

# SRIKANTH PARAMESWARAN

Academic A 312, School of Management, State University of New York at Binghamton,  
Binghamton, NY 13902 ♦ 607-777-4039 ♦ sparames@binghamton.edu

---

## PROFESSIONAL EXPERIENCE

- Assistant Professor, Management Information Systems  
Binghamton University, State University of New York at Binghamton Aug 2018 – present

## EDUCATION

- State University of New York at Buffalo  
Doctor of Philosophy in Management Science and Systems Sep 2018
- State University of New York at Buffalo  
Master of Science in Management Information Systems Sep 2011
- Anna University  
Bachelor of Engineering in Computer Science and Engineering May 2010

## RESEARCH INTERESTS

- Information technology innovation, meta-analytic structural equation modeling, user-generated and web content mining, and technology-mediated health outcomes

## TEACHING INTERESTS

- Web mining, social network analysis, database management systems, natural language processing, basic and advanced statistics, big data analytics
- *Notable Accomplishments:* Poets & Quants Top 50 Undergraduate Professors of 2021

## RESEARCH

### Journal Publications

1. Lowry, P. B., Moody, G., Parameswaran, S., & Brown, N. (2023). “Examining the Differential Effectiveness of Fear Appeals in Information Security Management Using Two-Stage Meta-Analysis,” forthcoming at *Journal of Management Information Systems*. (Impact Factor: 7.7; Financial Times 50 Journal; Senior Scholars’ List of Premier Journals; ABDC A\*; Accepted 10<sup>th</sup> April 2023)
2. Yayla, A., Dincelli, E., & Parameswaran, S. (2023). “A Mining Town in a Digital Land: Browser-Based Cryptocurrency Mining as an Alternative to Online Advertising,” *Information Systems Frontiers*, <https://doi.org/10.1007/s10796-023-10386-6>. (Impact Factor: 5.9; ABDC A)
3. Parameswaran, S., Kishore, R., Liu, Z., & Yang, X. (2023). “Theorizing About the Early-Stage Diffusion of Co-dependent IT Innovations,” *Journal of the Association for Information Systems*, 24(2), 379-429. (Impact Factor: 5.3; Senior Scholars’ List of Premier Journals; ABDC A\*)

4. Parameswaran, S., Mukherjee, P., & Valecha, R. (2023). "I Like My Anonymity: An Empirical Investigation of the Effect of Multidimensional Review Text and Role Anonymity on Helpfulness of Employer Reviews," *Information Systems Frontiers*, 25, 853-870. <https://doi.org/10.1007/s10796-022-10268-3>. (Impact Factor: 5.9; ABDC A)
5. Marshall, J. D., Yammarino, F. J., Parameswaran, S., & Cheong, M. (2022). "Using CATA and Machine Learning to Operationalize Old Constructs in New Ways: An Illustration Using U.S. Governors' COVID-19 Press Briefings," *Organizational Research Methods*, <https://doi.org/10.1177/10944281221098607>. (Impact Factor: 9.5; ABDC A\*)
6. Wang, X., Parameswaran, S., Bagul, D., & Kishore, R. (2018). "Can Online Social Support be Detrimental in Stigmatized Chronic Diseases? A Quadratic Model of the Effects of Informational and Emotional support on Self-Care Behavior of HIV Patients," *Journal of the American Medical Informatics Association*, 25(8), 931-944. (Impact Factor: 6.4; ABDC A)
7. Yoo, C. W., Parameswaran, S., & Kishore, R. (2015). "Knowing About Your Food from the Farm to the Table: Using Information Systems that Reduce Information Asymmetry and Health Risks in Retail Contexts," *Information and Management*, 52(6), 692-709. (Impact Factor: 9.9; Senior Scholars' List of Premier Journals; ABDC A\*)
8. Parameswaran, S., Kishore, R., & Li, P. (2015). "Within-Study Measurement Invariance of the UTAUT Instrument: An Assessment with User Technology Engagement Variables," *Information and Management*, 52(3), 317-336. (Impact Factor: 9.9; Senior Scholars' List of Premier Journals; ABDC A\*)
9. Singh, R., Sharman, R., Umesh, G., Sankarasubramaniam, K.V., Parameswaran, S., & Narayanan, A. (2015). "Web-Based Meaningful Reporting of Patient Harm: Proposal of a Prototype for Creating High Reliability Hospitals," *Open Access Library Journal*, 2, 1-8.
10. Parameswaran, S., Venkatesan, S., & Gupta, M. (2013). "Cloud Computing Security Announcements: Assessment of Investors' Reaction," *Journal of Information Privacy and Security*, 9(1), 17-46.

