A. & Opara, E. U. (2018). Experience of Integrating an SAP Enterprise Systems Curriculum. Abstract and Presentation. *Proceedings of the International Information Management Association (IIMA) Conference*, Prairie View, TX, October 8-10.
- Joonas, K., Mahfouz, A., Trujillo, C., & Ruiz, D. (2018). Determinants of Recall of a Cognitive Learning Task in Mexico: A Theoretical Approach. *Proceedings of the Association of Collegiate Marketing Educators (ACME) Conference*, Albuquerque, NM, March 7-10, 12-18.
- Joonas, K., Mahfouz, A., Ruiz, D., & Trujillo, C. (2018). Mexican Consumers' Flow Search Experience: A Study Proposal. *Proceedings of the Association of Collegiate Marketing Educators (ACME) Conference*, Albuquerque, NM, March 7-10, 19-27.
- Mahfouz, A. Y., Jones, L., & Opara, E. U. (2017). How Nike is Utilizing Supply Chain Management Systems. Abstract and Presentation. *Proceedings of the International Information Management Association (IIMA) Conference*, Scotland, UK, September 11-13, 63.
- Mahfouz, A. Y., Joonas, K., Williams, D., Jia, R., & Arevalo, M. (2017). A Classic American Department Store's Resurgence to Glory: Using Social Media and Online Advertising Strategies to Generate Revenue (Best Paper Award). *General Business Conference*, Huntsville, TX, April 7-8, 8, 5-16.
- Mahfouz, A. (2017). Social Constructionism and Tools within a Learning Management System. *Annual Teaching with Technology Conference*, College Station, Texas, March 1-2.
- Mahfouz, A. Y., Blackmon, K., & Opara, E. U. (2015). SAP ERP Implementation Case Study: A Long Journey to Success. *International Information Management Association (IIMA) Conference*, Chattanooga, TN, October 12-14.
- Gesmin, S., Henderson, B., Irtiza, S., Mahfouz, A. Y., Opara, E., et al. (2011). An Analysis of Historical Transformation of an IT Giant Based on Sound Strategic Vision. *International Information Management Association (IIMA) Conference*, 11 (2), New Orleans, LA, October 10-12, 13-20.
- Mahfouz, A. Y. & Guo, Y. (2011). An Overview of Flow Theory in Ecommerce, Abstract and Presentation. *America's Conference for Information Systems*, Detroit, MI, August 4-7, Paper 95.
- Richardson, B. F. & Mahfouz, A. Y. (2009). Strategic Integration of IT and Business Service Management. *International Information Management Association (IIMA) Conference*, 9 (2), Houston, TX, October 12-14, 65-78.
- Mahfouz, A. Y. (2008). Proposal for the Adoption of Alternatives to the Technology Acceptance Model. *International Business Information Management Association (IBIMA)*, Marrakech, Morocco, January 4-6, 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*, Springfield, IL, May 18-19, 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), New Rochelle, NY, October 4-7, 87-90.

Mahfouz, A. Y. (2006). The Virtual User Shopping Experience: A Multi-Faceted Classification. *Information Resources Management Association (IRMA) International Conference*, Washington, D.C., 468-469.

Mahfouz, A. Y. (2004). Interactive Experiential Ecommerce: An Experimental Study. *Southern Association for Information Systems Annual Conference*, Savannah, GA, March 1, Paper 48, 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*, Paper 398, 2024-2027.

Mahfouz, A. Y. & Paradise, D. B. (2000). Kantian Inquiring Systems: An Illustration of a Retail Organization. *America's Conference for Information Systems*, Paper 221, 1503-1506.

Book Chapters

Mahfouz, A. Y., Theocharous, A., & Philaretou, A. (2013). Evolution, Psychology, and Technology: Integrative Views on Social Interactions in Online Environments. In A. Aubert (Ed.), *Social Interaction: Evolution, Psychology and Benefits* (pp. 103-238). Hauppauge, NY: Nova Science Publishers, Inc.

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 N. Kock (Ed.), *Evolutionary Psychology and Information Systems Research: A New Approach to Studying the Effects of Modern Technologies on Human Behavior* (pp. 269-285). New York, NY: 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 (Eds.), *Handbook for Research on Contemporary Theoretical Models in Information Systems* (pp. 229-241). Hershey, PA: IGI Global.

