Alan Graham Peace

College of Business and Economics
West Virginia University
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Education

PhD, University of Pittsburgh, Pittsburgh, PA, 1995

Major: **Management Information Systems**
Minor: **Business Environment**
Dissertation Title: *A Predictive Model of Software Piracy: An Empirical Validation*

MBA, Michigan State University, East Lansing, MI, 1987

Major: **Materials and Logistics Management**

BS, Michigan State University, East Lansing, MI, 1985

Major: **Computer Science**
Major: **Lyman Briggs School** (a residential program studying the sciences and their relation to society)

Employment Experience

- **West Virginia University, Morgantown, WV, 2001-**

2003-present: **Associate Professor of Business Administration** responsible for developing and teaching classes, and undertaking research projects in the Division of Business Administration of the College of Business and Economics.

2001-2003: **Assistant Professor of Business Administration** responsible for developing and teaching classes, and undertaking research projects in the Division of Business Administration of the College of Business and Economics. Recieved tenure and promotion to Associate Professor in May, 2003.

- ## Central European University Business School, Budapest, Hungary, Summer, 2004

Visiting Professor responsible for developing and teaching three courses in the graduate program.

- ## International Management Center, Budapest, Hungary, Summer, 2001

Visiting Professor responsible for developing and teaching two courses in the graduate program.

- ## Duquesne University, Pittsburgh, PA, 1995-2001

Assistant Professor of Business Administration responsible for developing and teaching classes, and undertaking research projects in the Information Technology Department of the A.J. Palumbo School of Business Administration and the John F. Donahue Graduate School of Business. Also served as **Director** of the School of Business International Study Abroad Program, a **Research Associate** with the Beard Center for Leadership in Ethics, and an **Instructor** in the Executive Education program. Received tenure and promotion to Associate Professor in 2001 but resigned prior to the effective date.

- ## Chatham College, Pittsburgh, PA, 1994-95

Information Science Department Chairperson and **Visiting Instructor** responsible for designing and teaching classes, advising students, and supervising the running of the Information Science Department.

- ## Duquesne University, Pittsburgh, PA 1994-95

Adjunct Instructor responsible for teaching various courses in the Information Technology Department of the A.J. Palumbo School of Business.

- ## Robert Morris College, Coraopolis, PA, 1994-95

Adjunct Instructor responsible for teaching graduate level courses in the Computer Information Systems Department.

- ## University of Pittsburgh, Pittsburgh, PA, 1990-93

Graduate Assistant responsible for aiding in the research and academic work of members of the Katz Graduate School of Business faculty.

- **International Business Machines, Corp., Columbus, OH, 1987-1990**

Systems Engineer specializing in the UNIX operating system. Responsibilities included developing solutions that addressed customer problems, marketing those solutions, and installing and maintaining the solutions. Secondary duties involved the development and teaching of internal education, and the organization and management of IBM exhibits at business shows.

Publications

Journal Publications

El Sheikh, A., Rashed, A., Al Qudah, B., and Peace A.G. (2006). "An Exploratory Study of Software Piracy in Jordan." *Electronic Journal of Information Systems in Developing Countries*, 23(4), 1-8.

Kleist, V., Williams, L., and Peace, A. (2004). "A Performance Evaluation Framework for a Public University Knowledge Management System." *Journal of Computer Information Systems*, 44(3), 9-16.

Denton, J., and Peace, A. (2004). "Selection and Use of MySQL in a Database Management Course." *Journal of Information Systems Education*, 14(4), 401-407.

Peace, A. (2003). "Balancing Free Speech and Censorship: Academia's Response to the Internet." *Communications of the ACM*, 46(11), 104-109.

Peace, A., Galletta D., and Thong, J. (2003). "Software Piracy in the Workplace: A Model and Empirical Test." *Journal of Management Information Systems*, 20(1), 153-178.

Peace, A. and Hartzel, K. (2002). "Ethical Concerns Raised by the Use of the Internet in Academia." *Journal of Information Ethics*, 11(2), 17-32.

Peace, A., Weber, J., Hartzel K., and Nightingale, J. (2002). "Ethical Issues in eBusiness: A Proposal for Creating The eBusiness Principles." *Business and Society Review*, 107(1), 41-60.

Saban, K., Lanasa, J., Lackman, C., Peace, A. (2000). "Organizational Learning: A Critical Component to New Product Development." *Journal of Product and Brand Management*, 9(2), 99-119.

Abboushi, S., Lackman, C., and Peace, A. (2000). "An International Marketing Curriculum -

Development and Analysis." *Journal of Teaching in International Business*, 11(2), 1-19.

