

Greg Moody, Doctoral Candidate

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Publications at SSRN Author page: <http://ssrn.com/author=573407>

Vita last updated: June 16, 2009

Education:

Ph.D. in Management Information Systems (MIS), Katz Graduate School of Business, University of Pittsburgh (September 2006-April 2010); minor field: Individual and Group Behavior

Dissertation: The Roles of Online Trust and Distrust on Pre-Purchase Ambivalence

Major advisor: Dennis Galletta

Master of Information Systems Management (with enrollment in the Ph.D. Prep Program), Marriott School, Brigham Young University

B.S. Information Systems Management, Marriott School, Brigham Young University

Published Journal Articles

2. Lowry, P. B., Vance, A., Moody, G., Beckman, B., & Read, A., (2008) "[Explaining and Predicting the Impact of Branding Alliances and Website Quality on Initial Consumer Trust of E-Commerce Websites](#)," *Journal of Management Information Systems*, 24(4), pp. 201-227.
1. Paul Benjamin Lowry, Taylor Wells, Greg Moody, Sean Humphreys, and Degan Kettles (2005). "[Online payment gateways used to facilitate e-commerce transactions and improve risk management](#)," *Communications of the Association for Information Systems (CAIS)*, vol. 17(6), pp. 1-48.

Published Peer-Reviewed, Full-Length Conference Articles

3. Moody, G. & Galletta, D. (2008). I'm Losing Patience With Your Site: The Impact of Information Scent and Time Constraints on Effort, Performance, and Attitudes, 29th International Conference on Information Systems, Paris, France, December 14-17.
2. Greg Moody, Taylor Wells, and Paul Benjamin Lowry (2007). "[A taxonomy of interactive digital entertainment \(IDE\)](#)," 40th Annual Hawai'i International Conference on System Sciences (HICSS) Waikoloa, Big Island, Hawaii, January 3-6.
1. Paul Benjamin Lowry, Trent Spaulding, Taylor Wells, Greg Moody, Kevin Moffit, and Sebastian Madariaga (2006). "[A theoretical model and empirical results linking website interactivity and usability satisfaction](#)," 39th Annual Hawai'i International Conference on System Sciences (HICSS), Internet and Digital Economy Track, Kauai, Hawaii, January 4-7.

Work in Progress:

Submitted Papers

1. Albrecht, C., Moody, G., Romney, M., & Lowry, P. B., (accepted - JISE). Meeting the Demand for Expert Professionals through an Integrated Information Systems Curriculum Model.
2. Moody, G. & Galletta, D. (fast tracked to JAIS). I'm Losing Patience With Your Site: The Impact of Information Scent and Time Constraints on Performance and Attitudes.
3. Moody, G., & Galletta, D. (targeting HICSS 2010). Bridging the Divide: A Hybrid Model of Trust and Distrust.
4. Moody, G., Lowry, P. B., Vance, A., Wells, T. M., & Beckman, B., (targeting MISQ). Is your Website Credible? How Source Credibility Affects Consumer Trust in E-Commerce Websites.

Working Papers

5. Slaughter, S., Kemerer, C., & Moody, G., (targeting IEEE Transactions on Software Engineering). Team vs. Tool: The Effect of Software Volatility on Application Development Project Flexibility.
4. Moody, G., Lowry, P. B., Galletta, D. F., & Vance, A., (targeting MISQ). The Effects of Anonymity, Deindividuation, and Disinhibition on Trust and Whistle-Blowing.
3. Moody, G., Galletta, G., & Walker, J., (targeting MISQ). Phishing? Can Propensities to Open Emails from Unknown Others be Altered?
2. Wells, T. M., Moody, G., Lowry, P. B., & Kettles, D., (in progress) Building a Taxonomy to Guide Research on Color Use in Websites: A Review and Critique of Interdisciplinary Research on Color.
1. Moody, G., Lowry, P. B., & Vance, A., (in progress). Versign or eTrust? Do Privacy Seals Really Effect Consumer Trust?

Service:

IS Community

Newsletter Editor, SIGHCI, July 2009 to Present.

Conference and Workshop Leadership:

1. Mini-track co-chair with Paul Lowry (Brigham Young University), Ian MacInnes (Syracuse University, and Taylor Wells (Indiana University) for the new mini-track entitled *Hedonic Information Technologies: Online Games, Interactive Entertainment and Lifestyle Computing* in the Human-Computer Interaction Track of the *Americas Conference on Information Systems (AMCIS) 2007*, under the direction of Matt Germonprez University of Wisconsin – Eau Claire), Traci Hess (Washington State University), and Peter Tarasewich (Northeastern University), October 2006 – August 2007.

Peer review work:

30+ ad hoc peer reviews for *MIS Quarterly*, *Communications of the Association for Information Systems (CAIS)*, *Small Group Research (SGR)*, *IEEE Transactions, Information & Management*, *Databases 2.0*, *International Conference on Information Sciences (ICIS)*, *Academy of Management*, *Hawaii International Conference on System Sciences (HICSS)*.

Grants and Monetary Awards:

2. \$2,500 research grant awarded by the Office of the Dean of the Katz Graduate School of Business to study the physiological impact of time-constrained searches on the Internet (May 2007).
1. \$1500 ORCA grant for a study on the psychological impact of color-usage on Web sites (April 2005).

Special Awards and Honors:

8. Management Information Systems Security Research Group Fellowship with the University of Oulu, 2009
7. Doctoral Consortium Nominee, ICIS 2009
6. Nominated for Best Paper in ICIS Track, HCI Track, ICIS 2008.
5. Best Reviewer SIG HCI – ICIS 2007, Montreal Canada.
4. Graduate Student Assistantship, University of Pittsburgh, 2006-present.
3. Doctoral Program Travel Grant, Katz Graduate School of Business, 2007, 2008.
2. Dean's Research Grant, Katz Graduate School of Business, 2007.
1. Graduate and Professional Student Association Travel Grant, University of Pittsburgh, 2007, 2008.

Presentations:

4. "I'm Losing Patience With Your Site: The Impact of Information Scent and Time Constraints on Effort, Performance, and Attitudes", *Katz Graduate School of Business Spring IS Workshop*, Pittsburgh, PA, February 27, 2009.
3. "I'm Losing Patience With Your Site: The Impact of Information Scent and Time Constraints on Effort, Performance, and Attitudes", *International Conference on Information Systems*, Human-Computer Interaction Track, Paris, France, December 14-17, 2008.
2. "Cues of Online Source Credibility: The Effect of Branding Alliances, Privacy Seals, Assurance Statements, and Website Quality on Consumer Trust", Invited presentation at the *University of Pittsburgh MIS Workshop*, April, 2008
1. "A Taxonomy of Interactive Digital Entertainment," *Annual Hawai'i International Conference on System Sciences – Internet and the Digital Economy Track*, Waikoloa, Big Island, Hawaii, January, 2007.

Work Experience:

University of Pittsburgh, MIS, Katz Graduate School of Business:
Research Assistant and Instructor (Pittsburgh, September 2006-April 2010)

Brigham Young University: Project Coordinator (Provo, UT 2005-2006)

KPMG, Summer Intern (Los Angeles 2005)

Consulting Clients:

LADWP (Los Angeles Department of Water and Power)

Charles R. Drew University of Medicine and Science

Professional Affiliations:

AIS (Association for Information Systems); April 2006 to present

INFORMS (The Institute for Operations Research and the Management Sciences); September 2006 to present