

# JACQUELINE C. PIKE

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## EDUCATION

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**University of Pittsburgh**, Pittsburgh, PA  
Joseph M. Katz Graduate School of Business

***Ph.D. in Information Systems***

- Dissertation Chair: Dr. Brian Butler
- Dissertation Title: The Impact of Boundary-Breaking in Self-Publicity Technologies: Self-Presentation, Impression Formation, and Publicness
- Planned Graduation: April 2010

**Ohio University**, Athens, OH

Honors Tutorial College

***Bachelor of Business Administration***

- Specialization: Management Information Systems
- Thesis Title: A Comparative Analysis of Semantic Modeling Techniques: An Interdisciplinary Approach
- Thesis Advisor: Dr. Raymond Frost

## PUBLICATIONS

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Hansen, S., Berente, B., Pike, J., & Bateman, P. (2009). Productivity and Play in Organizations: Executive Perspectives on the Real-World Organizational Value of Immersive Virtual Environments. *Artifact* (2:3).

Frost, R., Pike, J., & Kenyo, L. (2008). Generating Student Interest in the Information Systems Major: A Strategic Framework for the Introductory Course. *Issues in Information Systems*, IX(1), 188-195.

Frost, R., Pike, J., & Huang, W. (2005). Breaking Down the Blocking Boundary of Separated IS Courses in IS Curriculum: A Case Study. *Issues in Information Systems*, VI(1), 303-309.

Frost, R., & Pike, J. (2004). A Revolutionary Approach to Introductory MIS: Professional, Project Based, Decision Focuses, Visual, and Engaging. *Issues in Information Systems*, V(2), 454-460.

## PAPERS UNDER REVIEW

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Berente, N., Hansen, S., Pike, J., & Bateman, P. (under third round review at *MIS Quarterly*). Seeking the Organizational Value of Virtual Worlds: Patterns of Discursive Sensemaking of an Innovative Technological Environment.

Butler, B., Ridings, C., & Pike, J. (under review at the *International Conference on Information Systems*). Growing Local Food Systems: Information Technology Use and Impacts in Geographically-Embedded Markets.

Bateman, P., Pike, J., & Butler, B. (under review at *Communications of the ACM*). Keys to the Management of Web 2.0 Systems.

## **REFERRED PROCEEDINGS AND CONFERENCE PRESENTATIONS**

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Pike, J., Bateman, P., & Butler, B. (2009). I Didn't Know You Could See That: The Effect of Social Networking Environment Characteristics on Publicness and Self-Disclosure, *The Americas Conference on Information Systems (AMCIS)*, San Francisco, California.

Berente, N., Hansen, S., Pike, J., & Bateman, P. (2009). Seeking the Organizational Value of Virtual Worlds: Patterns of Discursive Sensemaking of an Innovative Technological Environment, *The Virtual World Conference*, Austin, Texas.

Berente, N., Hansen, S., Pike, J., & Bateman, P. (2008). Virtual Worlds and Real-Life Organizations: A Study of the Perspectives of Executives, *Academy of Management Annual Meeting - OCIS Division*. Anaheim, California.

Butler, B., Joyce, E., & Pike, J. (2008). Don't Look Now, But We've Created a Bureaucracy: The Nature and Roles of Policies and Rules in Wikipedia. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (CHI)*.

Pike, J., Bateman, P., & Butler, B. (2007). Boundaries in Social Computing Environments: The Effect of Environment Characteristics on Publicness and Self-Disclosure, *International Conference on Information Systems (ICIS)*, Montréal, Québec, Canada.

Galletta, D., Haney, M., Chung, T., Pike, J., & Polak, P. (2007). Does Our Web Site Stress You Out? Information Foraging and the Psycho-Physiology of Online Navigation, *International Conference on Information Systems (ICIS)*, Montréal, Québec, Canada.

Bateman, P. & Pike, J. (2007). Lurking in Online Communities: A Communication Apprehension Perspective, *Academy of Management Annual Meeting - OCIS Division*. Philadelphia, Pennsylvania.

Frost, R., Matta, V., & Brokaw, T. (2006). Meeting the Challenges of IS Curriculum Modernization: A Panel on the Successful Overhaul and Continuous Improvement of the IS Curriculum at Ohio University, *International Association for Computer Information Systems Annual Conference*, Reno, Nevada. [presenter]

McGann, S., Frost, R., Matta, V., & Huang, W. (2005). Meeting the Challenge of IS Curriculum Modernization: A Tutorial on the Successful Overhaul and Continuous Improvement of the IS Curriculum at Ohio University, *The Americas Conference on Information Systems (AMCIS)*, Omaha, Nebraska. [presenter]

## **WORKING PAPERS**

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Galletta, D., Chung, R., Haney, M., Pike, J., & Polak, P. (in progress, targeted for *MIS Quarterly*). Does Our Web Site Stress You Out? Information Foraging and the Psychophysiology of Online Navigation.

Joyce, E., Butler, B., & Pike, J. (in progress) Wikipedia's Biography of Living Persons Policy: Boundary Objects as Interorganizational Pivots.

Pike, J., Butler, B., & Joyce, E. (to be submitted to *MIS Quarterly* in early fall 2009). Safety Valves, Power Plays, and Value Statements: Officially Sanctioned Rule-Breaking in Wikipedia.

Pike, J. & Galletta, D. (in progress). Misleading with Graphs: The Effects of Axis Distortion and Trend Direction on Accuracy.