Joseph, A., Lackman C., Peace, A., and Tatar, G. (1999). "Leveraging Customer Databases for Strategic Marketing Advantage in the Retail Industry." *The Journal of Database Marketing*, 7(1), 53-59.

Peace, A. G. (1997). "Academia, Censorship, and the Internet." *Journal of Information Ethics*, 6(2), 35-47.

Peace, A. G. (1997). "Software Piracy and Computer-Using Professionals: A Survey." *Journal of Computer Information Systems*, 38(1), 94-99.

Galletta, D., Ahuja, M., Hartman, A., Teo, T., and Peace, A. G. (1995). "Social Influence and End-User Training." *Communications of the ACM*, 38(7), 70-79.

Refereed Book Chapters

Freeman, L., and Peace, A.G. "Revisiting Mason: The Last 18 Years and Onward." in *Information Ethics: Privacy and Intellectual Property*, Lee Freeman and A. Graham Peace (eds.), Idea Group Inc., Hershey, PA, 2004, pp.1-18.

El-Sheikh, A., Rashed, A., and Peace, A.G. "Software Piracy: Possible Causes and Cures." in *Information Ethics: Privacy and Intellectual Property*, Lee Freeman and A. Graham Peace (eds.), Idea Group Inc., Hershey, PA, 2004, pp.84-99.

Peace, A. "Software Piracy." in *Encyclopedia of Information Systems*, Hossein Bidgoli, Sean Eom, and Andrew Prestage (eds.), Academic Press, San Diego, CA, 2002, pp.131-142.

Edited Scholarly Books

Freeman, L. and Peace, A.G. (eds.), *Information Ethics: Privacy and Intellectual Property*, Idea Group Inc., Hershey, PA, 2004.

Edited, Non-Refereed Textbook Cases

"Ethical Principles for E-Commerce," by A. Graham Peace, James Weber, Kathleen Hartzel and Jennifer Nightingale, in James E. Post, Anne T. Lawrence and James Weber, *Business and Society: Corporate Strategy, Public Policy, Ethics*, 10th edition (Burr Ridge, IL: Irwin/McGraw-Hill, 2002), pp.302-303.

Conference Proceedings

Published (in reverse chronological order):

Peace, A.G. (2000). "Two Sport Marketing Information Systems Case Studies: Confessions of a Frustrated Techie," *Association of Marketing Theory and Practice Proceedings*, Hilton Head, NC, Mar.31-Apr.1, 373-378.

Peace, A.G. (1998). "The Internet in Academia: Ethical Considerations," *Global Education on the Net* (Proceedings of the International Conference on Computers in Education 1998, Volume 2), Beijing, China, Oct.14-17, 392-395.

Jones, T., and Peace, A.G. (1998). "Bridging the Commercial/Academic Chasm in the IT Classroom." *Proceedings of the Fifth Annual Meeting of the American Society of Business and Behavioral Sciences* (Volume 9), Las Vegas, NV, Feb.20-26, 1-5.

Joseph III, A., Lackman, C., Tatar, G., and Peace, G. (1998). "Leveraging Customer Databases for Strategic Marketing Advantage, A Retailing Case Study." *Global Business Trends, Contemporary Readings, 1998 Edition* (Proceedings of the 1997 International Academy of Business Studies Conference), Cancun, Mexico, December, 1997, 217-224.*
*The proceedings to this conference were published in 1998.

Peace, A.G. (1997). "An Exploratory Study of University Responses to Censorship, Free Speech and the Internet." *1997 Association for Information Systems Proceedings of the Americas Conference on Information Systems*, Indianapolis, IN, Aug.15-17, 98-100.

Peace, A. G., and Galletta, D. (1996). "Developing A Predictive Model of Software Piracy Behavior: An Empirical Study." *Proceedings of the Seventeenth International Conference on Information Systems*, Cleveland, OH, Dec.17-19, 209-222.

Peace, A. G., and Galletta, D. (1996). "The Effects of Software Cost, Punishment Probability and Punishment Level on Software Piracy: An Expected Utility Theory Experiment," *1996 Association for Information Systems Proceedings of the Americas Conference on Information Systems*, Phoenix, AZ, Aug.16-18, 80-82.

Hartzel, K., Alston, O., Kirsch, L., and Peace, A. G. (1996). "Evaluating the Relationship Between Experience with IT and Process Losses in a GSS Setting." *Northeast Decision Sciences Institute 1996 Proceedings*, St.Croix, U.S. Virgin Islands, Apr.17-19, 271-274.
* this paper was nominated for a "Best Paper" award at the conference

Hartzel, K., Peace, A. G., and Stieman, P. (1996). "Restrictions vs Open Access to the Internet -- A Dilemma for Academe." *Proceedings of the Fifteenth Annual Office Systems Research Association Conference*, Orlando, FA, Feb.29-Mar.2, 169-176.

