

## **Dr. Barbara Jo J. White**

Western Carolina University  
School of Accounting, Finance, Information Systems, and Business Law  
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### **Education**

Ph D, University of Mississippi, 2005.  
Major: Business Administration (with a major in Management Information Systems)  
Supporting Areas of Emphasis: Marketing, Linguistics  
Dissertation Title: Evaluating the Impact of Typical Images for Visual Query Formulation on Search Efficacy

MBA, East Carolina University, 2001.  
Major: Management Information Systems

MAED, East Carolina University, 1999.  
Major: English (MA ed)  
Supporting Areas of Emphasis: English as a Second Language

United States Peace Corps Training, 1987.  
Major: Language, Culture, Natural Resources

BA, University of North Carolina at Chapel Hill, 1984.  
Major: Journalism and Botany  
Supporting Areas of Emphasis: Advertising

### **Academic, Government, Military, and Professional Positions**

#### **Academic**

Full Professor, Western Carolina University. (August 1, 2016 - Present).

Associate Professor, Western Carolina University. (August 1, 2011 - June 30, 2016).

### **Licensures and Certifications**

Certificate in GIS, Haywood Community College (Completed Requirements, May, 2009).

ITIL Foundation Certificate, Information Technology Infrastructure Library. (December 2006 - Present).

### **Development Activities Attended**

Online Course With Labs, "Cognitive Class: Blockchain Essentials", IBM. (September 26, 2018).

Workshop, "AoL Faculty Workshop: Survey Design and Data Analysis", CFC and CoB AoL, Cullowhee, NC, Jackson. (March 1, 2017).

Workshop, "Forsyth 313: BYOD: The Use of Innovative Technology to Enhance Learning", CFC, Cullowhee, NC, Jackson. (February 2, 2017).

Workshop, "AoL Faculty Workshop: WebWork", Math and Computer Science and CoB AoL, Cullowhee, NC, Jackson. (September 26, 2016).

Self-Study Program, "Budget 101", WCU, Cullowhee, NC. (April 2016).

Self-Study Program, "Information Security Training - Year 2", WCU, Cullowhee, NC. (April 2016).

Self-Study Program, "Sexual Harassment Training for WCU Employees", WCU. (August 2015 - April 2016).

Workshop, "AoL Faculty Workshop: GIFTS", CFC and CoB AoL, Cullowhee, NC, Jackson. (March 16, 2016).

Workshop, "Blackboard Walk-In", CFC and CoB AoL, Cullowhee, NC. (January 19, 2016).

CFC Meetings, Events, and Consultations, "18 CFC Meetings, Events and Consultations". (August 15, 2015 - January 16, 2016).

CITI Program-Social/Behavioral Research Course, "Social/Behavioral Research Course", Collaborative Institutional Training Initiative (CITI Program). (April 8, 2015).

Workshop, "Applying the QM Rubric (APPQMR)", Coulter Faculty Commons, Cullowhee, NC, U.S.A. (April 1, 2015).

Workshop, "AoL Faculty Workshop: The Golden Twenty", College of Business and Coulter Faculty Center, 1 credit hours. (March 17, 2015).

## **TEACHING**

### **Teaching Experience**

#### **Western Carolina University**

BA 304, Bus Comm Multicult Envir, 23 courses.

CIS 195, The Information Society at Work, 2 courses.

CIS 251, Managing Enterprise Info Sys, 34 courses.

CIS 253, Database Thry, Pract & App Dev, 2 courses.

CIS 453, Database Management Systems, 1 course.

CIS 455, Comp Info Sys Analysis Dsgn, 9 courses.

CIS 465, The CIS Profession, 2 courses.

CIS 480, Ind Rsrch Info Systems, 3 courses.

CIS 483, Internship Info Systems, 10 courses.

CIS 484, Internship Info Systems, 2 courses.

CIS 493, Topics in Info Systems, 1 course.

MBA 639, Info Sys for Competitive Adv, 1 course.

MKT 483, Internship in Marketing, 1 course.

### **Non-Credit Instruction**

Workshop, WCU's COB Assurance of Learning Committee: Write Right. (September 21, 2018).

