

# *Michael Parent, MBA, Ph.D.*

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## ***CURRENT POSITION***

**Professor**  
Segal Graduate School  
Beedie School of Business  
Simon Fraser University  
Vancouver, British Columbia, CANADA

## ***ADMINISTRATIVE APPOINTMENTS***

January 2008 - present  
**Director**  
*CIBC Centre for Corporate Governance & Risk Management*  
*Faculty of Business Administration, Simon Fraser University*

July 2003 – August 2006  
**Academic Director, MBA & GDBA Programs**  
*Faculty of Business Administration, Simon Fraser University*

## ***RECENT APPOINTMENTS***

September 2008 – present  
**Visiting Professor**, Rotterdam School of Management  
*Erasmus University, Rotterdam, Netherlands.*

April 2009 – August 2011  
**Visiting Professor**, Department of Business Administration and Social Sciences  
*Luleå University of Technology, Luleå, Norbotten, Sweden.*

July 2006 – June 2007  
**Visiting Professor**, Faculty of Business, Economics, & Law  
*The University of Queensland, Brisbane, Australia*

**Associate Member**, National Centre for Information Systems Research (NCISR)  
*The Australian National University, Canberra, Australia. [www.ncisr.org.au](http://www.ncisr.org.au)*

## ***PREVIOUS ACADEMIC EMPLOYMENT***

**July 1996-June 2002**  
**Assistant Professor**  
The Richard Ivey School of Business  
The University of Western Ontario  
London, Ontario, CANADA

## ***EDUCATION***

**1997** - Ph.D. (Management - MIS & Marketing), Queen's University, Kingston.  
Degree granted with "Outstanding Dissertation" notation.

**1992** - M.B.A., Queen's University.

**1982** - B.Com. (Honours), Carleton University.

## **EDITORIAL BOARDS**

The Journal of Advertising Research

Business Horizons

## **RESEARCH INTERESTS & EXPERTISE**

- **Governance** of information technology by **Boards** of Directors.
- Corporate Governance
- **Luxury Brand** marketing / Brand marketing.
- eBusiness / eMarketing.

## **AWARDS & GRANTS**

2010. **Best Article of the Year**, *Business Horizons*.

2010. **Pearson Education Prize for the Best Case Study**,  
*Academy of Marketing Conference*.

2009-10. Teaching Honour Roll, SFU Business.

2010. Small SSHRC Grant, \$6,160.

2008. Discovery Park / Small SSHRC Grant, \$10,000.

2007 Research Initiatives Fund, Simon Fraser University - \$10,000.

2004 Literati Club Award for Excellence, Emerald Group Publishing Ltd.  
(Peer-reviewed award to top 115 articles out of 5600 published)

2002-2005 Social Sciences and Humanities Research Council of Canada  
Initiative on the New Economy (SSHRC-INE) Research Grant - \$64,425.

2002 Endowed Faculty Research Grant, Simon Fraser University - \$9,500.

2002 President's Research Grant, Simon Fraser University, \$7,150.

2001 *Ivey Alumni Faculty Service Award*, The University of Western Ontario.

2000 *Dean's New Faculty Research Award* - Richard Ivey School of Business

1999 *David G. Burgoyne Award* - Richard Ivey School of Business  
Student-voted award for excellence in teaching and involvement in student life.

1997-2002 *University Students' Council Teaching Honour Roll*, The University  
of Western Ontario

1999 *Queen's University School of Business Visiting Graduate Award*

## **INDUSTRY WORK EXPERIENCE**

2007-2010 Strategy Consultant & Advisor to the Board of Directors, CSI Inc.,  
Paducah, KY.

1992-94 Marketing Manager, Northern Telecom Canada Limited.

1988-90 Director, Peripheral Products (1990); Assistant to the President &  
Manager, Public Relations (1988-89), Ricoh Corporation Limited.

1987 Administrative Co-ordinator, Cataraqui Region Conservation Authority.

**TEACHING  
EXPERIENCE**

1982-86 Human Resources Manager; Program Manager; Energy Conservation Programs, Energy, Mines & Resources, Government of Canada.

