

*Associate Professor, MS in Business Data Analytics Program Coordinator  
Management Information Systems Department*  
West Virginia University, John Chambers College of Business and Economics  
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## **EDUCATION**

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- Virginia Tech**, Blacksburg, VA **2010 – 2016**  
Ph.D. in Business Information Technology  
“Exploratory and Empirical Analysis of E-Marketplaces for Truck Transportation Services Procurement.”  
This dissertation first shows that transportation EMs use trust mechanisms differently from other EMs. Second a new typology of transportation EMs is elaborated through the study of 206 EMs and confirmed via clustering analyses. Third, a substantial and statistically significant link between the new typology and EM performance is demonstrated.
- Duquesne University**, Pittsburgh, PA **2001**  
Master of Business Administration (Major in Management, GPA 3.8, GMAT 650)
- Institut Commercial de Nancy (ICN)**, Nancy, France **1998 – 2000**  
Master of Science in Business Administration (Major in Entrepreneurship)

## **ACADEMIC EMPLOYMENT EXPERIENCE:**

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- Associate Professor of MIS, West Virginia University**, Morgantown, WV **2021 – Now**  
John Chambers College of Business and Economics.
- Assistant Professor of MIS, West Virginia University**, Morgantown, WV **2017 – 2021**  
John Chambers College of Business and Economics.
- Teaching Assistant Professor of MIS, West Virginia University**, Morgantown, WV **2016 – 2017**  
John Chambers College of Business and Economics. Non-tenure track position with teaching (3-4 load).
- Instructor, Virginia Tech**, Blacksburg, VA **2013 – 2014**  
Pamplin College of Business. Non-tenure track position with teaching (3-4 load).
- Teaching Assistant-Student**, Virginia Tech, Blacksburg, VA **2010 – 2013**  
Assisting professors with teaching duties (developing homework, business cases, grading, etc.)

## **HIGHLIGHTS**

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### **Research:**

- 14 published/accepted articles in top tier journals (+1 not peer reviewed): Journal of Business Logistics, Information and Management, European Journal of Operational Research, International Journal of Production Research, International Journal of Physical Distribution and Logistics Management, Information Technology and Management, Expert Systems with Applications, Decision Sciences Journal of Innovative Education, Journal of Information Systems Education.
- 2021 winner of the John Chambers College of B&E Award of Distinction in Research.
- 6 conference proceedings (Decision Science Institute, Dewald Roode Workshop on Information Systems Security and Privacy, Annual Symposium on Information Assurance).

- Winner of a College of B&E Research Grant for 2018.
- Best paper award at ASIA 2013.

#### **Teaching, Business Analytics in Academia:**

- 41 classes (as instructor) in Business Analytics, Management Science, Database Management, Information Systems, and Operations Management and Supply Chain.
- 4 classes (as teaching assistant) in Business Statistics, Quality Management, Enterprise Planning and Control, and Advanced Supply Chain.
- Above standard student evaluations in all classes.
- Award from Alliance for Excellent Education for Digital Learning Best Practices
- Award from Virginia Tech's Center for Instructional Development and Educational Research
- Large face-to-face classes (up to 210), and regular size (30).
- Online classes: asynchronous classes administered on Blackboard and designed following Quality Matters standards.

#### **Leadership in industry:**

- Regional director: supervised 3 warehouses and a fleet of 70 trucks (180 people) distributing chilled and frozen products in the Paris, France area.
- Supervised a team of 6 field method experts (implementing new Information Systems).
- Supervised 15 sales people around marketing operations in France.
- Project leader: 2 warehouse constructions, 3 warehouse layout designs, 3 software designs and implementations.
- Designed decision support systems for two companies.

#### **International profile:**

- Worked in France (birth place), England and the USA.
- Business education from France and the USA.
- Co-author for a multi-cultural project in Korea.
- Fluent in French (native), English and conversational Russian and German.

## **PUBLICATIONS**

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### **REFEREED JOURNAL PUBLICATIONS (published and accepted), rankings: 8 A+, 3 A, 3 B**

“Understanding Collective Ownership in Information System Development: Turbo Charging the Process” S. Nazir, N. Surendra, S.E. Collignon. *Information and Management*, 2024, 61(6) (A+ on our list).

“Multiple-Choice Test Format and Student Test Anxiety: A Case Set in a Technical Analytics Class” S.E. Collignon, J. Chacko, S. Nazir. *Journal of Information Systems Education*, 2024, 35(4) (B on our list).