### **Directed Student Learning**

Undergraduate Honors Project or Thesis, "User Experience: Axure RP8 and Creating Interactive Prototypes," College of Business. (September 2018 - December 2018).  
Advised: Harrison Hess

## **RESEARCH**

### **Published Intellectual Contributions**

## Journal Articles

- Kapakos, W. A., White, B. J., Clapper, D. L., & Willey, L. Emerging technology: Introducing Tableau to CIS and non-CIS majors in a core business class. *To appear in Issues in Information Systems*.
- Deale, C. S., Lee, S. H., Bae, J. I., & White, B. J. (2020). An exploratory study of educators' and students' perceptions of collaboration versus cheating in hospitality and tourism education. *Journal of Teaching in Travel & Tourism, 20*(2), 89-104. <https://www.tandfonline.com/doi/full/10.1080/15313220.2019.1679695>
- Drake, J., Crawford, A., Deale, C. S., & White, B. J. Tourism in the sharing economy: How novelty seeking impacts travel intentions. *To appear in Journal of Electronic Commerce in Organizations*.
- Willey, L., & White, B. J. (2019). Emphasizing security and writing in a cross-disciplinary course for computer information systems and business law students. *Issues in Information Systems, 20*(2), 38-46.
- Kapakos, W. A., White, B. J., Willey, L., & Ford, J. C. (2018). The effect of map-based materials and activities on global data privacy awareness in an information systems course. *Issues in Information Systems, 19*(2), 47-55.
- Crow, R., Cruz, L., Ellern, J., Ford, G., Moss, H., & White, B. J. (2018). Boyer in the Middle: Second Generation Challenges to Emerging Scholarships. *Innovative Higher Education, 107-123*.
- White, B. J., & Kapakos, W. A. (2017). User experience (UX) in the classroom: Better information architecture with interactive prototypes and UX testing. *Issues in Information Systems*.
- Willey, L., White, B. J., & Ford, J. (2016). U.S. E.U. Safe Harbor & Data Privacy Shield: Student exploration of global IT issues and the professionals who deal with them. *Issues in Information Systems, 17*(1), 196-2005.
- Ford, J. C., White, B. J., & White, K. M. (2015). After the data breach: Notification laws and more. *Issues in Information Systems, 16*(4), 86-94.
- Martinez, K. E., White, B. J., & Williams, J. H. (2015). What is so different about STEM internships?. *Issues in Information Systems, 16*(4), 143-151.
- Ford, J., Willey, L., White, B. J., & Domagalski, T. (2015). New concerns in electronic employee monitoring: Have you checked your policies lately?. *Journal of Legal, Ethical and Regulatory Issues, 18*(1), 51-70. <http://www.alliedacademies.org/public/journals/JournalDetails.aspx?jid=14>

## Other

- Dent, H. L., & White, B. J. *Scholarship of Engagement: Sustainability: Marketing and Information Technology for More Sustainable Agritourism*.
- White, B. J. (2018). *The World Map Project Manual for PCVs* (pp. 1-96). Washington, DC: Peace Corps Office of Overseas Programming and Training Support: Knowledge & Learning Unit. [https://www.peacecorps.gov/documents/489/World\\_Map\\_Project\\_Manual\\_1.pdf](https://www.peacecorps.gov/documents/489/World_Map_Project_Manual_1.pdf)
- Kapakos, W. A., White, B. J., Willey, L., & Ford, J. C. (2018). A Focus on Legal-Technical Components of the Political Dimension of Globality. *Abstract Book: 14th Annual International*

*Conference on Information Technology & Computer Science* (vol. 14, pp. 26-27). Athens: The Athens Institute for Education and Research. <https://www.atiner.gr/abstracts/2018ABST-COM.pdf>