Peace, A. G. (1995). "An Exploratory Study of Software Piracy Behaviour." *Northeast Decision*

Sciences Institute 1995 Proceedings, Providence, RI, Mar.22-24, 234-237.

Galletta, D., Ahuja, M., Hartman, A., Peace, A. G., and Teo, T. (1994). "An Empirical Study of Peer Influence on User Attitudes, Behavior, and Performance." *Proceedings of the Fifteenth International Conference on Information Systems*, Vancouver, BC, Canada, Dec.14-17, 229-242.

Selected Presentations (in reverse chronological order)

"Technology in the Workplace," *International Public Management Association for Human Resources Fall Conference*, Parkersburg, WV, September 29, 2004.

"Information Technology", *International Academy of Management Excellence*, Shanghai, China, August 9, 2003.

"Using eBusiness Technologies to Leverage Your Supply Chain." *Association for Production and Inventory Control Systems Pittsburgh Chapter Annual Conference*, Moon Township, PA, April 11, 2003.

"Myths and Realities of eBusiness." *Xi'an Jiaotong University Lecture Series*, Xi'an, China, May 30, 2002.

"Myths and Realities of eBusiness." *International Academy of Management Excellence*, Shanghai, China, May 25, 2002.

"Future Trends in the eBusiness Supply Chain" *Association for Production and Inventory Control Systems Pittsburgh Chapter Annual Conference*, Moon Township, PA, April 19, 2002.

"eBusiness: What is it and Why do I Care?" *Association for Production and Inventory Control Systems Pittsburgh Chapter Monthly Meeting*, Pittsburgh, PA, March 13, 2001.

"Ethical Issues in eBusiness: A Proposal for Creating the eBusiness Principles" (with J. Weber, K. Hartzel and J. Nightingale), *At Our Best: Moral Lives in a Moral Community Conference*, Santa Clara, CA, February 20-22, 2001.

"eBusiness," *University of North Carolina Executive Education Advanced Management Program*, Chapel Hill, NC, October 31, 2000.

"How Are eBusiness Technologies Affecting the Transportation Industry?" *Council for Logistics Management Pittsburgh Roundtable*, Pittsburgh, PA, October 19, 2000.

"eBusiness: What is it and Why do I Care?" *Greater Pittsburgh Ecommerce Partners Education Day*,

Pittsburgh, PA, September 27, 2000.

"Two Sport Marketing Information Systems Case Studies: Confessions of a Frustrated Techie," *Association of Marketing Theory and Practice*, Hilton Head, NC, Mar.31-Apr.1, 2000.

"Academia's Response to eBusiness," *Greater Pittsburgh Ecommerce Partners Quarterly Meeting*, Pittsburgh, PA, Jan.26, 2000.

"Creating a Community of Learners," *Teaching, Learning and Technology Workshop Series*, Duquesne University, Pittsburgh, PA, March 30, 1999.

"Ethical Considerations of the Information Age," guest lecture at Northern Jaitong University, Beijing, China, October 20, 1998.

"The Internet in Academia: Ethical Considerations," *International Conference on Computers in Education*, Beijing, China, October 14-17, 1998.

"An Exploratory Study of University Responses to Censorship, Free Speech and the Internet," *Association for Information Systems Americas Conference on Information Systems*, Indianapolis, IN, August 15-17, 1997.

"Information Ethics," *Beta Alpha Phi Spring Initiation Banquet* (invited keynote speaker), Pittsburgh, PA, March 27, 1998.

"Developing a Predictive Model of Software Piracy Behavior: An Empirical Study" (with D. Galletta), *International Conference on Information Systems*, Cleveland, OH, December 16-18, 1996.

"Developing a Predictive Model of Software Piracy Behavior: An Empirical Study" (with D. Galletta), *University of Pittsburgh Joseph M. Katz Graduate School of Business MIS Workshop*, University of Pittsburgh, Pittsburgh, PA, September 27, 1996.

"The Effects of Software Cost, Punishment Probability and Punishment Level on Software Piracy: An Expected Utility Theory Experiment" (with D. Galletta), *Association for Information Systems Americas Conference on Information Systems*, Phoenix, AZ, August 16-18, 1996.

"Evaluating the Relationship Between Experience with IT and Process Losses in a GSS Setting", (with K. Hartzel, O. Alston and L. Kirsch) *Northeast Decision Sciences Institute Annual Conference*, St.Croix, U.S. Virgin Islands, April 17-19, 1996.