“Understanding the Impact of Perceptions of Student Assessment Congruence, Satisfaction, and Peer Behavior on Cheating Incentive in Higher Education” J. Chacko, S.E. Collignon, C. Green, A.G. Peace. *Journal of Information Systems Education*, 2024, 35(4) (B on our list).

“Agile Systems Development: Privacy Theoretical Lens to Challenge the Full Information Disclosure Paradigm.” S.E. Collignon, S. Nazir, N. Surendra. *Information and Management*, 2022, 59(6), (A+ on our list, Google cit.: 6).

“Adoption of Multiple Electronic Marketplaces: Antecedents from a Grounded Theory Study.” S.E. Collignon, H.S. Sternberg. *Journal of Business Logistics*, 2020, 41(4), 310-333 (A+ on our list, Google cit.: 14).

“Ripple Effect in the Supply Chain Network: Forward and Backward Disruption Propagation, Network Health and Firm Vulnerability.” Y. Li, K. Chen, S.E. Collignon, D. Ivanov. *European Journal of Operational Research*, 2021, 291(3), 1117-1131 (A+ on our list, Google cit.: 306).

“Minimizing Maximum Job Dependent Ergonomic Risk.” S. Kovalev, I. Chalamon, S.E. Collignon. *International Journal of Production Research*, 2021, 59:1, 95-101 (A+ on our list, Google cit.: 5).

“Motor carrier spot market: Trust-building in public e-marketplaces.” S.E. Collignon, D.F. Cook, Y. Li. *International Journal of Physical Distribution and Logistics Management*, 2020, 50(2), pp. 191-214 (A on our list, Google cut.: 3).

“An Alternative Multiple-Choice Question Format to Guide Individualized Feedback Using Student Self-Assessment of Knowledge.” S.E. Collignon, J. Chacko, M. Wydick Martin. *Decision Sciences Journal of Innovative Education*, 2020, 18(3), pp. 456-480. (B level, not on list, Google cit.: 9).

“Exposing Others’ Information on Online Social Networks: Perceived Shared Risk, its Determinants, and its Influence on OSN Privacy Control Use.” T.L. James, L. Wallace, M. Warkentin, B.C. Kim, S.E. Collignon. *Information and Management*, 2017, 54(7), pp. 851-865. (A+ on our list, Google cit.: 83)

“Determinants of Early Conformance with Information Security Policies.” F. Bélanger, S. Collignon, K. Enget, and E. Negangard. *Information and Management*, 2017, 54(7), pp. 887-901. (A+ on our list, Google cit.: 162)

“The Interpersonal Privacy Identity (IPI): Development of a Privacy as Control Model.” T.L. James, Q. Nottingham, S.E. Collignon, M. Warkentin, J. Ziegelmayer. *Information Technology and Management*, 2016, 17 (4), pp. 341-360 (A on our list, Google cit.: 14)

“A Dual Privacy Decision Model for Online Social Networks.” T.L. James, M. Warkentin, S.E. Collignon. *Information and Management*, 2015, 52 (8), pp. 893-908 (A+ on our list, Google cit.: 81)

“A Framework to Explore Innovation at SAP through Bibliometric Analysis of Patent Applications.” T.L. James, D.F. Cook, S. Conlon, K.B. Keeling, S.E. Collignon, T. White. *Expert Systems with Applications*, 2015, 42 (24), pp. 9389-9401 (A on our list, Google cit.: 21)

#### **NON-REFEREED PUBLICATION:**

“An Interview with Frederic Girardeau-Montaut, Managing Director, Deloitte Consulting LLP (focused on SAP Source-to-Pay & Ariba Technology Services).” Collignon, S.E., *Journal of Global Information Technology Management*, 2017, 20(4), pp. 205-211. (B on our list, Google cit.: 1)

#### **WORK IN PROGRESS:**

“A grounded analysis of social-control agents and misconduct in the trucking industry.” H.S. Sternberg, S.E. Collignon, I. L. Jimenez. *Journal of Business Logistics* (A+ on our list). (submitted March 15<sup>th</sup> 2023, re-submitted Sept. 11<sup>th</sup> 2023, Rejected Dec. 29<sup>th</sup> 2023)

“Sail shipping: diffusion of competitive (dis)advantage.” H.S. Sternberg, S.E. Collignon, M. Svanberg. *Target Journal of Business Logistics* (A+ on our list).