#### Conference Proceedings and Presentations

1. Fang, B., Parameswaran, S., & Valecha, R. (2021). "All about My Employer - The Effects of Job Seeker Characteristics and Job Attributes on Electronic Staff Word of Mouth Helpfulness," *Proceedings of the 2021 ACM SIGMIS Conference on Computers and People Research*, pp. 31-33, Virtual Event, Germany.
2. Marshall, J., Yammarino, F. J., Parameswaran, S., & Cheong, M. (2021). "Using Text Analysis and Machine Learning to Classify US Governors' COVID-19 Press Briefings," *Proceedings of the 81<sup>st</sup> Academy of Management (AOM) Annual Meeting*.
3. Mukherjee, P., Parameswaran, S., & Valecha, R. (2021). "Investigating the Effect of Multidimensional Review Text and Anonymity on Review Helpfulness: An Empirical Investigation in the Context of Employer Review Sites," *Proceedings of the 54<sup>th</sup> Hawaii International Conference on System Sciences*, pp. 4333-4340, USA.
4. Marshall, J., Parameswaran, S., & Valecha, R. (2020). "Rating Deviation in an Electronic Staff Word of Mouth Context: An Exploration of Implicit Motives," *Proceedings of the Southern Management Association Conference*, St. Pete Beach, Florida. (Invited to participate in the paper development workshop for one-on-one feedback)

5. Parameswaran, S., & Kishore, R. (2020). "Network Positions and Engagement in Social Media: An Empirical Examination in the Context of Online Health Communities," *Proceedings of the Americas Conference on Information Systems 2020*. (Nominated for the best paper award)
6. Parameswaran, S., & Kishore, R. (2018). "Social Support in Online Health Communities: A Social-Network Approach," *Proceedings of the 2018 ACM SIGMIS Conference on Computers and People Research*, pp. 93-94, Buffalo-Niagara Falls, New York.
7. Wang, X., Parameswaran, S., Bagul, D., & Kishore, R. (2017). "Does Online Social Support Work in Stigmatized Chronic Diseases? A Study of the Impacts of Different Facets of Informational and Emotional Support on Self-Care Behavior in an HIV Online Forum," *Proceedings of the 38<sup>th</sup> International Conference on Information Systems*, Seoul, Korea.
8. Parameswaran, S., & Kishore, R. (2017). "A Social Presence Model of Task Performance: A Meta-Analytic Structural Equation Model," *Proceedings of the 23<sup>rd</sup> Americas Conference on Information Systems*, Boston, Massachusetts. **(Overall conference best paper award 1<sup>st</sup> runner up)**
9. Khinda, R., Parameswaran, S., Mitra, G., Lin, X., Verni, C., Kishore, R., & Billittier, A. (2017). "Use of Gamified Social Media with Home Telemonitoring for Patient Self-Management in Poorly Controlled Medicaid Diabetics: A Pilot Study of Health Outcomes, Social Influences, and Habit Formation," *Proceedings of the 2017 ACM SIGMIS Conference on Computers and People Research*, pp. 171-172, Bengaluru, India.
10. Parameswaran, S. (2017). "Social Presence in Social Media: Persuasion, Design and Discourse," *Proceedings of the 2017 ACM SIGMIS Conference on Computers and People Research*, pp. 205-206, Bengaluru, India.
11. Tang, X., Kishore, R., & Parameswaran, S. (2015). "Dig Deeper or Diversify? The Rewards and Penalties of Knowledge Exploration and Exploitation Capabilities in the Context of IS Scholar Publication Productivity," *Proceedings of the 36<sup>th</sup> International Conference on Information Systems*, Fort Worth, Texas.
12. Tang, X., Parameswaran, S., Kishore, R., & Herath, T. (2013). "Simulation Model of Knowledge Complexity in New Knowledge Transfer Performance," *Proceedings of the 19<sup>th</sup> Americas Conference on Information Systems*, Chicago, Illinois.
13. Parameswaran, S., Valecha, R., Raj, S., Sharman, R., Rao, H. R., Singh, R., & Singh, G. (2012). "A Prototype of a Patient Safety Knowledge Management System (PSKMS)," *Proceedings of the 22<sup>nd</sup> Workshop on Information Technology and Systems*, Orlando, Florida.
14. Parameswaran, S., Venkatesan, S., & Gupta, M. (2012). "Do Cloud Security Announcements affect Firm Valuation?" *Proceedings of the Annual Symposium on Information Assurance and Secure Knowledge Management (ASIA & SKM '12)*, Albany, New York.
15. Parameswaran, S., Venkatesan, S., Gupta, M., Sharman, R., & Rao, H. R. (2011). "Impact of Cloud Computing Announcements on Firm Valuation," *Proceedings of the 17<sup>th</sup> Americas Conference on Information Systems*, Detroit, Michigan.