## **Presentations Given**

- Kapakos, W. A. (Presenter & Author), White, B. J. (Presenter & Author), Koger, D. (Author Only), International Gleaners Symposium, "Manage Gleaner Data on a Dime: Members, Mail Campaigns, Metrics, Media and More!," The Green Urban Lunch Box and Rotary First Harvest, The 2100 Building, Seattle, WA. (April 26, 2019).
- White, B. J. (Presenter & Author), Ford, J. C. (Presenter & Author), Core Committee Meeting of the Haywood Gleaners, "Status Report of Scholarship of Application Project: Assisting Haywood Gleaners: Phase 1: Member Registration, Glean Report, and 501(c)(3) Application," Haywood Gleaners, Waynesville, NC. (April 23, 2019).
- White, B. J. (Presenter & Author), Kapakos, W. A. (Presenter & Author), Koger, D. (Author Only), Faculty Workshop/Presentation for CIS Majors, "Manage Gleaner Data on a Dime: Members, Mail Campaigns, Metrics, Media and More!," Computer Information Systems Department, Cullowhee, NC. (April 16, 2019).
- Kapakos, W. A. (Presenter & Author), White, B. J. (Author Only), IACIS: 58th Annual International Conference, "The effect of map-based materials and activities on global data privacy awareness in an information systems course," International Association for Computer Information Systems, Clearwater Beach Marriott Suites on Sand Key, Clearwater, FL. (October 4, 2018).
- Kapakos, W. A. (Presenter & Author), White, B. J. (Author Only), Willey, L. (Author Only), Ford, J. C. (Author Only), 14th Annual International Conference on Information Technology & Computer Science, "A Focus on the Legal-Technical Components of the Political Dimension of Globality," The Athens Institute for Education and Research, Titania Hotel, Athens, Greece. (May 22, 2018).
- White, B. J. (Author Only), Kapakos, W. A. (Presenter & Author), ARBS: 5th Annual Conference, "User Experience (UX) in the CIS Classroom: Better Information Architecture with Interactive Prototypes and UX Testing," Appalachian Research in Business Symposium, The Millennium Center, Johnson City, TN. (March 23, 2018).
- White, B. J. (Presenter & Author), IACIS: 57th Annual International Conference, "User Experience (UX) in the CIS Classroom: Better Information Architecture with Interactive Prototypes and UX Testing," International Association for Computer Information Systems, The Courtyard Philadelphia Downtown Marriot, Philadelphia, PA. (October 7, 2017).
- White, B. J. (Presenter & Author), Barenberg, R. (Presenter & Author), ResNet: Student Technology Conference, "Adding User Experience (UX) Testing with Students and Faculty Prior to Campus Website Updates," Western Carolina University, Cullowhee, NC. (June 2017).
- White, B. J. (Presenter & Author), Barenberg, R. (Presenter Only), Harmon, A. (Presenter Only), AAUW Website Project Planning Meeting, "AAUW at WCU: Website Project," Cullowhee, NC. (February 13, 2017).
- White, B. J., IACIS: 56th Annual Conference: International Association for Computer Information Systems, "U.S. E.U. Safe Harbor & Data Privacy Shield: Student exploration of global IT issues and the professionals who deal with them," International Association for Computer Information Systems, The Inn at Opryland – A Gaylord Hotel, Nashville, TN. (October 6, 2016).

White, B. J., AoL Faculty Workshop: GIFTS, "Great Ideas For Teaching Students: "Cut It Out"," CFC and CoB AoL, Cullowhee, NC. (March 16, 2016).

White, B. J. (Presenter & Author), Martinez, K. (Presenter & Author), Williams, J. (Author Only), IACIS: 55th Annual International Association for Computer Information Systems Conference, "What is so different about STEM internships?," International Association for Computer Information Systems (IACIS), Tampa, FL. (October 9, 2015).

White, B. J. (Presenter & Author), Ford, J. (Author Only), White, K. (Author Only), IACIS: 55th Annual International Association for Computer Information Systems Conference, "After the data breach: Notification laws and more," International Association for Computer Information Systems (IACIS), Tampa, FL. (October 8, 2015).

White, B. J. (Presenter & Author), Martinez, K. (Presenter & Author), Williams, J. (Author Only), Appalachian Business Research Symposium, "Evaluations of internships from students and their employers: Making data-driven recommendations," WCU, ETSU, ECU and ASU, Asheville, NC. (March 20, 2015).

