

# JOANA GAIA

Management Science and Systems  
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## ACADEMIC EXPERIENCE

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<b>Clinical Assistant Professor</b>	<b>University at Buffalo</b> School of Management	Aug 2017 -
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## EDUCATION

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<b>Ph.D.</b>	<b>University at Buffalo</b> Management Science and Systems	June 2017
<b>Advanced Certificate in Information Assurance</b>	<b>University at Buffalo</b> Management Information Systems	June 2010
<b>M.S.</b>	<b>University at Buffalo</b> Management Information Systems	June 2010
<b>B.S.</b>	<b>Universidade Lusiada, Lisboa</b> Economics	June 2001

## RESEARCH

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Chen, R., **Gaia, J.**, Rao, H.R., "An Examination of the Effect of Recent Phishing Encounters on Phishing Susceptibility". Decision Support Systems 2020 (Forthcoming)

**Gaia, J.**, Ramamurthy, B., Sanders, G.L., Sanders, S.P., Uadhyaya, S., Wang, X., Yoo, C.W., (2020) *Psychological Profiling of Hacking Potential*. J. HICCS 2020, Maui, HI

Amo, L., **Gaia, J.**, Aluri, S., Higgins, J., Murray, D., Cleary, K., Upadhyaya, S. (2018). *Addressing the Cybersecurity Talent Gap Through a Serious Games Approach with Young Adults*. WITS 2018. S. Francisco, CA

**Gaia, J.**, Sharman, R., Alyaqub, M. (2018). *Coordination in Collaboration – A Resource Allocation Study in Simultaneous Extreme Events*. DSI 2018. Chicago, IL

**Gaia, J.**, Wang, X., Basile, J., Sanders, G.L., Murray, D. (2018). *A Study of Factors in HIPAA Non-Compliant Behavior*. AMCIS 2018. New Orleans, LA

Abdelhamid, M., Venkatesan, S., **Gaia, J.**, Sharman, R., "Do Privacy Concerns Affect Information Seeking via Smartphone", in *Information Technology Risk Management and Compliance in*

*Modern Organizations*". (pp 279-292). Eds: Manish Gupta, Raj Sharman, John Walp, Pavankumar Mulgund, IGI Publishing, Hershey, PA, USA. 2018.

Abdelhamid, M., **Gaia, J.**, Sanders, G.L., *Putting the Focus Back on the Patient: How Privacy Concerns Affect PHI Sharing Intentions*. J. Med Internet Research 2017; 19(9): e169. DOI: 10.2196/jmir.6877

Abdelhamid, M., Han, W., **Gaia, J.**, Sharman, R., (2016) *Impact of Message Framing on Compliance with Message Sent via Emergency Notification Systems*. WITS 2016. Dublin, Ireland

**Monteiro\***, J., Mulgund, P., Sharman, R. (2016). *A Framework for Next Generation iCBT Applications for SAD Patients*. AMCIS 2016. S. Diego, CA

Venkatesan, S., Abdelhamid, M., **Monteiro\***, J., Sharman, R. (2016). *The Internet as a Preferred Health Information Source: An Information Foraging Perspective*. AMCIS 2016. S. Diego, CA

**Monteiro\***, J., Austin, M., Mandilwar, G., & Sharman, R. (2015). Smart City App. In *New Horizons in Design Science: Broadening the Research Agenda* (pp. 396-400). DESRIST 2015. Springer International Publishing.

**Monteiro\***, J., Yuan, S., Upadhyaya, A., Mulgund, P., Malaviya, M., & Sharman, R. (2014). Mass Shooting Incident Response Optimization System: Development of Situational Aware Incident Response System. In *Advancing the Impact of Design Science: Moving from Theory to Practice* (pp. 428-432). DESRIST 2014. Springer International Publishing.

Valecha, R., Sharman, R., **Monteiro\***, J., Rao, H.R., Upadhyaya, S., Keerthana, B., Patel, M., Singh, A., Sharma, K. (2010). *"A Prototype of a FIRE-RELATED EXTREME EVENTZ SYSTEM (FREEZ)"*. Proceedings of Workshop on Information Technology and Systems (WITS) 2010. St. Louis, Missouri<sup>1</sup>

## WORK IN PROGRESS

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**Gaia, J.**, Wang, X., Yoo, C.W., Sanders, G.L., *The Good News and Bad News about Incentives to Violate HIPAA: It depends on the context, and it's mostly bad news*. J. Med Internet Research – Medical Informatics 2019; Revise and resubmit (minor revisions)

**Gaia, J.**, Mulgund, P., Sharman, R., *"The Impact of Internet Based Therapies on Recovery from Anxiety Disorders"*. Final revisions – Submit to JMIR in 2020

**Gaia, J.**, Alyaqub, M., Sharman, R., *"Incident Response Optimization System: Multi Incident Elements"*. Late development Stage – Simulation models finalized

**Gaia, J.**, Sharman, R., *"Victim Management in Mass Casualty Events: A Data Model for Increased Situational Awareness"*. Late development Stage – Targeting MISQ 2020 submission

**Gaia, J.**, Austin, M., Sharman, R., *"Crowdsourcing for Green IS: An Activity Theory Approach"*. Early Design Stage – Recollection of data to reframe for Smart Cities research

**Gaia, J.**, Basile, J. *"Impact of Big Data Governance on Higher Education"*. Early Design Stage – literature review

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\* Last name changed to Gaia from Monteiro in 2016

## RESEARCH INTERESTS

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Decision Support Systems, Health Information Systems, Security and Privacy, Design Science Research, Emergency Management.