10 Citations (Google Scholar)

Mahfouz, A. Y. & Paradise, D. B. (2005). Kantian Inquiring Systems: A Case Study. In J.F. Courtney, J.D. Haynes, and D.B. Paradise (Eds.), *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 Conference Proceedings and Abstracts

Joonas, K., Mahfouz, A.Y., & Hayes, R. A. (2022). A Case Study from Netflix: Bridging the Gap Between Physical and Virtual Purchases. *Proceedings of International Conference on Management Information Systems (ICMIS)*, Chitkara University, Bangkok, Thailand, September 27-28, Virtual.

Dasshort, P., D. Johnson, D. Taylor, L. Alexander, N. Hearld, K. Joonas, & A.Y Mahfouz. (2022). Strategies for the New Normal: Trust, Information, and Marketing. Abstract and

Presentation. *Proceedings of the PVAMU Conference on Interdisciplinary Student Research*, Prairie View, TX, April 11-12, 11.

Hines, K., Joonas, K., & Mahfouz, A. Y. (2022). How Amazon Uses Innovation and Predictive Analytics to Change the Game. Abstract and Virtual Presentation. *Proceedings of the PVAMU Conference for Interdisciplinary Student Research*, Prairie View, TX, April 11-12, 12.

Joonas, K., A.Y. Mahfouz, Wen-Hung Wang, D. Davila Ruiz, C. J. Gonzalez-Trujillo. (2022). The Role of Cultural Dimensions in Flow Search Experience: Comparing Taiwanese and Mexican Online Consumers. Abstract and Presentation. *Proceedings of Association of Collegiate Marketers (ACME)/Federation of Business Disciplines Conference*, New Orleans, LA, March 2-5, 9-10.

A.Y. Mahfouz, Joonas, K., & D. Taylor. (2022). The Impact of Covid-19 on Business and Marketing. Abstract and Virtual Presentation. *Proceedings of the AIMS International Conference on Management*, Jaipur, India, January 7-9, Virtual.

Joonas, K., Mahfouz, A. Y., & Wang, W. (2021). A Study of Taiwanese Consumers' Flow Search Experience. Abstract and Virtual Presentation. *Proceedings of the Association of Collegiate Marketers (ACME)/Federation of Business Disciplines*, Galveston, TX., March 17-19, 23-25, Virtual.

Joonas, K., A. Y. Mahfouz, C.J. Gonzalez-Trujillo, & D. Davila-Ruiz. (2021). Learning among Online Users in Mexico: An Experimental Study. Abstract and Video Presentation. *Proceedings of the International Conference on Management and Information Systems (ICMIS)*, Bangkok, Thailand, September 25-26, Internet Conference.

Mahfouz, A. Y. (2020). Types of Mobile and Virtual Consumer Interactions, Abstract and Virtual Presentation. *Proceedings of the International Business Information Management Association (IBIMA) Conference*, Granada, Spain, November 4-5, Virtual.

Mahfouz, A. Y. (2020). Pedagogy and Learning Theories Through Learning Management Systems. Abstract and Virtual Presentation. *Proceedings of the International Business Information Management Association (IBIMA) Conference*, Granada, Spain, November 4-5, Virtual.

Gray, A. M., Mahfouz, A. Y., & Joonas, K. (2020). The Evolution of Speech Recognition Through Amazon Alexa. *Proceedings of the International Business Information Management Association (IBIMA) Conference*, Granada, Spain, November 4-5, Virtual.

Williams, E., Joonas, K., & Mahfouz, A. Y. (2020). Promotion through Selected Social Media Platforms: Strategies for Revenue Generation. *Proceedings of the AIMS International Conference on Management*, Kozhikode, Kerala, India, January 2-4, 916-920.

Williams, E., Joonas, K., & Mahfouz, A. Y. (2019). Revenue Generation Strategies through Facebook and Instagram Advertising. Abstract and Presentation. *Proceedings of the PVAMU Annual Research Symposium*, Prairie View, TX, April 11, 106.

Mahfouz, A. (2018). Enhancing IT Skills Via Communities of Learning and Practice. Abstract and Presentation. *Proceedings of the International Information Management Association (IIMA) Conference*, Prairie View, TX, October 8-10.

Mahfouz, A. & Opara, E. U. (2018). Experience of Integrating an SAP Enterprise Systems Curriculum. Abstract and Presentation. *Proceedings of the International Information Management Association (IIMA) Conference*, Prairie View, TX, October 8-10.

