

THI TRAN

Assistant Professor of Management Information Systems

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<https://scholar.google.com/citations?user=L23zYkQAAAAJ&hl=en>

EDUCATION

Ph.D. in Information Technology

Aug 2022

The University of Texas at San Antonio, Texas, US. **GPA: 3.90/4.0.**

Main Research Streams: Misinformation Harms During Crises, Expressed Misinformation Uncertainty and Misinformation Handling System Design.

Teaching experience: 4 semesters, both face-to-face and online. Average rating: 4.48/5.0.

Advisor: Dr. H. Raghav Rao.

Master of Science in Information Technology & Management

2017

The University of Texas at Dallas, Richardson, Texas, US. **GPA: 3.67/4.0.**

Concentrations: Business Data Analytics, Data Science, and IT Project Management.

Honor List: top 15% of School of Management.

Bachelor of Business Administration

2004

The University of Economics, Ho Chi Minh City, Vietnam.

Concentrations: Human Resource Management, Marketing & Strategic Management.

Rank: 1st/60 in class - In top 5 percent out of 400 BBA students.

Human Resource Management – Behavioral research thesis: Researching Employees' Needs To Improve Working Motivation.

ACADEMIC EXPERIENCE

Binghamton University, State University of New York (SUNY)

August 2022

Tenure track Assistant Professor of Management Information Systems

School of Management.

- Research: Conduct scientific research mainly in *Cyber Security, applied Machine Learning, applied neuroscience and generic MIS fields*; Write Research grant proposals to support future research and Masters / PhD students; Present research projects at top tier Cyber Security / MIS conferences; Publish research papers at top tier Cyber Security and MIS journals; review research papers.
- Teaching: teach undergraduate and graduate courses of Cyber Security – Digital Forensics and MIS.

The University of Texas at San Antonio

2018 - 2022

Graduate Research Assistant, Co-PIs Research Grant Proposals, Instructor

Department of Information Systems and Cyber Security.

- Conduct research in Social Cybersecurity topics and write research proposals.
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- Present research at national and international Cyber Security and MIS conferences.
 - Publish research papers at peer reviewed journals and conference proceedings.
 - Instructor of MIS courses (IS 3003 – Principles of Information Systems in Management) (*Fall 2020, Spring 2021, Fall 2021, and Spring 2022*). **Average teaching rating: 4.48/5.00.**
 - Teaching assistants of undergraduate course IS 4473 Information Assurance Policy, and graduate course IS 6383 Policy Assurance for Infrastructure Assurance (*08-2019 to 12-2019*).
 - Teaching assistant of Ph.D. Seminar IS 7033 Behavioral and Organizational ISCS Research, taught by Dr. H.R. Rao (*01-2020 to 05-2020*).
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RESEARCH INTERESTS

Domains: Cyber Security and Information Assurance (Misinformation harms, misinformation mitigation, misinformation handling systems, phishing e-mails, fake social media accounts).

Research Methods: Behavioral Surveys, Longitudinal Studies, Exploratory Research, Experimental Studies, Econometrics – Structural Equation Modeling (SEM), Delphi Technique, Psychometric Analyses, Factor Analyses, Measurement Development, Design Science Research.

TEACHING INTERESTS

Teaching experience:

Teaching Experience: IS 3003 – Principles of Information Systems for Management from Fall 2020 to Spring 2022. Average teaching rating: 4.50/5.00. *Focus topics:* Data Analytics and Cybersecurity.

Teaching Assistants for Graduate courses: IS 6383 Policy Assurance for Infrastructure Assurance; Ph.D. Seminar IS 7033 Behavioral and Organizational ISCS Research (*08-2019 to 05-2020*).

Teaching interest: Principles of MIS, Database Management, Data Mining, Data Analytics with R, Data Analytics with Python, Information Assurance, IT Project Management, and other Data Analytics and Cyber Security courses.

HONOR(S) AND AWARD(S)

Outstanding Doctoral Student Research Paper Award to **Thi Tran**. (**Awarded: December 12, 2021**). For paper: “User Engagement and Uncertainty from COVID-19 Misinformation on Social Media: An Examination of Emotions and Harms”. *By: Pre-ICIS 2021 Workshop on Information Security and Privacy (WISP 2021), AIS SIGSEC (Special Interest Group on Information Security and Privacy)*. Amount: \$1,000.

RESEARCH GRANTS

Awarded Federal Research Grant: *National Science Foundation (NSF) Doctoral Dissertation Grant. (Approval: November 2021; Released date: February 2022). PI: Raghav H. Rao; Co-PI: Rohit Valecha, & Thi Tran. “DDRIG in DRMS: COVID Vaccine Misinformation Harms: An Investigation of Harm Perceptions and Related Harm Communications on Social Media.” By: National Science Foundation (NSF) – Decision, Risk, and Management Science (DRMS) Doctoral Dissertation Research Improvement Grants (DDRIGs). Amount awarded: \$29,850.*

Ph.D. Excellence Fund Grant. (*Approval: November 2020*). **Thi Tran (PI)**, Rohit Valecha, David Han, & Raghav H. Rao. “Misleading Claims during Pandemic: Aspects and Consequences of Perceived COVID 19 Vaccine Misinformation Harms”. *The University of Texas at San Antonio*. Amount awarded: \$8,000.

Thi Tran. 5 Ph.D. Excellence Research Grants, *The University of Texas at San Antonio* (from 2018 to 2021). Amounts awarded range from \$1,500 to \$3,500.