2008-present

**Rotterdam School of Management, Erasmus University, The Netherlands**

- Advanced Marketing (MBA)
- E-Marketing (MBA & EMBA)

2009-2011

**Luleå University of Technology, Sweden**

- E-Strategy (PhD)

2006-2007

**Faculty of Business, Economics & Law, The University of Queensland**

- Information Systems Strategy
- Systems Analysis and Design

2002-present

**Faculty of Business Administration, Simon Fraser University**

- Business Strategy (MBA, EMBA)
- IT Governance
- Enterprise Risk Management
- Information Management
- Business Case Development and Analysis
- Information Systems Strategy
- Developing and Managing Information Systems
- E-Commerce / E-Marketing
- Business Communications

1996-present

**The Richard Ivey School of Business, The University of Western Ontario (London and Hong Kong campuses)**

- Information Systems Strategy (EMBA)
- Introduction to Information Systems
- eLeadership
- Business Data Communications
- Electronic Commerce
- Information Systems Strategy

1995-96 - **Queen's University, Kingston, Canada**

- Introduction to Business
- Introduction to MIS
- Marketing Strategy

1994-96 - **Royal Military College of Canada (in French)**

- Commercial Law
- Introduction to Economics

**REFEREED JOURNAL ARTICLES & IMPACT FACTORS (where available):**

- Impact Factor** (2011) Mignon Reyneke, Leyland Pitt, Pierre Berthon, Michael Parent. Luxury Wine Brands as Gifts: Ontological and Aesthetic Perspectives. *International Journal of Wine Business Research*, 23, 3, 258-270.
- 0.809** (2011) Michael Parent, Kirk Plangger, Anjali Bal. The New WTP: Willingness to Participate. *Business Horizons*, 54, 3(May), 219-229. Available online at <http://dx.doi.org/10.1016/j.bushor.2011.01.003>
- 
- 0.800** (2011) Colin Campbell, Michael Parent, Kirk Plangger. Instant Innovation: From Zero to Full Speed in Fifteen Years: How Online Offerings Have Reshaped Marketing Research. *Journal of Advertising Research 50<sup>th</sup> Anniversary Special Issue*, 51, 1, Supplement (March), 72-86.
- 2.212** (2011) Leyland Pitt, Michael Parent, Iris Junglas, Anthony Chan, Stavroula Spyropoulou. Integrating the Smartphone into a Sound Environmental Information Systems Strategy: Principles, Practices and a Research Agenda. *Journal of Strategic Information Systems*, 20, 1(March), 27-37.
- 1.165** (2011) Colin Campbell, Leyland Pitt, Michael Parent, Pierre R. Berthon. Understanding Consumer Conversations Around Ads in a Web 2.0 World. *Journal of Advertising*, 40, 1(Spring), 87-102.
- 0.980** (2011) Leyland Pitt, Michael Parent, Peter Steyn, Pierre Berthon, Arthur Money. The Social Media Release as a Corporate Communications Tool for Bloggers. *IEEE Transactions on Professional Communications*, 54, 2 (June), 122-132.
- (2011). H-Y. Tsao, P.R. Berthon, L.F. Pitt, M. Parent. Brand Quality of Products in an Asymmetric Online Information Environment: An Experimental Study. *Journal of Consumer Behaviour*, 10, 4, 169-178.
- 0.800** (2011) Colin Campbell, Leyland F. Pitt, Michael Parent, Pierre Berthon. Tracking Back-Talk in Consumer-Generated Advertising: An Analysis of Two Interpretative Approaches, *Journal of Advertising Research*, 51, 1, 224-238.
- 1.333** (2010) Colin Campbell, Lisa Papania, Michael Parent, Dianne Cyr. An Exploratory Study Into Brand Alignment in B2B Relationships. *Industrial Marketing Management*, 39, 5 (July), 712-720. Available at <http://dx.doi.org/10.1016/j.indmarman.2010.02.009>
- 0.809** (2010 ) Leyland Pitt, Michael Parent, Pierre Berthon, Peter Steyn. Event Sponsorship and Ambush Marketing: Lessons from the Beijing Olympics. *Business Horizons*, 53, 3 (May-June), 281-290. Available online at <http://bit.ly/bv8zAD>. **Winner of 'Best Article' in the journal for 2010.**
- 0.628** (2010) Peter G. Steyn, Esmail Salehi-Sangari, Leyland F. Pitt, Michael Parent, Pierre R. Berthon. The Social Media Release as a Public Relations Tool: Intentions to Use Among B2B Bloggers. *Public Relations Review*, 36, 1, 87-89. Available online at <http://bit.ly/3XNXs0>
- 1.983** (2009) Pierre Berthon, Leyland F. Pitt, Michael Parent, Jean-Paul Berthon. Aesthetics & Ephemerality: Observing and Preserving the Luxury Brand. *California Management Review*, 52, 1 (Fall), 45-66.