- Joonas, K., Mahfouz, A., Trujillo, C., & Ruiz, D. (2018). Determinants of Recall of a Cognitive Learning Task in Mexico: A Theoretical Approach. *Proceedings of the Association of Collegiate Marketing Educators (ACME) Conference*, Albuquerque, NM, March 7-10, 12-18.
- Joonas, K., Mahfouz, A., Ruiz, D., & Trujillo, C. (2018). Mexican Consumers' Flow Search Experience: A Study Proposal. *Proceedings of the Association of Collegiate Marketing Educators (ACME) Conference*, Albuquerque, NM, March 7-10, 19-27.
- Mahfouz, A. Y., Jones, L., & Opara, E. U. (2017). How Nike is Utilizing Supply Chain Management Systems. Abstract and Presentation. *Proceedings of the International Information Management Association (IIMA) Conference*, Scotland, UK, September 11-13, 63.
- Mahfouz, A. Y., Joonas, K., Williams, D., Jia, R., & Arevalo, M. (2017). A Classic American Department Store's Resurgence to Glory: Using Social Media and Online Advertising Strategies to Generate Revenue (Best Paper Award). *General Business Conference*, Huntsville, TX, April 7-8, 8, 5-16.
- Joonas, K., Ojumu, O., Mahfouz, A. Y., Jia, R., Williams, D., Arevalo, Margarita (2017). Engaging Students Using Constructivist Learning, Panel Discussion Presentation. *General Business Conference*, Huntsville, TX, April 7-8.
- Mahfouz, A. (2017). Social Constructionism and Tools within a Learning Management System. *Annual Teaching with Technology Conference*, College Station, Texas, March 1-2.
- Mahfouz, A. Y., Blackmon, K., & Opara, E. U. (2015). SAP ERP Implementation Case Study: A Long Journey to Success. *International Information Management Association (IIMA) Conference*, Chattanooga, TN, October 12-14.
- Gesmin, S., Henderson, B., Irtiza, S., Mahfouz, A. Y., Opara, E., et al. (2011). An Analysis of Historical Transformation of an IT Giant Based on Sound Strategic Vision. *International Information Management Association (IIMA) Conference*, 11 (2), New Orleans, LA, October 10-12, 13-20.
- Mahfouz, A. Y. & Guo, Y. (2011). An Overview of Flow Theory in Ecommerce, Abstract and Presentation. *America's Conference for Information Systems*, Detroit, MI, August 4-7, Paper 95.
- Richardson, B. F. & Mahfouz, A. Y. (2009). Strategic Integration of IT and Business Service Management. *International Information Management Association (IIMA) Conference*, 9 (2), Houston, TX, October 12-14, 65-78.
- Mahfouz, A. Y. (2008). Proposal for the Adoption of Alternatives to the Technology Acceptance Model. *International Business Information Management Association (IBIMA)*, Marrakech, Morocco, January 4-6, 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*, Springfield, IL, May 18-19, 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), New Rochelle, NY, October 4-7, 87-90.
- Mahfouz, A. Y. (2006). The Virtual User Shopping Experience: A Multi-Faceted Classification. *Information Resources Management Association (IRMA) International Conference*, Washington, D.C., 468-469.

Mahfouz, A. Y. (2004). Interactive Experiential Ecommerce: An Experimental Study. *Southern Association for Information Systems Annual Conference*, Savannah, GA, March 1, Paper 48, 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*, Paper 398, 2024-2027.

Mahfouz, A. Y. & Paradise, D. B. (2000). Kantian Inquiring Systems: An Illustration of a Retail Organization. *America's Conference for Information Systems*, Paper 221, 1503-1506.

Presentation of Non-Refereed Papers

Joonas, K., & Mahfouz, A. Y., Ojumu, O. (2021). "Revisiting Student Engagement through Constructivist Learning: Experiences, Outcomes, and Incentives," COB Faculty Seminar Series, Prairie View, TX, November 17, 2021, Virtual.

Joonas, K., & Mahfouz, A. Y. (2021). "Impact of Faculty-Student Collaborative Research," COB Faculty Research Seminar Series, Prairie View, TX, November 5, 2021, Virtual.

Joonas, K., Mahfouz, A. Y., Gonzalez-Trujillo, C. J., & Davila-Ruiz, D.. (2021). "The Over-rated Role of Learning Style: Investigating the Determinants of Behavioral Outcome in Mexico." COB Faculty Research Seminar Series, Prairie View, TX, September 17, 2021, Virtual.

Joonas, K., Mahfouz, A. Y., Wang, W. (2020). *Taiwanese Consumers' Flow Experience*. Faculty Research Seminar Series, COB, Prairie View, Texas, April 17.

Joonas, K., Mahfouz, A. Y., González-Trujillo, C., & Ruiz, D. (2019). *An Experimental Study of Online Learning among College Students in Mexico: Investigating the Determinants of a Behavioral Outcome*. Faculty Research Seminar Series, COB, Prairie View, Texas, April 26.

