

## Keri M. Larson, Ph.D.

Assistant Professor  
Williams School of Commerce, Economics, and Politics  
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### Academic Experience

- July 2017 - present** Assistant Professor  
Business Administration Department  
Williams School of Commerce, Economics, and Politics  
Washington & Lee University
- August 2015 – July 2017** Assistant Professor at Louisiana State University (LSU)  
Department of Information Systems and Decision Sciences  
E. J. Ourso College of Business
- August 2012 – August 2015** Assistant Professor at University of Alabama at Birmingham (UAB)  
Department of Management, Information Systems, and Quantitative Methods  
Collat School of Business

### Education

- Ph.D.** The University of Georgia, 2012  
Major: Management Information Systems; Minor: Health Law and Public Policy  
*Dissertation: "Tying Social Media to Firm Performance"*
- A.B.** The University of Chicago, 2006  
Concentration: Law, Letters, and Society

### Research

- Interests:**
- Text mining/unstructured data analytics
  - Neuro-IS
  - IS and Identity
  - Organizational responses to innovation
  - Healthcare IS
  - Business value of social media

**Journal Publications:** Larson, K. "Social Media Management for the Small Business," *The Cooperative Accountant*, Summer 2017, pp. 68-75.

Boudreau, M.-C., Serrano, C., and Larson, K. "IT-Driven Identity Work: Creating a Group Identity in a Digital Environment," *Information and Organization*, 24:1, 2014, pp. 1-24.

**Conference and Workshop Proceedings:** Berente, N., Boudreau, M.-C., Gymer, M., and Larson, K. (alpha-order), "Interpersonal Bonding & ICT-enabled Service Co-creation: The Impact of Electronic Health Recording on the Nurse-patient Relationship," *Academy of Management Proceedings*, Anaheim, California, August 2016.

Boudreau, M.-C., Berente, N., and Larson, K. "Interpersonal Bonding and ICT-Enabled Service Co-creation: The Impact of EHR on Nurse Relationships with Patients," *Changing Nature of Work Pre-International Conference on Information Systems (ICIS) Workshop*, Ft. Worth, Texas, December 2015.

Larson, K. and Watson, R. T., "The Impact of Natural Language Processing-Based Textual Analysis of Social Media Interactions on Decision Making," *European Conference on Information Systems (ECIS) Proceedings*, Utrecht, Netherlands, June 2013.

Boudreau, M.-C., Serrano, C., and Larson, K., "IT-driven Organizational Identity Change: A Longitudinal Inquiry," *International Conference on Information Systems (ICIS) Proceedings*, Shanghai, China, December 2011.

Larson, K. and Watson, R.T., "The Value of Social Media: Toward Measuring Social Media Strategies," *International Conference on Information Systems (ICIS) Proceedings*, Shanghai, China, December 2011.

Larson, K. and Berente, N., "Generativity, Second-order Effects, and ICT Innovation: An Information Processing View," *European Conference on Information Systems Proceedings*, Helsinki, Finland, June 2011.

- Projects/ Working Papers:**
- Larson, K., Watson, R. T., “The Social Media Ecosystem: An Infrastructure for Measurement.”
- Larson, K., Watson, R. T., “The Impact of Natural Language Processing-Based Textual Analysis of Social Media Interactions on Decision Making.”
- Additional experiment scheduled during pre-tenure leave at UGA in Athens, GA - March 2020.  
\* Experiment and travel canceled due to Covid; project on hold.
- Larson, K., “Exploratory.io and Data Science for Business: Analytics in the Liberal Arts.”
- Larson, K., Berente, N., and Boudreau, M.-C., “Logics-contingent Electronic Healthcare Record Use.”
- Project currently on hold.
- Larson, K., Berente, N., and Boudreau, M.-C., “Second-order Responses to Innovation in Healthcare”
- Anticipated submission to *Information & Organization*; 5-year longitudinal data collection completed.