“Facing Adverse Events and Alliances Management in the Airline Industry.” O. Bruyaka Collignon, S.E. Collignon, A. Rouzies. Target: *(Data: 16 interviews performed)*

## CONFERENCE PROCEEDINGS

“A Heuristic-Systematic Processing Model for Android Application Permission Messages,” A. Schuler Scott, T.L. James, L. Wallace, S.E. Collignon, *DSI 2014*.

“Developing Scales to Measure Constructs for a Privacy Calculus and Information Privacy Behaviors specific to Social Computing Technologies.” T. James, S.E. Collignon, M. Warkentin, *IFIP TC8, Dewald Roode Workshop on Information Systems Security, 2013*.

“What Drives Perceptions of Threats to Your Facebook Friends’ Information?” S.E. Collignon, T.L. James, M. Warkentin, B.C. Kim, *ASIA 2013*.

“Exploring the Role of Social Technologies in Influencing an Individual’s Privacy Concept and Behaviors.” S.E. Collignon, T.L. James, B.C. Kim. *DSI 2011*.

“Managing the Change Process for Security Enhancement Implementation: A Case Study.” F. Bélanger, S.E. Collignon, K. Enget, E. Negangard. *IFIP TC8, Dewald Roode Workshop on Information Systems Security, 2011*.

“The Future of Enterprise Management Applications: An Examination of the History and Trends in Practice and Research”, S.E. Collignon, T.L. James and D.F. Cook. *Annual National DSI 2010*.

## ADDITIONAL RESEARCH RECORDS

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### RESEARCH PRESENTATIONS:

#### European Research Seminar (ERS) on Logistics and SCM annual meeting:

**Annual meeting in Barcelona, Spain**

**March 2023**

“A grounded analysis of social-control agents and misconduct in the trucking industry.” S.E. Collignon, H.S. Sternberg.

**Annual meeting in Warsaw, Poland**

**May 2019**

“Adoption of Multiple Electronic Marketplaces: Antecedents from a Grounded Theory Study” S.E. Collignon, H.S. Sternberg.

#### BIG XII MIS Symposium

**Annual meeting at Texas Tech (Lubbock, TX)**

**April 2019**

“Professional Privacy in Collective Information Systems Development” S.E. Collignon, S. Nazir, N. Surendra.

#### Iowa State, MIS Department Research Series

**(Ames, IA)**

**November 2019**

“Information Systems Development: A Collective Professional Privacy Perspective.” S.E. Collignon, S. Nazir, N. Surendra.

#### DSI (Decision Science Institute)

**Annual Meeting of the National DSI (Chicago, IL)**

**November 2018**

“Privacy in Collective Information Systems Development” S.E. Collignon, S. Nazir, N. Surendra.

“The Role of Collective Ownership in Information System Development” S. Nazir, N. Surendra, S.E. Collignon.

**Annual Meeting of the National DSI (Washington, DC)**

**November 2017**

“Exploring trucking companies' creation and use of portfolios of freight procurement electronic marketplaces” S.E. Collignon, J. Livengood.

**Annual Meeting of the National DSI (Seattle, WA)** **November 2015**  
“Performance Model for Transportation Procurement E-Marketplaces.” S.E. Collignon, D.F. Cook, T.L. James.

**Annual Meeting of the National DSI (Tampa, FL)** **November 2014**  
“A Heuristic-Systematic Processing Model for Android Application Permission Messages,” A. Schuler Scott, T.L. James, L. Wallace, S.E. Collignon.

“An Examination of Behaviors in Transportation Procurement E-marketplaces,” S.E. Collignon, D.F. Cook, T.L. James.

**Annual Meeting of the National DSI (San Francisco, CA)** **November 2012**  
“Identifying the Best Path to Optimality in a Grants Administration Workload Assignment Problem,” M. Martin, J. Chacko, S.E. Collignon, C. Ragsdale.

“The Impact of Information Sharing on Road Transportation Services Purchase: a survey of literature,” S.E. Collignon, D.F. Cook, F. Belanger, T.L. James.

**Annual Meeting of the National DSI (Boston, MA)** **November 2011**  
“Exploring the Role of Social Technologies in Influencing an Individual’s Privacy Concept and Behaviors,” S.E. Collignon, T.L. James, B.C. Kim.

