

Bright Frimpong

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Assistant Professor of Information Systems and Data Science
Department of Business Administration
Williams School of Commerce, Economics, and Politics
Washington and Lee University

Education

PhD Information Systems , <i>University of Texas Rio Grande Valley</i>	08/2019 – 05/2023 Edinburg, U.S.A
MBA Information Systems , <i>Georgia Southern University</i>	08/2017 – 05/2019 Statesboro, U.S.A
MS Marketing , <i>University of Tampa</i>	01/2016 – 07/2017 Tampa, U.S.A
BA Management Studies , <i>University of Cape Coast</i>	08/2010 – 05/2014 Cape Coast, Ghana

Honors and Awards

Kauffman Fellow , <i>AIS Entrepreneurial Innovation Fellowship</i> 	11/2022
HICSS Doctoral Fellow , <i>HICSS 56</i>	10/2022
PhD Student Excellence Award in Research , <i>RCVCOBE, UTRGV</i> <ul style="list-style-type: none">- Award Winner for the MIS Concentration- Overall Award Winner for the Ph.D. Program	05/2022
Best Student Reviewer , <i>DRW-IFIP 2021</i>	10/2021
Best Paper Nominee , <i>HICSS 54</i>	01/2021
Deans Award for Academic Excellence , <i>Business School, UCC</i>	10/2013

Research

Journal Publications:

Frimpong, B., Ayaburi, E. Andoh-Baidoo F.K., Wang X. & Xiao, N. (2024). Impact of Campaign Bundling on the Success of Donation-Based Crowdfunding.

- *International Journal of Electronic Commerce*

B Frimpong, B., Mohammed, F., Larson, M. K., & Anderson, H.J. (2024). Take my word for it! The Role of Projected Certainty Signaling and Certainty Alignment in Reward Crowdfunding Outcomes.

- *Journal of Business Venturing Insights*

Afum, E., Agyabeng-Mensah, Y., Sun, Z., **Frimpong, B.**, Kusi, L. Y., & Acquah, I. S. K. (2020). Exploring the link between green manufacturing, operational competitiveness, firm reputation and sustainable performance dimensions: a mediated approach.

- *Journal of Manufacturing Technology Management*

Refereed Conference Proceedings:

Frimpong, B. A Dual-Platform Examination of the Relationship Between Cognitive-Experiential Values and Project Success.

- *Presented at the 57th Hawaii International Conference on System Sciences (HICSS-2024)*

Frimpong, B., & Treku, D. N. Getting off the Digital Divide? Not so Fast! Exploring the Viability of Digital-divide-based Crowdfunding Models.

- *Presented at the 57th Hawaii International Conference on System Sciences (HICSS-2024)*

Frimpong, B., Ahmad, F., Olajuwon, O. I., "Understanding Crowdfunding Backer-Founder Goal Alignment: Examination Of Self Construal Theory,"

- *Presented at the American Marketing Association, San Francisco. -August 2023-. (AMA 2023)*

Anderson, H. J., Stejskal, J., Odei-Amponsah, S., & **Frimpong, B.** Technological and Non-technological Innovation: Open Innovation Decisions and The Moderating Role of Research Systems.

- Presented at the 2023 IEEE International Conference on Engineering, Technology and Innovation (ICE/ITMC) (pp. 1-7). IEEE.

Frimpong, B. Ayaburi, E. Andoh-Baidoo F.K., Wang X. (2023). Enhancing Project Success by Minimizing Information Asymmetry in Donation Crowdfunding: The Role of Community Pot Mechanism and Third-Party Endorsements

- Presented at the 56th Hawaii International Conference on System Sciences (**HICSS-2023**)

Frimpong, B., and Fatimah, M. (2022). Unraveling Cyberloafing Paradox: A Targeted Approach for Managing Cyberloafing

- Presented at the 28th Americas Conference on Information Systems (**AMCIS-2022**). Minneapolis, Minnesota.

