

# Catherine M. Ridings, Ph.D.

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## Education

Ph.D., Drexel University, Philadelphia, PA June 2000  
Major: Decision Sciences (concentration in Management Information Systems)  
Minor: Organizational Science  
Dissertation Topic: Determinants of Trust and Use in Virtual Communities

MBA, Drexel University, Philadelphia, PA June 1994  
Concentration: Management Information Systems

BS, BA, Villanova University, Villanova, PA May 1988  
BS in Computer Science  
BA in Honors Program (Arts and Sciences)

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## Academic Appointments

<b>Associate Professor</b> Director, Business Information Systems Program College of Business and Economics Lehigh University	<b>2006 – Present</b>
<b>Assistant Professor</b> College of Business and Economics Lehigh University	<b>2000 - 2006</b>
<b>Instructor</b> Villanova School of Business Villanova University	<b>1999 - 2000</b>
<b>Teaching Assistant</b> Bennett S. LeBow College of Business Drexel University	<b>1996 – 1998</b>

## Industry Experience

**1988-1996 Bell Atlantic Corp. (currently Verizon Communications Inc.)  
Philadelphia, PA**

- Manager, Information Systems Department - responsible for managing 19 software engineers developing a graphical user interface and data access routines for a large scale customer contact application of approximately 3,000 users. Technologies used on the project were UNIX (Solaris), Motif, X Windows, C, and Sybase. Responsible for entire development lifecycle from requirements definition through production implementation and maintenance. Staffing duties including advertising open positions, interviewing prospective employees, and hiring personnel for the group, as well as management of personnel such as career counseling and performance appraisal duties. Interfaced with the following groups as necessary during the project life cycle: users, data modelers, data base administration, system administration, testing, and production support.
- Conducted college recruiting information sessions and one-on-one interviews for the company's IS department.
- Selected for Accelerating Leadership Development Program - a succession planning program providing a fast track and extensive leadership training for high potential managers targeted for Director and above positions
- Various other technical and managerial positions

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## Refereed Book Chapters

Ridings, Catherine. "Virtual Communities and Social Capital Theory," Encyclopedia of Virtual Communities and Technologies, edited by Subhasish Dasgupta, Information Science Publishing, 2005, pp. 493-496.

Ridings, Catherine. "What shall we call it? Defining the term 'Virtual Community,'" Encyclopedia of Virtual Communities and Technologies, edited by Subhasish Dasgupta, Information Science Publishing, 2005, pp. 116-120.

Ridings, Catherine and Gefen, David. "The Development of Trust in Virtual Communities," Encyclopedia of Information Science and Technology, Volume I-III, edited by Mehdi Khosrow-Pour, Information Science Publishing, 2005, pp. 1-4.

Ridings, Catherine and Gefen, David, "The Development of Trust in Virtual Communities," in Modern Organizations in Virtual Communities, edited by Jerzy Kisielnicki, Hershey, PA: Idea Group Publishing, 2002, pp. 115-125.

## Refereed Journal Publications

Ridings, Catherine; Wasko, Molly. "Online discussion group sustainability: Investigating the interplay between structural dynamics and social dynamics over time". Journal of the Association of Information Systems, (11:2), February, 2010, <http://aisel.aisnet.org/jais/vol11/iss2/1/>.

Gefen, David; Ragowsky, Arik; and Ridings, Catherine. "Leadership and Justice: Increasing non-participating users' assessment of an IT through passive participation." Information and Management (45:8), 2008, 507-512.

Ridings, Catherine; Gefen, David; Arinze, Bay, "Psychological Barriers: Lurker and Poster Motivation and Behavior in Online Communities," Communications of the AIS (18:16), 2006, 329-354, <http://aisel.aisnet.org/cais/vol18/iss1/16/>.

Gefen, David and Ridings, Catherine. "If You Spoke As She Does, Sir, Instead of The Way You Do: A Sociolinguistics Perspective of Gender Differences in Virtual Communities," The DATABASE for Advances in Information Systems, (36:2), 2005, pp. 78-92, <http://portal.acm.org/citation.cfm?doid=1066149.1066156>.

Ridings, Catherine and Gefen, David, "Virtual Community Attraction: Why People Hang Out Online," Journal of Computer Mediated Communication (10:1), 2004, <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2004.tb00229.x/full>.

Gefen, David and Ridings, Catherine. "IT Acceptance: Managing User-IT Group Boundaries," The DATABASE for Advances in Information Systems (34:3), 2003, pp. 25-40 <http://www.baylor.edu/databaseJrnl/index.php?id=14726#>.

Ridings, Catherine, Gefen, David, Arinze, B. "Some antecedents and effects of trust in virtual communities", The Journal of Strategic Information Systems (11:3-4), 2002, pp. 271-295.