Williams, E., Joonas, K., & Mahfouz, A. Y. (2019). *Corporate Objectives Achievement Through Social Media*. Faculty Research Seminar Series, COB, Prairie View, Texas, March 22.

Mahfouz, A. Y. (2019). *Enterprise Systems: A Journey and a Roadmap to Build a Curriculum*. Faculty Research Seminar Series, COB, Prairie View, Texas, March 8.

Joonas, K., Mahfouz, A. Y., Ruiz, D., & Trujillo, C. (2018). *Mexican Consumers' Flow Search Experience: A Study Proposal*. Faculty Research Seminar Series, COB, Prairie View, Texas, April 6.

Joonas, K., Mahfouz, A. Y., Trujillo, C., & Ruiz, D. (2018). *Digital Learning Among College Students in Mexico: An Outline for an Experimental Study of Determinants of Cognitive Recall*. Faculty Research Seminar Series, COB, Prairie View, Texas, April 6.

Mahfouz, A. Y. (2017). *Factors of Student Learning and Recall on a Cognitive Task*. Faculty Research Seminar Series, COB, Prairie View, Texas, March 10.

Opara, E. U., Mahfouz, A. Y., & Holloway, R. (2017). *Network Platforms, Advanced Persistence Threat – The Changing Patterns of Cyber-Attacks*. Faculty Research Seminar Series, COB, Prairie View, Texas, March 10.

- Opara, E. U. & Mahfouz, A. Y. (2015). *Cyber Security Risk, Observations: An Analysis – Vulnerabilities - Threats*. Faculty Research Seminar Series, COB, Prairie View, Texas, November 13.
- Mahfouz, A. Y. (2015). *Social Media, Learning Style, and Cognitive Recall in a Pedagogical Context*. Faculty Research Seminar Series, COB, Prairie View, Texas, April 17.
- Mahfouz, A. Y. (2014). *Flow Search Experience: An Empirical Investigation Using Browsal Search Behavior and Site Interactive Modality*. Faculty Research Seminar Series, Prairie View, Texas, April 4.
- Mahfouz, A. Y. (2013). *Social Constructionism, Pragmatism, and Pedagogy*. Faculty Research Seminar Series, COB, Prairie View, Texas, November 15.
- Mahfouz, A. Y. (2012). *Flow Theory in Ecommerce*. Faculty Research Seminar Series, COB, Prairie View, Texas, April 13.
- Mahfouz, A. Y. (2011). *Social Constructionism as a Learning Theory, and Communities of Practice as a Pragmatic Approach: Learning as an Active Social Process Within Moodle*. Faculty Research Seminar Series, COB, Prairie View, Texas, October 14.
- Mahfouz, A. Y. (2011). *A Classification and Algorithm for Online Shopping Behavior in a Virtual Environment*. Faculty Research Seminar Series, COB, Prairie View, Texas, March 25.
- Mahfouz, A. Y. (2010). *The Multidimensional Factors of the Online User Shopping Experience*. Faculty Research Seminar Series, COB, Prairie View, Texas, March 26.
- Mahfouz, A. Y. (2009). *Knowledge Management Transfer Tools*. Faculty Research Seminar Series, COB, Prairie View, Texas, April 24.
- Mahfouz, A. Y. (2008). *The Effects of Multimedia Richness of Website Interface and User Learning Style on Product Information Retention*. Faculty Research Seminar Series, COB, Prairie View, Texas, April 11.
- Klinker, S., Terrell, R., & Mahfouz, A. Y. (2007). *Adoption of Customer Relationship Management and Supply Chain Management Software by a Computer Manufacturing Giant*. Faculty Research Seminar Series, COB, Prairie View, Texas, March 23.
- Mahfouz, A. Y. (2005). *An Apparel Etailer's Success Story: Bridging the Gap Between Physical and Virtual Shopping*. Faculty Research Seminar Series, COB, Prairie View, Texas, February 11.