## **TEACHING**

### **Instructor, School of Management, SUNY at Binghamton**

#### *Courses Taught*

- MIS 333 (undergraduate) – Database Management Systems – Fall 2018, Fall 2019, Spring 2021, Spring 2022, and Spring 2023
- MIS 533 (graduate) – Database Management Systems – Fall 2018, Fall 2019, Spring 2021, Spring 2022, and Spring 2023
- MIS 480H (undergraduate) – Web Mining & Social Network Analysis – Spring 2019, Spring 2020, Fall 2020, Fall 2021, Fall 2022, and Fall 2023
- MIS 580H (graduate) – Web Mining & Social Network Analysis – Spring 2019, Spring 2020, Fall 2020, Fall 2021, Fall 2022, and Fall 2023

#### *Doctoral Involvement and Independent Studies*

- MIS 580H (developed a doctoral-level course) – Web Mining & Social Network Analysis – Spring 2019, Spring 2020, Fall 2020, and Fall 2021
- MIS 597 – Independent Study with a master’s student – Spring 2019
- MIS 497 – Independent Study with a bachelor’s Student – Fall 2021

#### *Honors, Awards, & Recognition*

- Dean’s Teaching Honor Roll – **all semesters** (Fall 2018 to Spring 2023) – The criterion for the list is to receive a 3.5 or higher (out of 4.0) for overall instructor rating or overall course rating and have 50% or more student participation in course evaluation survey for that course.

### **Instructor, School of Management, SUNY at Buffalo**

#### *Courses Taught*

- MGS 404 (undergraduate) – Database Management Systems – Fall 2016

## **SERVICE**

### **Internal**

- PhD dissertation committee member, Smaraki Mohanty, Marketing, graduated 2021
- PhD comprehensive exam committee member, Bingyang Fang, Marketing, Summer 2021
- Coordinator and host, MIS Concentration Information Session – Fall 2020 & 2022, Spring 2020 & 2023
- Faculty search committee member for three MIS faculty search efforts – 2018, 2019, and 2021

- Strategic Planning Committee, Fall 2023 – present
- Faculty development committee, Fall 2022 – present
- Undergraduate curriculum committee member, Fall 2018 – Spring 2020
- Graduate curriculum committee member, Fall 2020 – Spring 2023
- Analytical skills programs masters task force, Spring 2021
- Web mining workshop instructor for MIS area faculty members, Summer 2021

### **External**

- *Associate Editor*: International Conference on Information Systems 2023, Hyderabad, India
- *External Examiner*: master's thesis, Brock University, Canada
- *Ad-Hoc Journal Reviewer*: MIS Quarterly, Information Systems Research, Information & Management, Journal of Strategic Information Systems, Internet Research, Information System Frontiers, Journal of Consumer Marketing, and Journal of Business Ethics
- *Ad-Hoc Conference Reviewer*: ICIS, AMCIS, PACIS, AOM, HICSS, and ACM SIGMIS CPR Conference