- 1.983** (2009) Michael Parent, Blaize H. Reich. Governing IT Risk. *California Management Review*, 51, 3(Spring), 134-152.
- 0.706** (2009) Alastair Robb, Michael Parent. Understanding IT Governance: A case of two financial mutuals. *Journal of Global Information Management* 17, 3(Jul-Sep), 59-75.
- (2009) Mergen Reddy, Nic Terblanche, Leyland Pitt, Michael Parent. How Far Can Luxury Brands Travel? Avoiding the pitfalls of luxury brand extension. *Business Horizons*, 52, 2(Mar-Apr), 187-197.
- 0.783** (2008) Wm. David Salisbury, Michael Parent, Wynne Chin. Robbing Peter to Pay Paul: The Differential Effect of GSS Restrictiveness on Process Satisfaction and Group Cohesion. *Group Decision & Negotiation*, 17(4), 303-320. Available online at: <http://www.springerlink.com/content/uvm3263641036013/?p=a8f8070ecd81417ab20be95ada6ed6a2&pi=2>.
- (2007) Joe Ilsever, Dianne Cyr, Michael Parent. Extending Models of Flow and E-Loyalty. *Journal of Information Science & Technology*, 4(2), 3-22.
- 0.783** (2005) Fran Ackermann, L. Alberto Franco, R. Brent Gallupe, Michael Parent. GSS for multi-organizational collaboration: Reflections on Process and Content, *Group Decision and Negotiation*. 14(4), 307-331.
- 2.098** (2005) Michael Parent, Christine Vandebek, Andrew C. Gemino. Building Citizen Trust Through e-Government. *Government Information Quarterly*, 22(4), 720-736.
- 2.212** (2004) Peter Tingling, Michael Parent. An Exploration of Enterprise Technology Selection and Evaluation. *Journal of Strategic Information Systems*, 13(4), 329-354.
- 1.200** (2004) Nancy A. MacKay, Michael Parent, Andrew C. Gemino. A Model of Electronic Commerce Adoption by Small Voluntary Organizations, *European Journal of Information Systems (EJIS)*, 13(2), 147-159.
- 0.844** (2003) Peter Tingling, Michael Parent, Michael Wade. Extending the Capabilities of Internet-Based Research: Lessons from the Field, *Internet Research: Electronic Networking Applications and Policy*, 13(3), 223-235.  
**\*\*Awarded "Literati Club Award for Excellence 2004" by the publisher.**
- 2.246** (2002) Peter Tingling, Michael Parent. Mimetic Isomorphism & Technology Evaluation: Does Imitation Transcend Judgment? *Journal of the Association for Information Systems (JAIS)*, 3(1), 113-143. Available at <http://aisel.aisnet.org/jais/vol3/iss1/5>
- (2002) Michael Parent, Derrick J. Neufeld, R. Brent Gallupe. An Exploratory Longitudinal Analysis of GSS Use in the Case Method Classroom, *Journal of Computer Information Systems (JCIS)*, 43(1), 70-80.
- 0.783** (2001) Michael Parent, R. Brent Gallupe. The Role of Leadership in Group Support Systems Failure, *Group Decision and Negotiation*, 10(5), 405-422.