"An Exploratory Study of Software Piracy Behaviour," *Northeast Decision Sciences Institute Annual Conference*, Providence, RI, March 22-24, 1995.

"An Empirical Study of Peer Influence on User Attitudes, Behavior, and Performance," (with D. Galletta, M. Ahuja, A. Hartman and T. Teo) *International Conference on Information Systems*, Vancouver, BC, December 14-17, 1994.

Courses Taught

At West Virginia University:

Graduate Courses:

Information Technology   International Business

Undergraduate Courses:

Systems Analysis   Business Information Systems
Systems Design   Database Management
International Business

At Duquesne University:

Graduate Courses:

Introduction to MIS   Systems Analysis and Design
*Information Ethics   *Introduction to eBusiness (online and in-class)
*eBusiness Legal and Ethical Issues   International Study Abroad

Undergraduate Courses:

Introduction to Information Systems   Systems Analysis and Design
*Special Topics: eBusiness   Database Management Systems
*Collaborative Computing   International Study Abroad

* personally developed the course

Average Student Evaluation Score: 4.6 out of 5.0

Honors and Awards

Awards Won:

2004 West Virginia University College of Business & Economics Dominion Faculty Merit Award for Outstanding Research

2002 Golden Key International Honour Society Golden Apple Award for Outstanding Teaching

2001 Omicron Delta Kappa Duquesne University Teacher of the Year

1999 Delta Sigma Pi Kurt Rethwisch Outstanding Teacher Award

1999 Provost's Certificate of Recognition for Innovative Excellence in Teaching, Learning and Technology

1998 Provost's Certificate of Recognition for Innovative Excellence in Teaching, Learning and Technology

Received Graduate Student Assistantship at the University of Pittsburgh including tuition and monthly stipend (1990-93).

Member of:

Beta Alpha Phi

Delta Sigma Pi

Grant Activity

Grants Received for Academic Programs:

- State of Pennsylvania IT Workforce Development I-Grad Grant ($224,885) (grant team led by Dr. Trevor Jones and Dr. Bill Spangler, 2001)
- ALCOA Foundation Grant ($50,000) (grant team led by Dr. Tom Pollack, 2000)
- Lotus Notes/Domino 4.5 Starter Pack (1997)

Grants Received for Scholarship Activities:

- West Virginia University Faculty Travel Grant ($500) (2004)
- West Virginia University Faculty Development Grant ($500) (2003)
- West Virginia University Faculty Travel Grant ($350) (2002)
- Department of Education Business and International Education Program ($78,000) (grant team led by Dr. Mary McKinney and Dr. David Hanson, 2000)
- Duquesne University Faculty Development Grant ($3202) (1997)

Other Activities

Member of the Board of Directors of the Greater Pittsburgh Ecommerce Partners (1999-present). Chair of the Board of Directors of the Greater Pittsburgh Ecommerce Partners (2000-2003).

Faculty Advisor for the West Virginia University College of Business and Economics Management Information Systems Association (2001-present).

Faculty Advisor for the Duquesne Association for Information Technology (1996-2001).

Member of the Board of Directors of the Dukes Court Athletic Association (1997-2001).

Served as an ad hoc Reviewer for:
Communications of the ACM
Database
European Journal of Operations Research
Information Systems Research
International Journal of Information Management
MIS Quarterly
2004 International Conference on Information Systems
2001 Association of Marketing Theory and Practice Conference
1999 International Conference on Information Systems
1998 International Conference on Computers in Education
1996 Association for Information Systems Americas Conference on Information Systems
1996 International Association for Business and Society Annual Conference
various textbook publishers

Served as a Panel Chair for:
"Privacy and Intellectual Property in an eGlobal World," *17th Bled Ecommerce Conference*, Bled, Slovenia, June 21, 2004.

Served as a Session Chair for:
1996 Association for Information Systems Americas Conference on Information Systems

Served as a Moderator for:
E-Commerce: A Global Transportation Solution, National Transportation Week Seminar, May 15, 2000

Professional Memberships

[Association for Computing Machinery](#)

Association for Information Systems

[Computer Professionals for Social Responsibility](#)

Decision Sciences Institute

[Greater Pittsburgh Ecommerce Partners](#)

[Institute for Operations Research and the Management Sciences](#)

International Association for Computer Information Systems

Hobbies

Sports (especially hockey and soccer)
Astronomy
Music
Travel

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This page maintained by Dr. A. Graham Peace *Graham.Peace@mail.wvu.edu*