SERVICE

Service to the University

Department Assignments

Member:

2020-present	MIS Discipline Coordinator
2014-2016	New MBA MIS Track, "Enterprise Information Systems," Coordinator
2014-2015	MIS Program Curriculum Changes Ad-Hoc Committee
2012-2013	MIS Discipline Coordinator
2012	MIS Faculty Search Committee (hiring of Dr. L. Ngamassi)
2012	MIS Faculty Search Committee (hiring of Dr. T. Ram)
2010	MIS Program Review Ad-Hoc Committee

2009	MIS Faculty Search Committee (hiring of Dr. S. Chatterjee)
2007-2008	MIS New Curriculum, MBA MIS Track Ad-Hoc Committee
2005-2011	Annual University College Major/Minor's Fair Participant
2005-2008	Support Faculty Advisor to AITP, the MIS Student Organization
2005-2006	MIS New Curriculum, Undergraduate Ad-Hoc Committee
2005	MIS Faculty Search Committee (hiring of Dr. V. Balijepally)

College Assignments

Chair

2021-present	Technology Committee, Co-Chair
2005-1/2019	Technology Committee, Chair (Co-Chair, 2015-2017)
2014	Search Committee: Systems Analyst (hiring of Mr. K. Hines), Chair
2014	Dean's Excellence Award Selection Committee
2013	Search Committee: Sys. Analyst (labor certification: Mr. H Rose), Chair
2006	Search Committee: Systems Analyst (hiring of Mr. H. Rose), Chair

Member

2019-now	Technology Committee
2017-1/2019	Mission and Strategic Planning and Accreditation Committee
2005-2015	Mission and Strategic Planning and Accreditation Committee
2012	Dean's Excellence Award Selection Committee
2010-2012	Continuing Education, IT and Software Training Workshops, Coordinator
2005-2009	Curriculum Content and Evaluation Committee

Other College Assignments

2021-2022	MIS Program Review Coordinator
2013-2014	Temp. Replacement for Systems Analyst (full-time COB Staff position)
2014	ISAAC (Info Security Awareness, etc.) COB Designated Officer
2014	Webcasting Taskforce, Member

University Assignments

2013-now	SAP Faculty Coordinator, between PVAMU & SAP University Alliances
2011	Languages/Communications Fac. Search Committee, Arabic Lecturer II
2008-2010	Senator, College of Business

Service to the Profession

Chair: Conference / Track / Program

2011: International Information Management Association (IIMA) Conference. Information Systems, October, New Orleans, LA

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

Academic Conference: Moderator / Facilitator

2018: International Information Management Association (IIMA) Conference, Houston, Texas. Cybersecurity and Forensics

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

Academic Conference: Panelist

2017: General Business Conference, Huntsville, Texas. Engaging Students Using Constructivist Learning

Reviewer - Article / Manuscript

International Journal of Information Systems in the Service Sector
Electronic Commerce Research

International Journal of Information Technology

International Journal of Information Technology and Management

International Journal of Computers and Their Applications

International Journal of Technology, Knowledge and Society

Journal of Information Technology for Development

Journal of Information Systems Education

Journal of Information Technology for Development

Communications of the ACM

Information Systems Frontiers

Reviewer: Conference Paper

International Information Management Association (IIMA) Conference.
Americas Conference on Information Systems

International Conference on Information Systems

Conference of the Southern Association for Information Systems

Hawaii International Conference on System Sciences

Reviewer - Book / Textbook

Handbook for Research on Contemporary Theoretical Models in IS

Internet Management Issues: A Global Perspective

E-Commerce Diffusion: Strategies and Challenges

Honors-Awards-Grants

Award

2022 PVAMU Outstanding Academic Advising Award

2022 Best Advisor Award, COB Dean's Excellence Awards

2018 Dean's Excellence Award in Research, College of Business, PVAMU

2017 Best Paper Award for Annual Conference, GBC 2017, Huntsville, TX

2015 Dean's Excellence Award in Service, College of Business, PVAMU

2013 Dean's Excellence Award in Service, College of Business, PVAMU
2012 Spring Chancellor's TAMUS Teaching Excellence Award, PVAMU
2011 Fall Chancellor's TAMUS Teaching Excellence Award, PVAMU
2011 Dean's Excellence Award in Service, College of Business, PVAMU
2010 Spring Chancellor's TAMUS Teaching Excellence Award (Top 5%), PVAMU
2007 Dean's Excellence Award in Service, College of Business, PVAMU
2006 Dean's Excellence Award in Teaching, College of Business, PVAMU
2001 Dean's Award for Outstanding Teaching by a Doctoral Student, TAMU
2001 Excellence in Ph.D. Teaching Award/Scholarship, TAMU
1997-2000 Regents' Graduate Fellowship, TAMU

Honor

2008 Best Faculty Committee Chair, Technology, College of Business, PVAMU
2007 Member, Who's Who Among American Teachers & Educators.
2001 Member, Phi Kappa Phi. National Honor Society.
1997 Member, Beta Gamma Sigma. National Honor Society of Business.