- 2.098** (2001) Michael R. Wade, Michael Parent. Relationships Between Job Skills and Performance: A Study of Webmasters, *Journal of Management Information Systems*, 18(3), 71-96.
- (2001) Scott Schneberger, Michael Parent, Nicole Haggerty. Teaching e-Commerce: A Multidisciplinary Approach, *Journal of Informatics Education and Research*, 2(2), 1-8.
- 2.282** (2000) Michael Parent, R. Brent Gallupe, Wm. David Salisbury, Jay M. Handelman. Knowledge creation in focus groups: can group technologies help? *Information & Management*, 38 (1), 47-58.
- (1998) Kathryn Brohman, Michael Parent, Michael R. Pearce. Fifteen Research Questions in Data Warehousing, *Journal of Data Warehousing*, 3(4), 52-57.
- 1.880** (1995) Ronald R. Holden & Michael Parent. NORMUL: A FORTRAN Program for Testing Multivariate Normality, *Behavior Research Methods, Instruments, and Computers*, 27(3), 400-403.
- REFEREED  
CONFERENCE  
PROCEEDINGS** (2011-forthcoming) P. Grant, A. Bal, M. Parent, L.F. Pitt. Operatic Flash Mob. *North American Association for Consumer Research Annual Conference, Film Festival Division*, St. Louis MO, October 13-16.
- (2011-forthcoming) Michael Parent. You Like Me: Using Facebook to Engage Classrooms and Consumers. Finalist, *2011 Cengage Pride/Ferrell Innovations in Teaching Award, Society for Marketing Advances Annual Conference*, Memphis TN, November 2-5.
- (2011) Anjali Bal, Leyland Pitt, Michael Parent. Readability and Usefulness: Do the Top 100 Mission Statements Say Anything? *2011 Academy of Marketing Science Annual Conference*, Coral Gables FL, May 24-27.
- (2010) L.F. Pitt, N. Terblanche, D. Nel, W. Halverson, V. Crittenden, J.F. Hair, S. Rundle-Thiele, D. Heinrich, K. Lefroy, M. Parent, B. Toma. Market Orientation and Mode of Focus: An Exploration. *Proceedings of the 2010 Australia & new Zealand Marketing Academy (ANZMAC)*, Christchurch, New Zealand, 29 Nov - 1 Dec.
- (2010) Wade Halvorson, Anjali S. Bal, Leyland F. Pitt, Michael Parent. Cashing in on the Green Dots: Marketing Ireland in Second Life. *Proceedings of the Academy of Marketing Conference*, Coventry, UK, July 6-8.  
**Winner of the Pearson Education Prize for the Best Case Study.**
- (2010) Anjali Bal, Victoria L. Crittenden, Wade Halvorson, Leyland F. Pitt, Michael Parent. Second Best in Second Life: Teaching Marketing Cases in a Virtual World Environment. *Academy of Marketing Science Annual Conference*, Portland, OR, USA, May 26-29.
- (2010) Colin Campbell, Anjali Bal, Leyland Pitt, Michael Parent. Political Ad Portraits: A Visual Analysis of Constituents' Reaction to Political Spoof Ads. *Academy of Marketing Science Annual Conference*, Portland, OR, May 26-29.
- (2009) Stacey Morrison, Michael Parent, Leyland Pitt. Instructing the Invisible: An exercise in teaching subliminal perception. *Academy of Marketing*

Conference, Leeds, England, July 7-9.

(2009) Syaiful Ali, Peter Green, Michael Parent. The Role of Ethics in Information Technology Governance. In Shazia Sadiq, Marta Indulska, Michael zur Muehlen, Eric Dubois, Paul Johannesson (Eds.), *Proceedings of the 2<sup>nd</sup> International Workshop on Governance, Risk and Compliance (GRCIS '09)* Conference, Amsterdam, The Netherlands, June 8. Available online at <http://CEUR-WS.org/Vol-459/>

(2008) Michael Parent, Dianne Cyr, Colin Campbell, Lisa Papania. Measuring B2B Brand Personality Alignment between Industrial Firms and their Suppliers. *5<sup>th</sup> International Corporate Identity/Associations Research Group Conference*, Vancouver, Canada, May 26-28.

(2007) Alastair Robb, Michael Parent. Understanding IT Governance: A case of two financial mutuals. *Third Asia/Pacific Research Symposium on Accounting Information Systems – Research-in-Progress Track*. Brisbane, Australia, June 29.

(2004) Michael Parent, Christine Vandebek, Andrew C. Gemino. Building Citizen Trust Through e-Government. *37<sup>th</sup> Hawaii International Conference on Systems Science*. **Nominated for Best Track Paper.**

(2002) Michael Parent, Derrick J. Neufeld, R. Brent Gallupe. A Longitudinal Analysis of GSS Use in the Case-Study Classroom. *35<sup>th</sup> Hawaii International Conference on Systems Science*.

(2002) Peter M. Tingling and Michael Parent. Exploiting the capabilities of Internet-based research – Lessons from the Field, *Administrative Sciences Association of Canada Annual Conference*, Radical New Opportunities or Paving the Cow Paths track, Winnipeg, Manitoba.

(2001) Michael Parent. “Onvia.com: The Zanova Acquisition,” *Administrative Sciences Association of Canada Annual Conference*, Case Track, May 26-29, London, Ontario.

(2001) Michael Parent. “Managing the Growing Web Presence of Medisys Health Corporation, Inc.,” *Administrative Sciences Association of Canada Annual Conference*, Case Track, May 26-29, London, Ontario.

(2001) Kathryn Brohman, Michael Parent, Michael R. Pearce, “A Framework for Integrating Human Decision Making with Data Warehouse,” *34<sup>th</sup> Hawaii International Conference on System Science (HICSS)*.