Frimpong, B., and Jun, S. (2021). Individual Privacy Empowerment: Exploring the trade-offs between Information Sensitivity and Compensation.

- Presented at the 54th Hawaii International Conference on System Sciences (**HICSS-2021**).
- **Nominated for Best Paper Award**

Frimpong, B., and Chen, L. (2021). The Effects of Data Breaches on Public Companies: A Mirage or Reality?.

- Presented at the Future of Information and Communication Conference (**FICC-2021**) (pp. 674-683). Springer, Cham.

Frimpong, B., and Jun, S. (2020). Individual Privacy Empowerment in Electronic Service:

- Presented at the 26th Americas Conference on Information Systems (**AMCIS-2020**). Salt-Lake City, Utah.

Refereed Workshops and Symposiums:

Frimpong, B., Guduru, R., Bautista, C., and Andoh-Baidoo, F.K. The Perils and Promises of Big Data Research in Operations Management and Supply Chain Management.

- Presented at the Production and Operations Management Society (**POMS 2021**) Conference
- Presented at the Center for Applied Research and Innovation in Supply Chain–Africa (**CARISCA' 2021**) Supply Chain Research Summit.

Frimpong, B., and Nan, X. The Moderating Effect of Telecommuting on ISP Precautionary Behavior.

- Presented at the 2021 Dewald Roode Workshop on Information Systems Security Research, IFIP WG8.11/WG11.13. (**DRW IFIP 2021**).

Frimpong, B., Ayaburi, E. W., Andoh-Baidoo, F. K., & Lee, J. U. (2020). Accepting Privacy Scheme in the Presence of Consumer Privacy Fatalism: The Elaboration Likelihood Model and Fear Appeals.

- Presented at the 2020 Dewald Roode Workshop on Information Systems Security Research, IFIP WG8.11/WG11.13. (**DRW IFIP 2020**)

Teaching

Course Instructor, 09/2023 – present

Williams School of Commerce - Washington and Lee University

- BUS 203 - Fundamentals of Business Analytics (Fall 2023, Winter 2024)

Course Instructor, 01/2022 – 05/2023

RCV Business School - University of Texas Rio Grande Valley

- INFS 2300 - Data Modeling Management Tools (Spring 2022)
- INFS 3900 - Management Information Systems (Fall 2022/ Spring 2023)

Teaching Assistant, University of Cape Coast 08/2014 – 07/2015

- Served as a teaching assistant under (Dr. Edna Okorley) for Business School
- (average class size of 280 students)

Service

University Service

- Member, Social Impact Committee for the Williams School
- Panel Member, Fall/Winter Academy- Maximizing MLK Week

Professional Service

Panel Member, AIS Doctoral Student College 2023

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- Program Event titled "IS Job Market Unveiled: Navigating the IS Academic Job Market with Finesse" [🔗](#)

Conference Session Chair

- Emergent Research for Engaged Learning Track - AMCIS 2022

Volunteer, AMICS 2022

Academic Service, Adhoc Reviewer

Journals:

- Information and Communication Technologies for Development (ICT4D)
- Internet Research Journal
- Information Systems Frontiers (ISF)
- Information Systems Management Journal (ISMJ)

Conferences:

- Hawaii International Conference on System Sciences (HICSS)
- Americas Conference on Information Systems (AMCIS)
- European Conference of Information Systems (ECIS)
- The Middle East & North Africa Conference for Information Systems (MENACIS)
- Dewald Roode Workshop on Information Systems Security Research

Professional Experience

ERP & Database Intern, Eagle Dining Services	05/2018 – 08/2018
Marketing Intern, Lowth Entrepreneurship center	02/2017 – 05/2017
Graduate Admissions Assistant, University of Tampa	01/2016 – 08/2017

Organizations

Association of Information Systems, Member	present
The IFIP Working Group 8.11/11.13, Member	present