Gefen, David and Ridings, Catherine M., "Implementation Team Responsiveness and User Evaluation of Customer Relationship Management: A Quasi-Experimental Design Study of Social Exchange Theory," Journal of Management Information Systems (19:1), 2002, pp. 47-69.

Ridings, Catherine and Gefen, David, "Applying TAM to a Parallel Systems Conversion Strategy," Journal of Information Technology Theory & Application (2:2), 2000, p. 1-11.

Ridings, Catherine and Eder, Lauren, "An Analysis of IS Technical Career Paths and Job Satisfaction," Computer Personnel, (20:2), April 1999, pp. 7-26.

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## Refereed Conference Proceedings and Presentations

(note: presenter indicated with \*)

\*Butler, Brian; \*Ridings, Catherine; \*Travis, Diane; \*Zacharia, Zach, 20th Americas Conference on Information Systems, Association for Information Systems, Savannah, GA, "Community or Market?: The Implications of Alternative Institutional Logics for IT Use in Community Supported Agriculture Programs (CSAs)", August 7, 2014.

\*Travis, Diane; \*Butler, Brian; \*Ridings, Catherine; \*Zacharia, Zach, National Value-Added Agriculture Conference, Baltimore, MD, "Taking the C Seriously: Building Communities in Community Supported Agriculture (CSA) Programs", Conference, National, Accepted. (May 13, 2014).

Butler, B. (Author & Presenter), Ridings, C. (Author), Zacharia, Z. (Author), AMS Sponsored Research Symposium, USDA-AMS-Transportation and Marketing Program, Washington, D.C., "Impacts of Relationship-Based Online Marketing and Social Media Use on Community Supported Agriculture (CSA) Programs", Seminar, National, Invited. (August 7, 2013).

\*Zacharia, Zach; Ridings, Catherine; "Does Investment in Supply Chain Management and Information Technology Provide Value for Very Small Firms?" Production and Operations Management Society 22nd Annual Conference, April 29-May 2, 2011, Reno, Nevada.

\*Ridings, Catherine; Butler, Brian; Pike, Jacqueline. "The Use of IT to Alter Search Costs in Local Food Systems" Northeast Agricultural and Research Economics Association (NAREA) Workshop on Economics of Local Food Markets, June 15-16, 2010, Atlantic City.

\*Butler, Brian; Ridings, Catherine; Pike, Jacqueline. "Information Technology and Identity/Legitimacy in Local Food Systems" 2010 joint meeting of the Agriculture, Food & Human Values Society, the Association for the Study of Food and Society and the Society for the Anthropology of Food & Nutrition "Food in Bloom" Conference, June 2-5, 2010 Indiana University.

Butler, Brian; \*Ridings, Catherine; \*Pike, Jacqueline. "Growing Local Food Systems: Information Technology Use and Impacts in Geographically-Embedded Markets". 2009 International Conference on Information Systems (ICIS), Phoenix, AZ, December 15-18, 2009.

\*Ridings, Catherine; \*Wasko, Molly. "Why less is more: The logics of opposition and sustainability in online discussion groups". ISR workshop at University of Maryland, April 13-14, 2007.

## Catherine M. Ridings

\*Wasko, Molly and \*Ridings, Catherine. "Size, Resource Exchange and Sustainability in an Online Social Network", The International Sunbelt Social Network Conference (Sunbelt XXVI), Vancouver, Canada, April 2006.

\*Ridings, Catherine and Montano, Bonnie. "A Gender Perspective of Virtual Community Use," Proceedings of the 5th Annual Conference of the Association of Internet Researchers, University of Sussex, Falmer, Brighton, England, September 19-22, 2004.

\*Ridings, Catherine. "Patterns of Chatter: An Empirical Case Study of Participation in an Online Health Community," 2003 International Conference on Information Systems, Seattle, Washington, December 14-17, 2003.

Gefen, David and \*Ridings, Catherine, "A Socio-linguistics Perspective of Gender Differences in Computer-Mediated Communication Quality Perception," 10th Annual Cross-Cultural Meeting in Information Systems, Barcelona, Spain, December 15, 2002.

\*Rosenbaum, Howard; Lennox, Margaret; Moody, Jannette; Ridings, Catherine and Spangler, William, "If we build it, they will learn: Teaching ecommerce in a virtual economy," Proceedings of the 2001 Americas Conference on Information Systems (AMCIS), Boston, MA, August 2001.

\*Ridings, Catherine; Gefen, David; Arinze, Bay, "Unveiling the Lurker: Comparing the Silent with the Conversational," Proceedings of the 32<sup>th</sup> Annual Meeting of the Decision Sciences Institute (DSI), San Francisco, CA, November 2001.