(2000) Kathryn Brohman, Michael Parent, Michael R. Pearce, Michael Wade. “The Business Intelligence Value Chain: The Process of Data Warehouse Usage in Organizations: An Exploratory Study,” *33<sup>rd</sup> Hawaii International Conference on System Science (HICSS)*.

(1998) Keane, D. and Parent, M. “Conducting qualitative research in information systems: lessons from two field studies,” *Proceedings of the Ninth Australasian Conference on Information Systems*, Sydney, University of NSW.

(1997) Wm. David Salisbury, R. Brent Gallupe, Michael Parent. “To Agree or Not To Agree: Do GSS Help or Hinder Group Consensus?,” *Proceedings of the*

*Americas Conference on Information Systems*, Indianapolis, IA, 578-580.

(1997) Michael Parent, R. Brent Gallupe, Jim Sheffield. "Behavioral Sampling as a Data-Gathering Method for GSS Research," in F. Niederman (Ed.), *Proceedings of the 1997 Conference of the Association for Computing Machinery Special Interest Group on Computer Personnel Research (SIGCPR)*, 145-150.

(1997) James D. McKeen, Heather A. Smith, Michael Parent. "Assessing the Value of Information Technology: The Leverage Effect," in Ciaran Murphy (Ed.). *Proceedings of the 5th European Conference on Information Systems*, 676.

(1997) David Keane, Paul Cragg, Michael Parent, Sid Huff. Panel Session: "Teaching Information Systems Using Cases," in Ciaran Murphy (Ed.). *Proceedings of the 5<sup>th</sup> European Conference on Information Systems*, 1545-1546.

(1996) James D. McKeen, Heather A. Smith, Michael Parent. "An Integrative Research Approach to Assess the Business Value of Information Technology," in Ann Brown and Dan Remenyi (Eds.), *Proceedings of the Third European Conference on the Evaluation of Information Technology*, 21-34.

(1996) Michael Parent. "The Royal Life Saving Society Canada: The National Drowning Report," *ASAC Annual Conference*, Montreal.

(1996) R. Brent Gallupe, Jim Sheffield, Michael Parent. "Enhancing Professional Development Education: A Field Experiment Using Group Support Systems," *Administrative Sciences Association Canada Annual Conference*, Montreal.

(1995) Jay Handelman and Michael Parent. "Protecting or Stimulating? The Effects of Warnings on Television Viewing by Adolescents," *Public Policy & Marketing Conference*, Atlanta (May). *Also reviewed by Rubel, Chad (1995) "Do Warnings Really Protect Kids?," Marketing News*, Vol. 29, Issue 15, July 17, 1995, p. 20, and Strauss, Marina (1997) "TV Violence Warnings Tune Teens Into Ads," *The Globe and Mail*, May 1, 1997, p. B14.

(1994) Michael Parent. "An Empirical Investigation of Facilitated GSS Support for Marketing Strategy Development by Information-Enabled Alliances," *Doctoral Consortium of the International Conference on Information Systems*, Victoria.

(1994) Michael Parent and Yolande E. Chan. "Paradigm Found: The Application of Organizational Economics to MIS," *Administrative Sciences Association of Canada Annual Conference*, Halifax.

(1994) Michael Parent and R. Brent Gallupe. "Using a GSS to Support the Development of an Information-Enabled Alliance: A Case Study," *Administrative Sciences Association of Canada Annual Conference*, Halifax.

**BOOKS**

(2001) Michael Parent and E.F. Peter Newson. *E-Commerce*. 1<sup>st</sup> Edition, Beijing: Hua Zhang Graphics and Information Inc. / China Machine Press / Multi-Lingua Publishing International Inc.

(1999) Sid L. Huff, Michael Wade, Michael Parent, Scott Schneberger, E.F. Peter Newson. *Cases in Electronic Commerce*. New York: Irwin/McGraw-Hill.

(1998) E.F. Peter Newson and Michael Parent. Management Information Systems Cases. Hong Kong: China Machine Press. (Also translated into Chinese).

**BOOK CHAPTERS**

(2011 – forthcoming) Alastair Robb and Michael Parent. “Understanding IT Governance: A Case of Two Financial Mutuals,” in Felix B. Tan (Ed.), International Enterprises and Global Information Technologies: Advancing Management Practices. Hershey, PA: IGI Global.

(2009) Michael Parent and Ken Mark. “Ji’Nan Broadcasting Corporation,” in Harold Kerzner Project Management Case Studies (3<sup>rd</sup> Edition). Hoboken, NJ: John Wiley & Sons, pp. 196-204.