**Annual Meeting of the National DSI (San Diego, CA)** **November 2010**  
“The Future of Enterprise Management Applications: An Examination of the History and Trends in Practice and Research,” S.E. Collignon, T.L. James and D.F. Cook.

**POMS (Production and Operations Management Society)**

**Annual Meeting (Houston, TX)** **May 2018**  
“Creation/use of portfolios of freight procurement electronic marketplaces by trucking companies (USA vs. Europe).” S.E. Collignon, A. Rios Lam, H.S. Sternberg

**Annual Meeting (Washington, DC)** **May 2015**  
“A Content Analysis of Transportation Procurement E-marketplaces.” S.E. Collignon, D.F. Cook, T.L. James.

**IFIP TC8 (International Federation for Information Processing)**

**Dewald Roode Workshop on Information Systems Security (Niagara Falls, NY)** **October 2013**  
“Developing Scales to Measure Constructs for a Privacy Calculus and Information Privacy Behaviors specific to Social Computing Technologies.” T.L. James, S.E. Collignon, M. Warkentin

**Dewald Roode Workshop on Information Systems Security (Blacksburg, VA)** **October 2011**  
“Managing the Change Process for Security Enhancement Implementation: A Case Study.” F. Belanger, S.E. Collignon, K. Enget, E. Negangard.

**AMCIS (America’s Conference on Information Systems)**

**Participation to the doctoral consortium (Savannah, GA)** **August 2014**

**ASIA (Annual Symposium on Information Assurance)**

**Annual Symposium on Information Assurance (Albany, NY)** **June 2013**  
“What Drives Perceptions of Threats to Your Facebook Friends’ Information?” S.E. Collignon, T.L. James, M. Warkentin, B.C. Kim.

## **INFORMS (Institute for Operations Research and the Management Sciences)**

**Annual Meeting of INFORMS (Charlotte, NC)**

**November 2011**

“The Influence of Information Sharing on Sourcing Transportation Services at the Operational Level in a Retail Supply Chain,” S.E. Collignon, D.F. Cook, T.L. James.

## **APICS (Association for Operations Management):**

**Annual Meeting of the APICS (Denver, CO)**

**October 2012**

“The Effect and Potential of the Spot Market on Truck Transportation Sustainability,” S.E. Collignon, D.F. Cook.

## **Business Information Technology Department Research Series**

**(Blacksburg, VA)**

**March 2013**

“Managing the Change Process for Security Enhancement Implementation: A Case Study.” F. Belanger, S.E. Collignon, K. Enget, E. Negangard.

## **OTHER RESEARCH INTERESTS:**

- **Social Network Analysis:** used the technique and UCINET© in a PhD seminar project to predict ERP companies’ survival through connectedness between ERP modules offered.
- **Agent Based Modeling (ABM):** started a dissertation draft project using Netlogo© in which exact method results for an assignment model (i.e. linear programming) were compared with an imperfect information model with individual behaviors modelling (i.e. agent based simulation).

## **SERVICE:**

### **Conference Organization**

**AMCIS 2022:** served as track review coordinator.

**APICS 2012:** helped with the creation of a tool for academic submissions to the conference. Controlled the selection of 18 abstracts and their assignment to tracks and time slots in the schedule.

### **Reviewer (examples of outlets)**

Information and Management: since 2016

Electronic Commerce Research: since 2018

Journal of Supply and Purchase Management: since 2019

ICIS (International Conference on Information Systems): since 2014

Information Systems for Crisis Response and Management (ISCRAM): since 2011.

Decision Sciences Institute (DSI): since 2010.

## **TEACHING**

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### **Instructor:**

**Overview of Business Intelligence/Analytics (MIST320, BUDA510 College of B&E, WVU)**

- Graduate and Undergraduate
- Face-to-face: Spring 2017 (2 sections of 30 students each) (average instructor rating: 4.23/5)
- Online: Fall 2017 to 2019, 2020 (2 sections), 2021 to 2024 (average instructor rating: 4.48/5)
- Descriptive, predictive and prescriptive analytics
- Data warehousing, data and text mining, data visualization, problem modeling
- Use SAS VA for data visualization, Weka for data mining, free online engines for text mining

**Information Systems and Technology (BCOR330, College of B&E, WVU):**

- Fall 2016 (2 sections) and Spring 2017 (210, 130, and 300 students) (average instructor rating: 3.97/5)

- Strategic importance of MIS
- Introduction to hardware, software and the cloud
- Introduction to business intelligence and security issues