## TEACHING EXPERIENCE

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*Clinical Assistant Professor, University at Buffalo*

### GRADUATE COURSES

- **Predictive Analytics** (MGS 616) – MBA Business Analytics Requirement  
Instructor Evaluation: **4.1/5** Spring 2019  
Instructor Evaluation: **3.9/5** Fall 2018
- **Advanced Statistics** (MGS 618) – MS in MIS Elective  
Instructor Evaluation: **4.6/5** Spring 2019  
Instructor Evaluation: **4.6/5** Spring 2018
- **Business Data Warehousing:** (MGS 657) – MS in MIS Elective  
Instructor Evaluation: N/A Fall 2019  
Instructor Evaluation: **3.7/5** Fall 2018  
Instructor Evaluation: **3.2/5** Fall 2017
- **Statistical Analytics** (MGQ 606) – MS in MIS Requirement  
Instructor Evaluation: **4.1/5** Fall 2018  
Instructor Evaluation: **3.9/5** Fall 2017

## TEACHING EXPERIENCE (cont.'d)

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### UNDERGRADUATE COURSES

- **Business Analytics and Data Science** (MGQ 408) – Business Analytics Requirement  
Instructor Evaluation: N/A Fall 2019  
Instructor Evaluation: **5/5** Fall 2018
- **Intro to Statistics for Analytics** (MGQ 201) – General Education  
Instructor Evaluation: **4/5** Spring 2018
- **Applied Business Programming** (MGS 314) – MIS Major Requirement  
Instructor Evaluation: **4.7/5** Fall 2017

## TEACHING INTERESTS

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Decision Support Systems; Management Analytics; Business Statistics and Quantitative Methods; Database Management Systems

## AWARDS, GRANTS, and HONORS

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Future Faculty Visiting Program Invitee – Kent State University 2016

Departmental Graduate Assistantship (Tuition and Stipend) 2014 - 2017

Dean's Award in Research Excellence 2016 Nominee – School of Management, University at Buffalo

Award in Teaching Excellence 2016 Nominee – School of Management, University at Buffalo

**Doctoral Consortium** Participant- DESRIST 2015, Dublin, Ireland

**<sup>1</sup> Best Prototype/Demo Award** for "A Prototype of a FIRE-RELATED EXTREME EVENTZ SYSTEM (FREEZ)". Proceedings of Workshop on Information Technology and Systems (WITS) 2010. St. Louis, Missouri. Dec. 2010

## **WORKSHOPS**

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Data + Narrative – College of Communication, Boston University 2019

- Optimizing data analysis for information
- Web scrapping strategies
- Data visualization techniques
- Fact checking techniques

[Girl Tech Day](#) –School of Management, University at Buffalo 2018/9 (co-founder)

- Closing the STEM gender gap
- Skill development in computer programming
- Basic security concepts
- Hands-on hardware components

Early Career Professional Development – Olin Business School, St. Louis University 2016

- Maintaining a steady research flow
- Strategies for Success
- Managing research, teaching and service
- Networking and collaboration strategies

Effective Teaching Strategies – Bentley University 2016

- Presentation and facilitation skills
- Creating synergies between teaching and research
- Effective Case based teaching
- Strategies for classroom management

## **COMPUTER SKILLS**

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*Database Management*

MySQL, Oracle, MDX, T-SQL, MS SQL Server

*Analytics*

SAS Enterprise Guide, SAS E-Miner, SAS Base 9.4, SmartPLS, SPSS with AMOS, Tableau, UCINet, Pivot4J, Pentaho, Microstrategy, Power BI, DAX, MS SSIS, MS SSDDT, Tableau

*Management Tools & Languages*

MS Project, Visio, UML, SSMS

*Programming*

SAS Base 9.4, VBA, HTML, XML, Java, PHP, R

## **LANGUAGES**

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Portuguese, Spanish, French (basic)

## **AFFILIATIONS & MEMBERSHIPS**

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PhD PROJECT

AIS

AIS Womens SIG

AIS DSR SIG

DSI

INFORMS

## **REFERENCES**

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**G. Lawrence Sanders, Ph.D.**

Professor,

Management Science and Systems

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**Laura C. Amo, Ph.D.**

Assistant Professor, Management Science  
and Systems

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**H. R. Rao, Ph.D.**

AT&T Distinguished Chair in Infrastructure

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