(2009) “Zhou Jianglin, Project Manager,” in Harold Kerzner Project Management Case Studies (3<sup>rd</sup> Ed.). Hoboken, NJ: Wiley & Sons, pp. 399-402.

(2006) Michael Parent and Ken Mark. “Ji’Nan Broadcasting Corporation,” in Harold Kerzner Project Management Case Studies (2<sup>nd</sup> Edition). Hoboken, NJ: John Wiley & Sons, pp. 196-204.

(2006) “Zhou Jianglin, Project Manager,” in Harold Kerzner Project Management Case Studies (2<sup>nd</sup> Edition). Hoboken, NJ: John Wiley & Sons, pp. 377-380.

(2005) Michael Parent and Robert Fisher. “www.CentralMBA.com,” in David J. Sharp (Ed.) Cases in Business Ethics. Sage Publications: Thousand Oaks, CA, pp. 186-188.

(2004) Michael Parent and Ken Mark. “Zhou Jianglin, Project Manager,” in Project Management Case Book. Wiley Dreamtech India Ltd.

(2004) Michael Parent and Ken Mark. “Ji’Nan Broadcasting Corporation,” in Project Management Case Book. Wiley Dreamtech India Ltd.

(2003) Michael Parent and Robert J. Fisher. “www.CentralMBA.com,” in David R. Canton and John E. Millar, Legal Land Mines in E-Commerce (first edition). McGraw-Hill Irwin: New York, NY; pp. 2-6.

(2003) Michael Parent and Stuart Elman. “Creating a Web Site for Medisys Health Group Inc.,” in David R. Canton and John E. Millar, Legal Land Mines in E-Commerce (first edition). McGraw-Hill Irwin: New York, NY; pp. 14-24.

(2002) Michael Parent and Debra Rankin. “Cisco Systems Inc.: Managing Corporate Growth Using an Intranet,” in Sid L. Huff, Michael Wade, Scott Schneberger, Cases in Electronic Commerce, 2<sup>nd</sup> Edition. New York: Irwin/McGraw-Hill; pp. 55-66.

(1998) Michael Parent. “Joining the Millions Already on the Net,” Managing for Success, Toronto: HarperCollins Canada; pp. 63-66.

(1998) James D. McKeen, Heather A. Smith and Michael Parent. “An Integrative Research Approach to Assess the Business Value of Information Technology,” in M. Adam Mahmood (Ed.), Measuring Information Technology Investment Payoff: Contemporary Approaches, Harrisburg, PA: Idea Group; 5-23.

**TEACHING  
CASES**

(1996) Michael Parent. "The Royal Lifesaving Society Canada: The National Drowning Report," in Philip Kotler, Gary Armstrong, Peggy H. Cunningham, Robert Warren, Principles of Marketing (3rd Canadian Edition), Englewood Cliffs, NJ:Prentice-Hall, Inc., pp. 736-747.

(2011 – forthcoming) YVR: The Midway Acquisition. Ivey Case Series.

(2009) Selling Green Dots in Second Life. Ivey Case Series 9B09A033W.

(2009) The Power of Persuasion: An exercise in creating persuasive advertising. Ivey Case Series 9B09A001.

(2008) Sydney Water Customer Information and Billing System (A) and (B). Ivey Case Series 9B08E012 and 9B08E013.

(2008) Swimming in the Virtual Community Pool with Plenty of Fish. Ivey Case Series 9B08M15.

(2005) Assessing a Wood Fuel Pellet Opportunity for the Haisla Business Development Corporation. Ivey Case Series 9B05M066.

(2004) Paybox.net: Mobilizing M-Commerce. Ivey Case Series 9B04E028.

(2004) Jay Nielsen & Akka International : Outsourcing in India. Ivey Case Series 9B04E027.

(2003) Fidelis Bank Financial Group – Selection of an E-Mail System. Ivey Case Series 9B04E001.

(2002) Cisco Systems Inc: Gérer la croissance de l'entreprise en utilisant un intranet. Ivey Case Series 9A97EF18.

(2002) Big Server Software. Ivey Case Series 9B03E014.

(2002) Ji'Nan Broadcasting Corporation. Ivey Case Series 9B02E009.

(2002) Zhou Jianglin, Project Manager. Ivey Case Series 9B02E010.

(2001) Note on Asymmetric Encryption Keys. Ivey Case Series 9B01E026.

(2001) DPSC Software: The Netzee Deal. Ivey Case Series 9B01E006.