\*Ridings, Catherine and Gefen, David, "The Development of Trust in Virtual Communities," Proceedings of the 2001 Information Resources Management Association (IRMA) International Conference, Toronto, Canada, May 2001.

\*Ridings, Catherine & Eder, Lauren, "Perceptions of Equity and the IS Technical Career Path: An Exploratory Study," Proceedings of the 30<sup>th</sup> Annual Meeting of the Decision Sciences Institute (DSI), New Orleans, LA, November, 1999.

\*Ridings, Catherine & Eder, Lauren, "The Determinants of Job Satisfaction for MIS Professionals in Technical Career Paths," Proceedings of the Association for Computing Machinery SIGCPR National Conference, Boston, MA, March 1998.

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## Working Papers and Research Projects

"Growing Local Food Systems: Information Technology Use and Impacts in Geographically-Embedded Markets" with Brian Butler and Jacqueline Pike. (data collection complete, analysis complete, final editing stage; targets: Journal of Strategic Information Systems).

"Identity and Legitimacy through Web Presence in Local Food Systems" with Brian Butler Jacqueline Pike (data analysis phase).

"Social and Local: Fostering Commitment in Community Supported Agriculture" with Zach Zacharia and Brian Butler. (Lehigh University grant awarded – data collection stage).

“Social Network Analysis and Local Popularity – a Marketing Perspective” with Elaine Wallace (data collection phase).

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## Honors and Awards

Honorable Mention: Research-in-Progress Best Poster Competition, 2009 International Conference on Information Systems (Poster was noted by the judges for its timeliness and relevance, and its innovative use of IT.) December, 2009.

Class of '61 Professorship, Lehigh University (2006 to 2008).

Scott Hartz '68 Term Professorship, Lehigh University (2004 to 2006).

Winner of the Decision Sciences Institute's 2001 Elwood S. Buffa Doctoral Dissertation Award Competition

Outstanding Teaching Assistant 1997-1998, Drexel University

Graduate Honor Societies (Drexel University):

Beta Gamma Sigma  
Alpha Iota Delta

Undergraduate Honor Societies (Villanova University):

Phi Beta Kappa  
Phi Kappa Phi

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## Research Funding (Competitively Awarded)

Agricultural Marketing Service of the U.S. Department of Agriculture Cooperative Agreement (\$19,940) - 2012

Project: Impacts of Relationship-Based Online Marketing and Social Media Use on Community Supported Agriculture (CSA) Programs

Lehigh University Faculty Research Grant (\$4,500) – 2011

Project: Does Investment in Supply Chain Management and Information Technology Provide Value for small firms?

Lehigh University International Connections Grant (\$4,000) - 2011

Project: Foreign Exchange Program with National University of Ireland, Galway

Lehigh University Faculty Research Grant (\$2,500) – 2009

Project: Information Technology Impacts on Local Food Systems

Lehigh University Research Committee of the CBE (\$6,000) – 2004

Project: Virtual Community Social Network Analysis

Lehigh University Faculty Research Grant (\$2,500) – 2003

Project: Virtual Community Patterns of Conversation

## Courses Taught

### Lehigh University

BIS 335: Web Application Development (undergraduate)  
BIS 15/120: Business Application Programming (undergraduate)  
BIS 324: Business Data Management (undergraduate)  
BIS/MKT 331: Electronic Commerce (undergraduate)  
MBA 403: Managing Information (graduate)

### Villanova University

Information Systems for Management (undergraduate)

### Drexel University

Systems Analysis and Design (undergraduate)  
Database Design and Implementation (undergraduate)  
Business Data Processing Methods (undergraduate)

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## Graduate Advising

Yuanbo Guo (Computer Science Ph.D.) – Dissertation Committee Member (2004-2007)  
Zaihan Yang (Computer Science Ph.D.) – Dissertation Committee Member (2010 – 2014)  
Liangjie Hong (Computer Science Ph.D.) – Dissertation Committee Member (2012 – 2013)  
Matthew Schandler (History Ph.D.) – Dissertation Committee Member (2014 - present)

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## Professional Memberships/Activities/Service

Member of International Network for Social Network Analysis

Member of the Association for Information Systems

Associate Editor for ICIS 2009 Conference

Associate Editor for Academy of Management OCIS Division 2010 Conference

Ad Hoc Reviewer for: Management Information Systems Quarterly, Information Systems Research, Journal of Management Information Systems, Journal of Strategic Information Systems, Sociological Inquiry, European Journal of Information Systems, Decision Support Systems, Communications of the AIS, Journal of Computer Mediated Communication, Journal of the American Society for information Science and Technology, International Journal of Information and Communication Technology for Research and Development in Africa, Social Economics, International Journal of Human-Computer Studies, ICIS (2006, 2007, 2012), ECIS (2006) Program Committee for Association for Computing Machinery (ACM)'s Special Interest Group on Computer Personnel Research (SIGCPR) for the 2002 international conference.

