
G. Mark Grimes, Ph.D.

Assistant Professor, Decision and Information Sciences
 C.T. Bauer College of Business, University of Houston
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Overview: My primary stream of research involves assessing changes in affective and cognitive states through monitoring human computer interaction behavior. This research has applications in the areas of information security, credibility assessment, improving user satisfaction, and affective computing. I have a long-term research plan with papers targeted at top tier MIS journals.

I also have a strong interest in helping to develop the next generation of IT and business leaders through my teaching. I practice learner-centered teaching and use a variety of instructional techniques to keep the classroom fun and engaging. I incorporate my extensive industry experience into the curriculum to ensure students leave my class with practical knowledge to help them excel in the workplace. My industry and academic experience qualifies me to teach a wide range of information systems classes.

Education

2011 – 2015	Ph.D., Management Information Systems Eller College of Management, University of Arizona, Tucson, AZ Dissertation: Analysis of Human Computer Interaction Behavior to Assess Affect, Cognitive Load, and Credibility Committee: Dr. Jay F. Nunamaker, Jr., Dr. Joseph S. Valacich (co-chairs), Dr. Judee K. Burgoon Minor: Judgment and Decision Making/Management and Organizations Minor Advisor: Dr. Terry Connolly
2008 – 2010	MBA, Concentration in Business Negotiation and Dispute Resolution Jack C. Massey Graduate School of Business, Belmont University, Nashville, TN
1999 – 2003	BBA, Management Information Systems University of Mississippi, Oxford, MS

Research

Journal Publications

- Schuetzler, R. S., **Grimes, G. M.**, Giboney, J. S. (2020). The impact of chatbot conversational skill on engagement and perceived humanness. *Journal of Management Information Systems*, 37(3), 875-900.
- Jenkins, J. L., Proudfoot, J. G., Valacich, J. S., **Grimes, G. M.** & Nunamaker, J. F. (2019). Sleight of Hand: Identifying Concealed Information by Monitoring Mouse-Cursor Movements. *Journal of the Association for Information Systems*, 20(1), 1-32.
**** Winner of 2019 JAIS Best Paper Award ****

3. **Grimes, M.**, Marquardson, J. (2019). Quality matters: Evoking subjective norms and coping appraisals by system design to increase security intentions. *Decision Support Systems*, Volume 119, 23-34.
4. Schuetzler, R. S., **Grimes, G. M.**, Giboney, J. S. (2019). The effect of responsive automated conversational agents on perceptions and behavior during deception. *Computers in Human Behavior*, Volume 97, 250-259.
5. Schuetzler, R. S., Giboney, J. S., **Grimes, G. M.**, & Nunamaker, J. F. (2018). The influence of conversational agent embodiment and conversational relevance on socially desirable responding. *Decision Support Systems*, Volume 114, 94-102.
6. Marquardson, J., **Grimes, M.** (2018). Supporting Better Decisions: How Order Effects Influence Decision Support System Alignment. *Interacting with Computers*, 30(6), 469-479.
7. Jenkins, J. L., **Grimes, M.**, Proudfoot, J. G., & Lowry, P. B. (2013). Improving Password Cybersecurity Through Inexpensive and Minimally Invasive Means: Detecting and Deterring Password Reuse Through Keystroke-Dynamics Monitoring and Just-in-Time Fear Appeals. *Information Technology for Development*, 20(2), 196-213.

Peer-Reviewed Conference Proceedings

1. Schuetzler, R. S., **Grimes, G. M.**, Giboney, J. S. (2018). An Investigation of Conversational Agent Relevance, Presence, and Engagement. *Twenty-fourth Americas Conference on Information Systems*. New Orleans, LA. August 16-18, 2018.
2. Schuetzler, R. S., Giboney, J. S., **Grimes, G. M.**, Nunamaker, J. F. (2018). The Influence of Conversational Agents on Socially Desirable Responding. *Hawaii International Conference on System Sciences*. Hawaii, Hawaii. January 3-6, 2018.
3. **Grimes, G. M.**, Valacich, J. S. (2015). Mind Over Mouse: The Effect of Cognitive Load on Mouse Movement Behavior. *International Conference on Information Systems*. Fort Worth, TX. December 13-16, 2015.
4. Schuetzler, R., **Grimes, M.**, Giboney, J., & Buckman, J. (2014). Facilitating Natural Conversational Agent Interactions: Lessons from a Deception Experiment. *International Conference on Information Systems*. Auckland, New Zealand. December 14-17, 2014.
5. **Grimes, G. M.**, Marquardson, J., & Nunamaker, J. F. (2014). Broken Windows, Bad Passwords: Influencing Secure User Behavior via Website Design. *Americas Conference on Information Systems*. Savannah, GA. August 7-10, 2014.