**Database Management and Inquiry** (BUDA520, MIST351 College of B&E, WVU):

- Graduate and Undergraduate
- Online (MS BUDA): Fall 2016 to 2018, 2019 to 2022 (2 sections), 2023 to 2024 (1 section) (average instructor rating: 4.53/5)
- Face-to-face: Spring 2024 (average instructor rating: /5)
- Introduction to databases and their environment
- Logical models, Entity-Relationship Diagrams
- Relational model
- Database management with SQL (using MySQL)
- MS BUDA: NoSQL, Data warehouses and data security

**Management Science** (BIT2406, Pamplin College of Business, Virginia Tech; BUDA540, College of B&E, WVU):

- Graduate and Undergraduate levels
- Face-to-face: 8 sections from spring 2013 to spring 2014 (average instructor rating: 5.00/6).
- Online in Spring, 2017 to 2024 (average instructor rating: 4.52/5).
- Linear programming and modeling for decision making (transportation model, network flows models, project management models, etc.)
- Other decision support tools: Analytic Hierarchy Process (AHP), decision trees, forecasting techniques.
- Use of Excel and Solver for linear and non-linear programming solutions
- Introduction to heuristics to solve non-linear problems (Genetic algorithms, Ant colonies, etc.)

**OM and Supply Chain** (BIT3414 Operations & Supply Chain Management, Pamplin College of Business, Virginia Tech):

- 2011 and 2012 (average instructor rating: 5.05/6).
- Statistical process control.
- Supply chain strategies.
- Lean systems.

**Teaching Assistant-Student:**

**BIT2405 Quantitative Methods I** (1 semester for Dr. Jones)

**BIT3454 Quality and Process Improvement** (6 semesters for Dr. Cook)

- Used text mining applications to illustrate the need to understand underlying algorithms and to “train” applications.
- Used Bizagi© for Business Process Modeling assignments.
- Used Tableau© for complex data visualization.

**BIT3464 Enterprise Planning and Control** (1 semester for Dr. Cook)

- Created a fake ERP data output for students to learn data mining, using statistical tools, and finding quality issues’ causes.

**BIT4464 Advanced Supply Chain Management** (5 semesters for Dr. Cook)

- Illustration of the bullwhip effect with an online version of the beer game.

**AWARDS AND HONORS**

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**Digital Learning award winner 2019, Alliance for Excellent education**

**WVU College of B&E Fall 2017 Research Grant:** winner of \$4300 research grant

**ASIA 2013: Best paper award:** “What Drives Perceptions of Threats to Your Facebook Friends’ Information?” S.E. Collignon, T.L. James, M. Warkentin, B.C. Kim

**Pamplin College, Doctoral Summer 2014 Research Grant:** winner of a \$7500 research grant

**Teacher of the week:** awarded by Virginia Tech’s Center for Instructional Development and Educational Research. <http://www.cideronline.org/teacheroftheweek/pastwinners2.cfm?tid=248>

**APICS 2012: 2<sup>nd</sup> place winner of the poster session competition:** “Truck Spot Market and Sustainability.” S.E. Collignon, D.F. Cook.

## **NON-ACADEMIC WORK EXPERIENCE**

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**Project Manager in Logistics, Brake France Service, France. 2007 – 2008**

- Supervised team of methodology specialists.
- Implemented new technologies (routing software, GPS, scanning devices).
- Developed random cycle count inventory procedures with SAP One.
- Supervised the construction of warehouses and optimization of layouts.
- Optimized flows of merchandise between Paris, North of France and Normandy.
- Participated in strategic redesign of end-to-end distribution chain.
- Helped design and implement Decision Support Systems (Loxane’s routing software).
- Helped design the interface between Loxane’s routing software and SAP One, for enhanced data management.

**Analyst in Logistics and Field Project Manager, Easydis, France. 2002 – 2006**

- Trained employees on new software to facilitate acceptance of new technologies.
- Designed management software for shipping docks.
- Redesigned procedures for inbound-outbound transportation optimization software.
- Developed and implemented standardized practices across transportation services.
- Conducted optimization studies along the supply chain (e.g. warehouse location).
- Designed a system for docks and shipping management.
- Used data analytics tools for problem solving (e.g. bottleneck detection).

**2000: Field Marketing Manager, CPM France, France**  
Managed 15-people sales force. Managed sales force’s inventory.

## **LANGUAGES**

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French (native), fluent in English, advanced notions in Russian and German