(2001) DPSC Software: Post-Acquisition Evaluation. Ivey Case Series 9B01E007.

(2001) OnVia.com: The Zanova Acquisition. Ivey Case Series 9B00E019.

(2000) Extreme Surfer's Guide to Web Search Engines. Ivey Case Series 9B00E015.

(2000) Managing the Growing Web Presence of Medisys Health Group Inc. Ivey Case Series 9B00E017.

- (2000) Those \*@!\* Wireless Network Cards. Ivey Case Series 9B00E20.  
(2000) IT Strategy at the Toronto Stock Exchange, Ivey Case Series 9B00E005
- (2000) Note on Network Security: Policies, Practices and Implementation, Ivey Case Series, 9B00E003.
- (1999) www.CentralMBA.com, Ivey Case Series 9A99E028.
- (1998) Data Warehousing at Canadian Tire, Ivey Case Series 9-98-E016.
- (1998) Flowers by Sears Canada, Ivey Case Series 9A99E012.
- (1997) Dominion Trust: Electronic Banking Initiatives, Queen's University Case Series, 9-R97-1-007.
- (1997) Clearwater Fine Foods Inc.: Using a Group Support System for Strategic Planning, Ivey Case Series, 9-97-E015.
- \*\*\*** (1997) Cisco Systems Inc.: Managing Corporate Growth Using an Intranet, Ivey Case Series, 9-97-E018. **(Ivey Best-Seller)**.
- (1997) Tyner-Shorten Clothiers (A): Acquiring PC Hardware, Ivey Case Series, 9-97-E012.
- (1997) Tyner-Shorten Clothiers (B): Acquiring PC Software, Ivey Case Series, 9-97-E013.
- (1997) Tyner-Shorten Clothiers (Condensed): Acquiring PC Hardware and Software, Ivey Case Series, 9-97-E014.
- (1997) Lanark Communications Network: Maintaining the Momentum, Ivey Case Series, 9-97-E016.
- (1997) CERNET: Managing Internet Growth in China, Ivey Case Series, 9-98-E001.
- (1997) Agriculture Canada: Adoption of the Poultry Condemnation Program - CDXP, Ivey Case Series, 9-98-E003.
- (1997) TSAT A/S: Launching Telemetry and Low Rate Data Communications Via Satellite, Ivey Case Series, 9-98-E013.
- (1997) Creating a Web Site for Medisys Health Group, Inc., Ivey Case Series, 9-98-E011.
- TEACHING NOTES**
- (2011 – forthcoming) YVR: The Midway Acquisition. Ivey Case Series.
- (2009) Selling Green Dots in Second Life. Ivey Case Series 8B09A033W.
- (2009) The Power of Persuasion: An exercise in creating persuasive advertising. Ivey Case Series 8B09A001.
- (2008) Sydney Water Customer Information and Billing System. Ivey Case Series 8B08E012.

- (2008) Swimming in the Virtual Community Pool with Plenty of Fish. Ivey Case Series 8B08M15.
- (2007) Paybox.net: Mobilizing M-Commerce. Ivey Case Series 8B04E028.
- (2007) Jay Nielsen & Akka International : Outsourcing in India. Ivey Case Series 8B04E027.
- (2005) Assessing a Wood Fuel Pellet Opportunity for the Haisla Business Business Development Corporation. Ivey Case Series 8B05M066.
- (2002) Ji'Nan Broadcasting Corporation, Ivey Case Series 8B02E009.
- (2002) Zhou Jianglin, Project Manager, Ivey Case Series 8B02E010.
- (2002) Big Server Software, Ivey Case Series 8B03E014.
- (2001) OnVia.Com: The Zanova Acquisition, Ivey Case Series 8B00E19.
- (2000) www.CentralMBA.com, Ivey Case Series 8A99E28.
- (2000) Tyner-Shorten (A), (B), (Condensed), Ivey Case Series 8A97E14.
- (2000) Managing the Growing Web Presence of Medisys Health Group Inc. Ivey Case Series 8B00E17.
- (2000) Data Warehousing at Canadian Tire, Ivey Case Series 8A97E15.
- (2000) Clearwater Fine Foods Inc.: Using a Group Support System for Strategic Planning, Ivey Case Series 8A97E15.
- (2000) Agriculture Canada: Adoption of the Poultry Condemnation Program - CDXP, Ivey Case Series 8A98E03.
- (2000) Flowers by Sears Canada, Ivey Case Series 8A99E12.
- (1997) Cisco Systems Inc.: Managing Corporate Growth Using an Intranet, Ivey Case Series, 897E18.
- (1997) Lanark Communications Network: Maintaining the Momentum, Ivey Series, 897E16.
- (1997) CERNET: Managing Internet Growth in China, Ivey Case Series 8A98E01.
- (1997) TSAT A/S: Launching Telemetry and Low Rate Data Communications Via Satellite, Ivey Case Series, 898E13.
- (1997) Creating a Web Site for Medisys Health Group Inc., Ivey Case Series, 898E11.
- (1998) "Triumph of the Nerds" and "Nerds 2.01" special edit for the classroom.