## **BOOK**

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Frost, R., Pike, J., & Kenyo, L. (self-published quarterly 2004 to present). *Information Analysis and Design*.

## **TEACHING EXPERIENCE**

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### *Instructor/Co-Instructor*

- Instructor for Introduction to Information Systems (Fall 2007, Fall 2008)  
College of Business Administration, University of Pittsburgh
- Co-instructor for Information Analysis and Design (Fall 2003 to Spring 2005)  
College of Business, Ohio University

### *Curriculum Development*

- Undergraduate Information Systems Curriculum Committee (Spring 2006 to present)  
Katz Graduate School of Business, University of Pittsburgh
- Curriculum Development Apprentice (Spring 2004 to Spring 2005)  
College of Business, Ohio University
  - Courses included Information Analysis and Design, Business Information Systems, Systems Analysis and Design / Database Management Systems

### *Teaching Assistant*

- Teaching Assistant for Virtual Teams, MIS Elective (Fall 2008)  
Katz Graduate School of Business, University of Pittsburgh
- Teaching Assistant for Impact Analysis, MIS Elective (Spring 2008)  
Katz Graduate School of Business, University of Pittsburgh
- Teaching Assistant for MIS Practicum (Fall 2007, Fall 2008)  
Katz Graduate School of Business, University of Pittsburgh

- Teaching Assistant for The Business of Blogs, Online Communities, and Social Networking, MIS Elective (Spring 2007)  
Katz Graduate School of Business, University of Pittsburgh
- Teaching Assistant for Introduction to Information Systems (Fall 2006, Spring 2008)  
College of Business Administration, University of Pittsburgh
- Grader for Graduate-Level Database Management (Fall 2005)  
Katz Graduate School of Business, University of Pittsburgh

## **SERVICE**

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### *Conference/Program Coordinator*

- Academy of Management Annual Meeting 2009, OCIS Division, Chicago, Illinois with Brian Butler
- Academy of Management Annual Meeting 2008, OCIS Division Professional Development Program, Anaheim, California with Brian Butler
- INFORMS Conference on Information Systems and Technology 2006, Pittsburgh, Pennsylvania with Brian Butler

### *Session Chair*

- International Association for Computer Information Systems Conference 2008, Savannah, Georgia

### *Conference Volunteer*

- International Conference on Information Systems 2006, Milwaukee, Wisconsin
- International Conference on Information Systems 2005, Las Vegas, Nevada

### *Reviewer*

- Academy of Management Annual Meeting
- Americas Conference on Information Systems
- Information Systems Research
- International Conference on Information Systems
- MIS Quarterly
- OMEGA

### *President*

- Katz Graduate School of Business Doctoral Student Organization (2006-2007)

## **GRANTS**

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- Katz Graduate School of Business Dean's Office Small Grants
  - Project titled "Boundaries in Social Computing Environments: The Effect of Environment Characteristics on Publicness and Self-Disclosure" (2007-2008, \$1500)
  - Project titled "The Effects of Delay and Poor Scent on User Stress: Does Flawed Website Design Lead to High Stress?" (2006-2007, \$2500)
- Katz Graduate School of Business Doctoral Program Travel Grant (2005, 2006, 2007, 2008)

- University of Pittsburgh Graduate and Professional Student Association Travel Grant (2005, 2006, 2007, 2008)

## **AWARDS**

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- Americas Conference on Information Systems Doctoral Consortium Participant (2008)
- Academy of Management OCIS Division Doctoral Consortium Participant (2008)
- Research Institute for the Science of Socio-Technical Systems Participant (2008)
- George G. Main Scholarship, University of Pittsburgh (2006, 2007)
- University of Pittsburgh Graduate Student Assistantship (2005, 2006, 2007, 2008)
- Microsoft Most Valuable Professional (MVP), Visual Developer - ASP/ASP.NET (April 2004 to April 2006)
- Microsoft Imagine Cup 2004, 1st Place Local Software Design (Spring 2004)
- 1st Place D.A.M.A. Data Modeling Challenge (Spring 2004)
- Ohio University Presidential Scholars Award (Fall 2001 to Spring 2005)
- Ohio University College of Business Nies Award for dedication to the MIS Department (2004)

## **ACADEMIC EXPERIENCE**

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### **Visiting Lecturer and Course Coordinator** (Fall 2009 to present)

Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, PA

### **Graduate Student Research Assistant** (Fall 2005 to Summer 2009)

Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, PA

### **Professorial Assistant** (Winter 2004 to Spring 2005)

College of Business, Ohio University, Athens, OH

## **INDUSTRY EXPERIENCE**

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### **Fiserv SourceOne**, Pittsburgh, PA

Quality Assurance Intern (July 2003 to December 2003)

### **Single Source Benefits**, Upper St. Clair, PA

Customer Relationship Management Database Intern (July 2003 to September 2003)

### **Ohio University**, Athens, OH

Computer Lab Manager (September 2002 to February 2004)

### **Pennsylvania Department of Transportation**, Pittsburgh, PA

Information Technology Intern (December 2001 to August 2002)

## **PROFESSIONAL MEMBERSHIPS**

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- Academy of Management
- Association for Computing Machinery's Special Interest Group on Computer-Human Interaction

- Association for Information Systems
- Beta Gamma Sigma Business Honor Society
- INFORMS

## **RESEARCH INTERESTS**

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- Behavior in public online communities and social computing environments and the relationships between the technology, the environment, and the participants' behavior
- Utilization of public online communities by organizations
- Visual display of information in information systems

## **REFERENCES**

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Dr. Brian S. Butler  
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