6. **Grimes, G. M.**, Jenkins, J. L., & Valacich, J. S. (2013). Exploring the Effect of Arousal and Valence on Mouse Interaction. *International Conference on Information Systems*. Milan, Italy. December 15-18, 2013. **** Nominated for ICIS 2013 Best Paper Award ****
7. **Grimes, M.**, Dror, M. (2013). Observations on Strategies for Goofspiel. *IEEE Conference on Computational Intelligence and Games*. Niagara Falls, Ontario, Canada. August 11-13, 2013.

Symposium and Workshop Papers

1. **Grimes, G. M.**, Schuetzler, R. S., Giboney, J. S. (2019). Man or Machine? Expectancy violations in conversational AI interactions. *ICIS JAIS-MISQ Joint Special Issue Workshop on Artificial Intelligence in Organizations*.
2. Schuetzler, R. S., **Grimes, G. M.**, Giboney, J. S. (2019). When better is not better: Designing conversational AI for consumer-facing applications. *ICIS JAIS-MISQ Joint Special Issue Workshop on Artificial Intelligence in Organizations*.
3. **Grimes, G. M.**, Proudfoot, J. G., Valacich, J. S., Jenkins, J. L., Twyman, N. W., Burgoon, J. K., (2017). Controlled Realism in Deception Research. *Hawaii International Conference on Computer and Systems Sciences. Symposium on Rapid Screening Technologies, Deception Detection, and Credibility Assessment*.
4. Schuetzler, R. S., **Grimes, G. M.**, Elkins, A. C., Burgoon, J. K., & Valacich, J. S. (2016). Talking and Typing: A Comparison of Vocalic and Keystroke Dynamics Features for Deception Detection. *Symposium on Credibility Assessment and Screening Technologies (CAST), 49th Annual Hawaii International Conference on System Sciences*. Kauai, Hawaii. January 5-8, 2016.
5. **Grimes, G. M.**, Proudfoot, J. G., Valacich, J.S., Jenkins, J.L., Twyman, N.W., Burgoon, J.K., & Marquardson, J.W. (2015). Lessons Learned From Successive Deception Experiments. *Symposium on Credibility Assessment and Information Quality in Government and Business, 48th Annual Hawaii International Conference on System Sciences*. Kauai, Hawaii. January 5-8, 2015.
6. Byrd, M., **Grimes, M.**, Marquardson, J., & Burgoon, J. (2015). The Misclassification of Deceptive Behavior. *Symposium on Credibility Assessment and Information Quality in Government and Business, 48th Annual Hawaii International Conference on System Sciences*. Kauai, Hawaii. January 5-8, 2015.
7. **Grimes, G. M.**, Jenkins, J. L., & Valacich, J. S. (2013). Assessing Credibility by Monitoring Changes in Typing Behavior: The Keystroke Dynamics Deception Detection Model. *Symposium on Credibility Assessment and Information Quality in Government and Business, 46th Annual Hawaii International Conference on System Sciences*. Maui, Hawaii. January 7-10, 2013.

Technical Reports

1. **Grimes, Mark**, Elyse Golob, Alexandra Durcikova, and Jay Nunamaker. 2013. Reasons and Resolve to Cross the Line: A Post-Apprehension Survey of Unauthorized Immigrants along the U.S.-Mexico Border. Tucson, Arizona: National Center for Border Security and Immigration.