## **Contracts, Grants and Sponsored Research**

### **Grant**

Dent, H. L. (Co-Principal), White, B. J. (Co-Principal), Grant, "Scholarship of Engagement Research for Sustainabilities: Marketing and Information Technology for More Sustainable Agritourism in Western NC", WCU College of Business Summer Research Grant, Western Carolina University, \$5,000.00, Funded. (sub: April 12, 2020, start: April 26, 2020, end: August 2020).

Barenberg, R., White, B. J., Grant, "Conducting User Experience (UX) Research to Improve WCU's AAUW Chapter Website", CFSE Grant (for Students), Western Carolina University, \$3,300.00, Funded. (sub: May 2017, start: June 2017, end: August 2017).

White, B. J., Grant, "Conducting User Experience (UX) Research to Improve Websites Using Real-World Examples", WCU College of Business Summer Research Grant, Western Carolina University, \$5,000.00, Funded. (start: June 2017, end: August 2017).

White, B. J., Martinez, K. E., Grant, "What's so different about STEM internships?", Office for Undergraduate Studies: Intentional Learning Plan Implementation, Western Carolina University, \$790.00, Funded. (sub: August 13, 2015, start: October 7, 2015, end: October 10, 2015).

## **Other Research/Scholarly Activity**

"Using Technology to Teach Critical Reading Skills" (On-Going).

## **SERVICE**

### **University Service**

Committee Member, CIS Search Committee. (May 2019 - Present).

Committee Member, COB Assurance of Learning Committee. (August 2018 - Present).

Committee Member, Distance Learning Council. (August 2018 - Present).

Chairperson, CIS 251 Core Class Standardization Project (significant time commitment-hand-checked new 5th edition and made pools of hundreds of questions available to CIS faculty). (August 15, 2015 - Present).

Faculty Advisor, Transfer Adviser for Computer Information Systems. (September 2011 - Present).

Scoring Participant/Assessor, Liberal Studies Summer Assessment Workshop. (June 4, 2019 - June 5, 2019).

Attendee, Graduation, WCU Graduation Ceremony. (May 11, 2019).

Presenter, Computer Information Systems Awards, COB Scholarship and Awards Ceremony and Reception. (April 26, 2019).

Reviewer, Observation of Jason Lavigne (CIS455). (September 18, 2018).

Committee Member, College of Business Scholarship and Awards Committee. (January 2016 - May 2018).

Committee Member, Academic Technology Committee. (September 2014 - May 2018).

Committee Member, Administrative Technology Committee. (September 2012 - May 2018).

Committee Member, COB Excellence in Research Award. (2015 - 2017).

Committee Member, Collegial Review Committee. (August 2016 - May 2017).

Reviewer, Observation of Will Kapakos (CIS235). (April 26, 2017).

Committee Member, CIS Search Committee. (December 2015 - May 2016).

Committee Member, ULP Assessment. (March 2016 - May 16, 2016).

Consultant, Faculty Associates for Campus Engagement (FACE) Consultant (Scholarship of Teaching and Learning). (January 6, 2012 - April 2016).

Publicity and Marketing, Student Recruiting: Computer Information Systems. (August 2007 - December 2015).

Faculty Interviewer For Rebecca Francis, Meeting with Center for Career and Professional Development (CCPD) Director Candidate. (April 20, 2015).

Attendee, Meeting, WCU-SCC Faculty-to-Faculty Luncheon. (April 20, 2015).

Faculty Interviewer For Michael Despeaux, Meeting with Center for Career and Professional Development (CCPD) Director Candidate. (April 8, 2015).

Survey Taker, Survey: COACHE Survey on Faculty Satisfaction. (March 24, 2015).

Committee Chair, Scholarship of Teaching and Learning (SoTL) Scholar Award. (September 2009 - February 2015).

Attendee, Meeting, School of Acct., Fin., Info Systems, & Law Kickoff Meeting. (January 9, 2015).

## **Professional Service**

Reviewer, Appalachian Research in Business Symposium (ARBS). (February 17, 2020 - February

19, 2020).

## **Awards and Honors**

### **Service, Community**

College: Engagement Award, College of Business, Service, Community. (April 26, 2019).