### **LEARNING & DEVELOPMENT**

#### **Analytics and Research Workshops**

1. ORCID at SUNY: Managing your Researcher Profile and Scholarly Record Webinar, Fall 2023
2. The SUNY Write Winning NIH Grant Proposals Virtual Workshop, SUNY Research Foundation, Fall 2020
3. Workshop on Grant Writing, Binghamton University, Division of Research, Fall 2019
4. Propensity Score Analysis using SAS/Stata, Advanced Methods Institute, Buffalo, Summer 2018
5. Longitudinal Structural Equation Modeling using MPlus, Curran-Bauer Analytics, directed by Dr. Patrick Curran and Dr. Daniel Bauer, Summer 2016
6. Text Analytics using R, ICPSR Summer Program in Quantitative Methods of Social Research, University of Michigan, Ann Arbor, Summer 2015
7. Big Data Analytics using SAS, Summer Statistics Institute, University of Texas, Austin, Summer 2015
8. Meta-Analysis, StatsCamp, Directed by Dr. Todd Little, Kansas, Summer 2014
9. Time Series Analysis using Stata, Timberlake Consultants, New York, Summer 2014

10. Longitudinal Social Network Analytics Using R, directed by Dr. Stephen Borgatti, Summer 2013
11. Structural Equation Modeling using MPlus, Advanced Methods Institute, Buffalo, Summer 2013

### **Pedagogical Workshops**

1. Introduction to Collaboratory: An Online Community Engagement Database for Faculty, Binghamton University (BU) Center for Learning and Teaching, Spring 2022
2. Delivering Assessments with Gradescope, BU Center for Learning and Teaching, Fall 2021
3. Diversity, Inclusion and Belonging Program, BU School of Management, Spring 2021
4. Coffee Conversation: Gender Identity and Inclusiveness in the Classroom, BU School of Management, Spring 2021
5. Vendor Demo: iClicker, BU Center for Learning and Teaching, Summer 2020
6. Communication and Community-Building Strategies for Online Courses, BU Center for Learning and Teaching, Summer 2020
7. Creating Content for Online and Hybrid Courses, BU Center for Learning and Teaching, Summer 2020
8. BingFlex Course Development, BU Center for Learning and Teaching, Summer 2020
9. Developing Online Assignments and Assessments, BU Center for Learning and Teaching, Summer 2020
10. Basics of Online Course Development, BU Center for Learning and Teaching, Summer 2020
11. Camtasia Studio, MIS Area, BU School of Management, Summer 2020

### **Key Courses**

- *Statistics*: basic, advanced, secondary data, multi-level
- *Econometrics*: basic, advanced, longitudinal, causal inference, time series
- *Survey Data*: psychometrics, multivariate, structural equations, longitudinal SEM
- *Special Topics*: meta-analysis, social network analysis, text analysis, big data

### **Tools**

- *Languages*: Python, MySQL, R, HTML, CSS, JavaScript, jQuery, PHP
- *Data Analysis*: Stata, MPlus, SPSS, AMOS, SAS, Eventus, Tableau, UCINET, SIENA, Atlas.Ti

## **AWARDS AND RECOGNITIONS**

1. Junior Faculty Consortium Fellow, 40<sup>th</sup> International Conference on Information Systems, Munich, Germany, 2019
2. UB Award for Excellence in Research, Scholarship and Creativity, SUNY at Buffalo, 2018
3. Best Paper Award 1<sup>st</sup> Runner Up, 23<sup>rd</sup> Americas Conference on Information Systems, Boston, Massachusetts, 2017
4. Doctoral Consortium Fellow, ACM SIGMIS Conference on Computers and People Research, Bengaluru, India, 2017
5. Dean's PhD Student Award (\$2500), School of Management, SUNY at Buffalo, 2017
6. Doctoral Consortium Fellow, 37<sup>th</sup> International Conference on Information Systems, Dublin, Ireland, 2016
7. Best PhD Poster Award (\$1000), School of Management, SUNY at Buffalo, 2016
8. Doctoral Consortium Fellow, 22<sup>nd</sup> Americas Conference on Information Systems, San Diego, California, 2016
9. PhD Rising Star Award (\$1000), School of Management, SUNY at Buffalo, 2014

## **OTHER EXPERIENCE**

- Graduate Research Assistant  
University at Buffalo Spring 2012 – Spring 2018
- Social Media and Internal Communications Intern, and  
Facebook App Developer  
Mercy Hospital of Buffalo, Catholic Health Summer 2011 – Fall 2011