Research Grants and Projects

1. Taxonomy for Information Systems Situation Characterization (Co-PI)
Mark Grimes, Cassie Collier
\$4,480 – September 2018, Bauer College of Business Behavioral Research Assistance Grant
2. An Interviewing Chat Bot for Enhancing Voluntary Information Disclosure (Investigator)
Ryan Schuetzler, **Mark Grimes**, Justin Giboney, Joey Buckman, Jim Marquardson, J. Burgoon
\$40,000 –May 2014, Center for Identification Technology Research
3. Credibility Assessment on the Go: A Tablet-Based Concealed Information Test (Investigator)
Jim Marquardson, Jeffrey Proudfoot, **Mark Grimes**, Justin Giboney
\$40,000 –May 2014, Center for Identification Technology Research
4. Lie to me, Chatterbot Style (Investigator)
Joey Buckman, Justin Giboney, **Mark Grimes**, Ryan Schuetzler, Judee Burgoon
\$40,000 –May 2013, Center for Identification Technology Research
5. Detecting Impostership through Soft Biometrics and Cognitive Metrics (Investigator)
Judee Burgoon, Joe Valacich, Nathan Twyman, Jeffrey Proudfoot, **Mark Grimes**, S. Schuckers
\$55,000 –January 2013, Center for Identification Technology Research
6. Mobile Interviewing Agents (Investigator)
Ryan Schuetzler, Justin Giboney, **Mark Grimes**, Jim Marquardson, David Wilson
\$50,000 –January 2013, Center for Identification Technology Research
7. Post Apprehension Survey of Unauthorized Immigrants (Contributor)
Principle Investigators: Jay F. Nunamaker, Elyse Golob
Contributors: Alexandra Durcikova, **Mark Grimes**, Mary Burns
\$496,928 –September 2011, DHS Office of Immigration Statistics
Overview: This project entailed interviewing over 1,000 apprehended unauthorized immigrants. I managed data collection and analysis with a team of bilingual interviewers and presented results.

Teaching

It is my goal that my students leave class with something they did not have before: a new skill that helps them excel in other areas, a newfound interest in technology, or just a renewed curiosity in the world. If that happens, something more important than grades on a transcript has occurred.

To this end, I focus on incorporating my extensive work experience into the classroom material. I find students are more engaged and get more out of the course content when concrete examples of how the topics are relevant to the “real world” are provided. I use a variety of educational techniques such as group activities and discussions, hands on demos, and videos to keep the classroom fun and engaging. In 2014, I received my Certificate in College Teaching from the UA Office of Instructional Assessment. As part of this program, I completed a series of classes focusing on learner-centered teaching and effective teaching in the college classroom. My teaching was observed and reviewed by both peers and professional educators, which was invaluable in helping me to become a more effective educator. I enjoy being in the classroom and consider it an honor to be a part of the educational growth of my students.

In 2019 I was recognized by the Bauer College of Business with the Leroy and Lucille Melcher Faculty Excellence Award for Teaching. In 2014 I was honored to receive the James F. LaSalle Teaching Excellence Award, an award given every fall to a MIS graduate student instructor at the University of Arizona.

University courses taught or assisted, and ratings of teaching effectiveness:

University of Houston

- Spring 2021: BZAN 6356, Database Management Tools for Business Analytics (TBD / 5.0)
BZAN 6354, Database Management Infrastructure and Architecture (TBD / 5.0)
- Fall 2020: BZAN 6356, Database Management Tools for Business Analytics (TBD / 5.0)
- Spring 2020: MIS 8397, Current Theories in MIS (Ph.D. Seminar)
MIS 3376, Business Applications of Database Management Systems (4.38 / 5.0)
BZAN 6354, Database Management Infrastructure and Architecture (4.80 / 5.0)
- Spring 2019: MIS 7373, Business Applications of Database Management Systems (4.14 / 5.0)
MIS 3376, Business Applications of Database Management Systems (4.81 / 5.0)
MIS 3376, Business Applications of Database Management Systems (4.73 / 5.0)
- Spring 2018: MIS 8397, Current Theories in MIS (Ph.D. Seminar)
MIS 7373, Business Applications of Database Management Systems (4.84 / 5.0)
MIS 3376, Business Applications of Database Management Systems (4.84 / 5.0)
MIS 3376, Business Applications of Database Management Systems (4.80 / 5.0)
- Spring 2017: MIS 8397, Current Theories in MIS (Ph.D. Seminar)
MIS 7373, Business Applications of Database Management Systems (4.86 / 5.0)
MIS 3376, Business Applications of Database Management Systems (4.54 / 5.0)
MIS 3376, Business Applications of Database Management Systems (4.78 / 5.0)
- Spring 2016: MIS 7373, Business Applications of Database Management Systems (4.85 / 5.0)
MIS 3376, Business Applications of Database Management Systems (4.61 / 5.0)
MIS 3376, Business Applications of Database Management Systems (4.79 / 5.0)