## Service

### University

- Elected at large representative to the University Committee on Discipline (effective August 2012 to present)
- Hiring committee for CSE faculty position (volunteered as an outside department member) (Summer 2012 – 2014)
- CBE representative to the University Faculty Committee on Student Life (volunteered to replace faculty member on leave for a semester ) (Fall 2012)
- Mentor to Naomi Rothman (Advance Grant new faculty mentoring/networking program) (August 2011 to 2013)
- Elected CBE representative to the College of Education (August 2011 to May 2012)
- Elected CBE representative to the University Faculty Committee on Student Life (August 2009 to May 2010)
- Appointed CBE representative to the Data Advisory Council, subcommittee of the Advisory Council for Information Services (August 2005 to May 2007)
- Co-Chair, Computer Science and Business Seminar Series (August 2006 to May 2007)
- Participated in Candidates' Day (to meet with high school seniors interested in Lehigh) both one-on-one in my office as well as Breakfast at the President's house and at the Alumni Memorial Building (2007, 2008, 2009, 2012)
- Appointed CBE representative to the Frank Hook Professorship Selection Committee (April 2008)
- Worked with University Relations on an article for the Alumni Bulletin on my research (published in 2008)
- Presented "Virtual Communities" on September 20, 2002 for the Classes Without Quizzes for the Young Alumni Reunion.
- Wrote an article for Lehigh's alumni magazine: "Advice: Becoming part of a virtual community", *At Lehigh*, Volume 4, Issue 1, Summer 2001.
- Gave a session on Virtual Communities for Lehigh's Teaching Learning & Technology RoundTable Group on October 16, 2001.

### College

- Member (volunteer) CBE Beta Gamma Sigma Committee (January 2012 to present)



## **Catherine M. Ridings**

- Chair (appointed) of the Committee to Assess Assessment Results (CAAR) for “Communicate Effectively” Learning Objective (November 2009 to 2010)
- Secretary of the College Policy Committee (August 2006 to May 2008): responsible for maintaining committee Blackboard site, taking committee minutes, tracking status of proposals on Blackboard site
- Elected member of the College Policy Committee (August 2002 to May 2008)
- Elected member of the College Promotion and Tenure committee (August 2007 to May 2009)
- Assisted Dean’s Office with first year student advising during “move-in” day in August (2006, 2007, 2008, 2009)
- Elected member of the Distance Learning Committee (August 2004 to May 2007)
- Appointed member – CBE Global Steering Committee (August 2008 to present)
- Chairperson (appointed) – CBE Global Steering Committee (January 2009 to August 2009)
- Member (appointed) – Undergraduate Associate Dean Search Committee (November 2008 to April 2009)
- Volunteer – CBE Student Recruitment Committee (September 2008 to May 2009)
- Participated in MBA Core Team retreats and meetings in order to discuss issues pertaining to the MBA program (June 2001 to June 2003).

### **Department**

- Director, BIS Program (August 2006 to present)
  - Tracked and managed all BIS student majors and minors
  - Planned and ran BIS faculty meetings
  - Developed and directed BIS major recruiting efforts
  - Developed BIS recruiting materials (posters, brochures, guides)
  - Organized BIS student meetings, informational email distributions
  - Led the curriculum development to create BIS minor (2004) and revise it (2006)
  - Led the curriculum changes for major revisions in the BIS major (2004 and 2009)
  - Organized BIS representation at Majors Fair, Candidate’s Day, and Majors Meetings
- Member of the hiring committee for a tenure track BIS faculty position (September 2014 – present)

## **Catherine M. Ridings**

- Participated in research presentations, one-on-one job interviews, and departmental recruiting meetings for over 50 candidates for departmental positions from Fall 2001 to present
- Member: Singleton Chair search committee (2008 to present)
- Member: Organizational Behavior/Human Resources Faculty member search committee (2006 to 2007)
- Conducted job interviews for departmental positions at the following conferences: AMCIS 2000, DSI 2001, ICIS 2002.

### **Community**

- Presentation for the Women's Business and Professional Network of the Jewish Federation of the Lehigh Valley on "Business Networking in the 21<sup>st</sup> Century" (September 16, 2008) – by presenting as a member of the Lehigh faculty, I publicized Lehigh's name and gained the university recognition in the local business community by doing this pro bono presentation.

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### **Consulting**

- Lehigh University Enterprise Systems Center/Computer Aid, Inc. (Summer 2012)  
The fundamental goals of the research project are focused on redefining the global management structure by: identifying the primary goals and objectives of a successful management system, improving the success factors of the management system, and resolving the constraints that impede the efficacious performance of current management systems.