- Research and Travel Grants:**
- 2020: WLU Lenfest Summer Grant (\$4500)  
2019: WLU Lenfest Summer Grant (\$4500)  
2018: WLU Lenfest Summer Grant (\$4500)  
2016: SEC Travel Award, LSU Board of Regents (\$1000)  
2014: PI, Faculty Research Support Grant (competitive), Collat School of Business UAB (\$5000)  
2011: Co-PI, Novant Health System Research Support (\$7500)

### Teaching

- Teaching Interests:**
- Database management
  - Data analytics/BI
  - Data visualization
  - Green IS
  - Strategic IS

**Invited Presentations:** “Engaging Students with Interactive Online Tools” in the track, “Teaching in the Digital Age.” University of Alabama System Scholars Institute, Tuscaloosa, Alabama. May 2014.

- Teaching Certifications and Awards:**
- Effective Teaching Practice Certification, UAB Center for Teaching and Learning (2012-2013)
  - Outstanding Teaching Assistant Award, UGA (2011)
  - Future Faculty Fellow, UGA (2011-2012)

- Courses Developed:**
- Green IS in Iceland (WLU) – Study abroad Spring term course; in-progress
  - Data Science for Business (WLU) – Spring term course
  - Business Intelligence and Data Warehousing (LSU)
  - Business Intelligence with Machine Learning (LSU)
  - Web Application Development (UAB)
  - Social Media and Virtual Communities in Business (UAB)

### Service and Memberships

- Departmental:** Washington & Lee University, Business Administration Department – Williams School
- Member, Faculty Search Committee - Strategic management position (Oct. 2019 – Jan 2020)
  - Member, New Faculty Teacher-scholar Cohort (September 2019 – Present)

Prior Institutions

- PhD Committee Member, Asim Shrestha, LSU (2015 – 2017)
- Co-founder and coordinator, LSU ISDS Research Colloquium Series (2015 – 2017)
- Co-founder and coordinator, UAB MISQ Research Colloquium Series (2013 – 2015)
- IS Journal Ranking Review Committee, UAB (2013 – 2014)
- IS Faculty Search Committee, UAB (2013 – 2014)

- Institutional:** Washington & Lee University
- Core Faculty Member, Data Science Minor (2017 – present)
  - Member, International Education Committee (September 2019 – Present).

## Keri Larson – CV

- Member, New Faculty Teacher-scholar Cohort (September 2019 – Present).
- Johnson Scholarship interviewer (2018, 2019)
- AOL Standing Committee – Williams School representative for IS fluency (2018 – 2020)
- CS faculty candidate interviewer (Nov 2017)
- Interview participant – Director of Data Education faculty search (2017)

### Prior Institutions

- LSU Faculty Senator (2015 – 2017)
- Dean’s representative dissertation committee member, Hui Sun, EE and Comp Engineering, LSU (May 2016)
- Member, Comprehensive Neuroscience Center at UAB (2014-2015)
- Member, Center for Information Assurance and Joint Forensic Research at UAB (2012-2015)
- Student research advisor, UAB Business Honors Project Program (Spring 2014)

### **Professional:**

- Associate editor, International Conference on Information Systems (ICIS) “Transforming Society with Digital Innovation” track (2017)
- Workshop Co-coordinator, Changing Nature of Work/IFIP 9.1 ICT and Work Annual Pre-ICIS Meeting, Dublin, Ireland (2016)
- Associate editor, International Conference on Information Systems (ICIS) “Decision Analytics, Big Data, and Visualization” track (2014)
- Associate editor, International Conference on Information Systems (ICIS) “Knowledge Management and Business Intelligence” track (2013)
- Journal reviewer, *J. Strategic Information Systems* (2013), *Information Systems J.* (2014), *Journal of the Association for Information Systems* (2014)
- Conference reviewer, European Conference on Information Systems (ECIS), International Conference on Information Systems (ICIS), Hawaii International Conference on System Sciences (HICSS), Organizational Communication and Information Systems (OCIS), Pacific Conference on Information Systems (PACIS) (appx. 20 reviews between 2010-present)
- Member, Association for Information Systems (2009-2017)

## **Industry Experience**

<b>2005-2007</b>	<b>Web Programmer and Multimedia Specialist</b> , The University of Chicago Law School, Internal Communications and IT Departments
<b>2002-2004</b>	<b>Web Developer/DBA/Lotus Notes Server Administrator</b> , University of Georgia, Terry College of Business’s Office of Information Technology
<b>2000-2002</b>	<b>Instructional Technologist</b> , University of Georgia, Terry College of Business’s Office of Information Technology