University of Arizona

- Spring 2015: Teaching assistant for MIS 510, Web Mining and Computing
Fall 2014: MIS 304, Using and Managing Information Systems (4.8 / 5.0)
Spring 2014: Teaching assistant for MIS 531, Enterprise Data Management (online)
Fall 2013: MIS 304, Using and Managing Information Systems (4.3 / 5.0)
Summer 2013: MIS 304, Using and Managing Information Systems (4.8 / 5.0)

Belmont University (Adjunct instructor)

- Fall 2007: ISM 1330, Introduction to Business Computing (4.17 / 5.0)
Fall 2006: ISM 1330, Introduction to Business Computing (4.77 / 5.0)

My teaching interests and capabilities are broad while my technical and interpersonal skills enable me to simplify complex technical concepts into easily understandable and relatable terms. My industry and academic experience qualifies me to teach a wide range of courses including but not limited to general IS concepts, database design, systems analysis and design, networking, and information security. I am comfortable teaching undergraduate, masters, and doctoral courses. For a more detailed description of my approach to teaching and full course evaluations, please review the teaching portfolio under the Vitae link on my web site at <http://www.gmarkgrimes.com>.

Dissertation Committees

1. Durner, Vanessa (Member – University of Houston). Can Threats and Fear Foster Security? Cognitive and Emotive Forces of Fear Appeals on Information Security Behavior. Successfully defended August 15, 2018.
2. Collier, Cassandra (Member – University of Houston). Nudges in Information Systems. Ongoing
3. Kniffen, Richard (Member – University of Houston). Topic TBD. Ongoing.

Service and Professional Memberships

Professional Memberships

- Association for Information Systems (AIS)
- Association for Computing Machinery (ACM)
- Association of Information Technology Professionals (AITP)
- Beta Gamma Sigma
- Institute of Electrical and Electronics Engineers (IEEE)
- Social Psychology Network (SPN)

Service

- Conferences and workshops (chronological)
 - Associate Editor for ICIS AI in Business and Society track (2021)
 - Co-chair for AMCIS Cognitive, affective, and conversational HCI mini-track (2018-2021)
 - Co-chair for HICSS Design, Development, and Evaluation of Collaboration Technologies mini-track (2020-2021)
 - Program co-chair for SIGHCI Pre-ICIS Workshop (2020)
 - Conference Committee (Review Coordinator), AMCIS (2020)
 - Session chair for AMCIS Interventions and Applications of HCI Research session (2018)
 - Volunteer at International Conference on Information Systems (2012)
- College, department, and university service (chronological)
 - Department representative for Bauer Library Committee (2018-2021)
 - DISC department faculty search committee (2018-2019)
 - Panelist at Bauer Academic Job Market Training for Doctoral Students (2017)
 - University of Houston Freshman Personal Access Liaison (2015-2016)
- Reviewing
 - Journals (alphabetical)
 - Computers in Human Behavior (2018-2020)
 - Decision Support Systems (2020)
 - European Journal of Information Systems (2019-2020)
 - Group Decision and Negotiation (2012)
 - Information Systems Research (2020)
 - International Journal of Human-Computer Interaction (2019)
 - International Journal of Human-Computer Studies (2020)
 - Journal of Management Information System (2019-2020)
 - Journal of the Association of Information Systems (2017-2020)
 - Management Information Systems Quarterly (2020)
 - Conferences, symposia, and workshops (alphabetical)
 - Americas Conference on Information Systems (2014-2015, 2017-2018)
 - Annual Symposium on Information Assurance (2016)
 - European Conference on Information Systems (2016, 2019)
 - Hawaii International Conference on System Sciences (2013-2020)
 - International Conference on Information Systems (2013-2019)
 - SIGHCI Pre-ICIS Workshop (2019)
- Professional service (Chronological)
 - Regent for the Foundation for Information Technology Education (2020-2022)
 - US Information Technology Collegiate Conference Contest Director (2018-present)
 - AITP National Collegiate Conference (NCC) Committee Member (2004-2017)
 - AITP NCC Contest Director (2010-2017)