(2002) Conor Shankey, CEO – Big Server Software (accompanies Ivey case 9B03E014).

(2002) Martha (Marty) Sawyer, CEO – Rich-Con Steel (accompanies Harvard case 9-699-133).

**RECENT  
PRACTITIONER  
ARTICLES &  
PRESENTATIONS  
OF NOTE**

(2011) Social Media and the Consequences of Mutant Ads Posted by the Public. Presentation to the *RSM Connect* event, Rotterdam, The Netherlands, July 26.

(2011) Licensing: Unleash the Power of Brands. Presentation to the *Licensing Executives Society China (LESC) – Hong Kong Sub-Chapter*. Hong Kong SAR, May 19.

(2010) Leyland Pitt & Michael Parent. Ambush Marketing Hurt Adidas: Li Ning was the clear brand winner of the 2008 Olympics. *Financial Post Executive*, April 20. Available online at <http://bit.ly/cdwzUn>

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**RESEARCH  
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REVIEW**

Helen Kelley, Deborah Compeau, Chris Higgins, Michael Parent. Advancing Theory Through the Conceptualization and Development of Causal Attributions for Computer Performance Histories. *The DATA BASE for Advances in Information Systems* (revised and resubmitted September 2011).

**LANGUAGES**

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**SERVICE**

2011-2012: Member, Tenure & Promotion Committee, Beedie School of Business, Simon Fraser University.

2010: Member, MBA Committee, Faculty of Business Administration, Simon Fraser University.

2008-09: Member, Dean Search Committee, Faculty of Business Administration, Simon Fraser University.

2008: Member, *Ad Hoc* Budget Review Committee, Faculty of Business

Administration, Simon Fraser University.

2007: Director of Placement Services & Organizing Committee member, *ICIS* (Montreal).

2007: Associate Editor, Strategy and Governance Track, *ICIS* (Montreal).

2003-2006: Information Systems Area Editor, *Canadian Journal of Administrative Sciences (CJAS)*.

2003-2006: Chair, MBA Programs Committee & Member, Graduate Studies Committee, Faculty of Business Administration, Simon Fraser University.

2004-2005: Member, Accreditation Committee-New Graduate Programs, SFU.

2005: Member, Appointment Committee - Dean, Graduate Studies, Simon Fraser University.

2005: Organizing Committee Member, *Knowledge Management in Asia Pacific (KMAP)* conference, Wellington, New Zealand.

2003, 2004: Social Sciences and Humanities Research Council Grant Adjudication Committee 22.

2003: Associate Editor & Session Chair, Teaching Case Study Track, *International Conference on Information Systems (ICIS)*.

2002, 2003: Faculty Advisor, National MBA Games, Simon Fraser University.

2002: BBA Curriculum Review Committee, Faculty of Business Administration, Simon Fraser University.

2002: Specialist MBA Planning Committee, Faculty of Business Administration, Simon Fraser University.

2001: Program Committee Member – 2002 Information Resource Management Association (IRMA) International Conference.

2000-2001: PhD Committee Member (Area Group Representative), Richard Ivey School of Business, The University of Western Ontario.

1998, 2000: Member, HBA Admissions Appeal Committee, Richard Ivey School of Business, The University of Western Ontario.

1998: Information Technology Division Chair, Scientific Committee, Third International Conference on the Management of Networking Enterprises (ICMNE), Montreal, Quebec, August 31-September 2.

1995-96: Marketing & Information Systems Judge, Intercollegiate Business Competition (ICBC), Queen's University.

1997-2000 Book Review Co-Editor, *Journal of Global Information Management*

Reviewer:

- MIS Quarterly

- Journal of Advertising Research (JAR)
- Industrial Marketing Management (IMM)
- Administrative Sciences Association of Canada (ASAC)
- International Conference on Information Systems (ICIS)
- Hawaii International Conference on Systems Science (HICSS)
- Journal of Global Information Management (JGIM)
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