Awards and Honors

- JAIS Best Paper Award (2020)
- Leroy and Lucille Melcher Faculty Excellence Award for Teaching (2019)
- Paul S. and Shirley Goodman Award in International Computer Technology (2015)
- James F. LaSalle Teaching Excellence Award (2014)
- Delegate for AMCIS Doctoral Consortium (2014)
- Nominated for ICIS Best Paper Award (2013)
- First place in University of Arizona Network Design Case Competition (2011)
- AITP NCC Mike Burell Volunteer of the Year (2007, 2011)
- First place in Belmont University MBA Integrated Project Case Competition (2010)
- Belmont University ETS Top 10% Award (2010)
- Belmont University Special Commendation for Exceptional Achievement in Business Negotiation and Mediation (2010)
- Bank of New York Information Technology Recognition Award (2006, 2007)
- First Place in Web Design Competition, AITP National Collegiate Conference (2003)
- Eagle Scout in Boy Scouts of America

Invited Presentations and Panels

- Information Systems for Detection of Physiological and Behavioral Cues of Deception. Houston Area Association of Certified Fraud Examiners. Houston, TX. December 11, 2018.
- Deception Detection and Credibility Assessment for Corporate Information Systems (Panelist). Phillips 66 Information Protection Week. Bartlesville, OK. July 27, 2016.
- Assessing Cognitive States via Analysis of Human-Computer Interaction Behaviors. University of North Texas MIS Research Forum. Denton, TX. February 19, 2016.
- Research in Deception Detection: The AVATAR. University of Arizona GenCyber Camp. Tucson, AZ. July 16, 2014
- Broken Windows, Bad Passwords: Influencing Secure User Behavior via Website Design. International Information Systems Security Certification Consortium. Tucson, AZ. August 28, 2014
- Post Apprehension Survey of Unauthorized Immigrants. Border Management Southwest Conference. Tucson, AZ. May 29, 2013

Industry Experience

Vice President/Senior Systems Engineer :: The Bank of New York Mellon; Nashville, TN
November 2005 – August 2011

- Team lead for Tennessee division of Intel Distributed Engineering team
- Level 3 support of 6,000+ Windows servers, Active Directory, VMware, and Citrix infrastructure
- Key contributor in migration of servers and associated applications from remote Bank of New York, JPMorgan Chase, and Mellon Financial facilities as part of merger and integration efforts

- Successfully designed and tested business continuity plans for multiple applications
- Lead engineer in selection and architecture of blade server infrastructure
- Lead technical resource for numerous technical initiatives and applications
- Recipient of multiple Information Technology Recognition awards

Adjunct Instructor of Business :: Belmont University; Nashville, TN
August 2006 – December 2007

- Adjunct instructor of ISM1330, Fundamentals of Computing

Enterprise Technologist III :: First Horizon National Corporation; Memphis, TN
February 2005 – November 2005

- Supported and redesigned Microsoft Active Directory, DNS, WINS, and DHCP infrastructure
- Provided third level support for over 200 local and 600 remote Windows servers
- Provided technical guidance for Identity and Access Management solution
- Developed standards and best practices for VMware ESX implementation
- Provided technical expertise for meeting audit compliance goals

Windows Enterprise Architect :: International Paper; Memphis, TN
June 2003 - February 2005

- Provided third level support for large Microsoft Active Directory infrastructure
- Provided technical expertise for implementation of single sign on initiative
- Windows enterprise representative of Incident Response Team
- Extensive experience with VMware GSX and ESX server
- Designed and implemented patch management solution for over 800 Windows servers
- Tasked with handling sensitive security related issues with high level of discretion

Web Developer :: University of Mississippi School of Business Administration; Oxford, MS
February 2001 - January 2003

- Maintained University of Mississippi School of Business Administration website
- Developed web based solutions to simplify daily administrative tasks
- Instructed web development class for future webmasters

Internet Services Intern :: International Paper; Memphis, TN
May 2002 - August 2002

- Maintained and updated DNS servers - developed scripts to automate routine maintenance
- Responsible for controlled promotion of web sites and applications

Chief Technician :: Travelcharts.com LLC; Fulton, MS
May 1998 - May 2000

- Designed and maintained Local Area Network for a small business
- Developed suite of data management applications using C++

- Created aesthetically pleasing, easily maintainable, functional website

Technical Support Representative/Systems Administrator :: Network One ISP; Fulton, MS

March 1997 - May 1999

- Provided technical support, repairs and installations for over 5,000 customers
- Supported multiple UNIX servers hosting Netscape Enterprise Directory and Messaging servers
- Instructed personal computing, Internet, and web design classes

Certifications

- Microsoft Certified Systems Administrator
- CompTIA A+
- CompTIA Security+
- Information Technology Infrastructure Library (ITIL) v3 Foundation