Thi Tran. 3 Ph.D. Excellence Travel Grants to attend ICIS Conference 2021, AMCIS Conference 2019, and IEEE Big Data Conference 2019, *The University of Texas at San Antonio*. Amounts awarded range from \$1,500 to \$2,300.

JOURNAL PUBLICATIONS

Thi Tran, Rohit Valecha, & Raghav H. Rao. (2022). Health-Related Misinformation Harm during the COVID-19 Pandemic: An Investigation of Non-comparative and Comparative Harm Perceptions. *AIS. Transactions on Human-Computer Interaction, The Special Issue on Fake News and Deception*. 14(2), 185-206. <https://doi.org/10.17705/1thci.0010166>. DOI: 10.17705/1thci.0010166

Thi Tran, Rohit Valecha, Paul Rad, & Raghav H. Rao. (2021). An investigation of misinformation harms related to social media during two humanitarian crises. *Information Systems Frontiers* 23, 931–939 <https://doi.org/10.1007/s10796-020-10088-3>.

Thi Tran, Rohit Valecha, Paul Rad, & Raghav H. Rao. (2020). Misinformation Harms: A Tale of Two Humanitarian Crises. *IEEE Transactions on Professional Communication*, 63(4), 386-399. DOI: 10.1109/TPC.2020.3029685.

UNDER REVIEW JOURNAL MANUSCRIPTS

Thi Tran, Rohit Valecha, Raghav H. Rao. (3rd round of revision). Misinformation In The Context Of COVID-19 Pandemic: An Investigation Of Harm Characteristics And Related Social Media Conversations. *MIS. Quarterly*.

Thi Tran, Rohit Valecha, Raghav H. Rao. (4th round of revision). Mitigation of Misinformation Harms during Crises: An Activity Theory Approach for Examining Machine and Human Roles. *International Journal of Information Management (IJIM)*.

CONFERENCE PROCEEDINGS PUBLICATIONS

Thi Tran, Pranali Mandaukar, Naga Vemprala, Rohit Valecha, Govind Hariharan, & Raghav H. Rao. (2021). User Engagement and Uncertainty from COVID-19 Misinformation on Social Media: An Examination of Emotions and Harms. *Pre-ICIS 2021 Workshop on Information Security and Privacy (WISP 2021), AIS SIGSEC (Special Interest Group on Information Security and Privacy)*. Awarded Outstanding Doctoral Student Paper.

Thi Tran, Pranali Mandaukar, Naga Vemprala, Rohit Valecha, Govind Hariharan, & Raghav H. Rao. (2021). Conversational Uncertainty from Misinformation in Social Media during COVID-19: An Examination of Emotions. *Proceedings of the Annual IDEaS Conference: Disinformation, Hate Speech, and Extremism Online, 2021. Operated by Center for Informed Democracy & Social - cybersecurity (IDEaS), Carnegie Mellon University*.

Thi Tran, Rohit Valecha, David Han, & Raghav H. Rao. (2021). The Role of Trust and Risk Tolerance on Perceived Psychological Harms from COVID-19 Vaccine Misinformation. *IFIP WG8.11/WG11.13 Conference on Information Systems Security Research, San Antonio, Texas, October 2021*.

Thi Tran, Rohit Valecha, Paul Rad, & Raghav H. Rao. (2020). False Claims Hurt: Examining Perceptions of Misinformation Harms during Black Lives Matter Movement. *Proceedings of the Conference on Social*

– *Cybersecurity in Times of Crisis and Changes* - IDEaS Virtual Conference – Center for Informed Democracy and Social Cybersecurity, Carnegie Melon University.

Thi Tran, Rohit Valecha, Paul Rad, & Raghav H. Rao. (2020) An Investigation of Misinformation Harms Related to Social Media During Humanitarian Crises. *Proceedings of the International Conference on Secure Knowledge Management in Artificial Intelligence Era 2019*, Goa, India. Chapter in book: Sahay S., Goel N., Patil V., Jadliwala M. (eds) SKM 2019. Communications in Computer and Information Science, vol 1186 (pp. 167-181). Springer, Singapore. https://doi.org/10.1007/978-981-15-3817-9_10

Thi Tran, Rohit Valecha, Paul Rad, Raghav H. Rao. (2020). Misinformation in Crises: A Conceptual Framework for Examining Human-Machine Interactions. *2020 IEEE / ITU International Conference on Artificial Intelligence for Good (AI4G)*, Geneva, Switzerland, 2020, pp. 46-50, doi: 10.1109/AI4G50087.2020.9311010.

Thi Tran, Rohit Valecha, Paul Rad, & Raghav H. Rao. (2019). Misinformation Harms During Crises: When The Human And Machine Loops Interact. *Proceedings of the 2019 IEEE International Conference on Big Data (Big Data)*, Los Angeles, CA, USA, 2019, pp. 4644-4646, doi: 10.1109/BigData47090.2019.9005561.

Thi Tran, Rohit Valecha, Paul Rad, & Raghav H. Rao. (2019). Taxonomy of (Mis)Information Harms in Humanitarian Crises. Technology Research, Education, and Opinion (TREO) paper in Social Media and Networking Section, *American Conference of Information Systems 2019*, Cancun, Mexico.

WORKSHOP PRESENTATION

Thi Tran, Rohit Valecha, & Raghav H. Rao. (2021). Mitigation of Misinformation Harms During Crises: An Activity Theory Approach For Examining Machine And Human Roles. *Accepted and presented at the MISQ Author Development Workshop 2021*.

WORK IN PROGRESS

Thi Tran, Rohit Valecha, David Han, & Raghav H. Rao. False Claims in Pandemic: Investigating Effects of Perceptions and Beliefs on Perceived Harms, Intention and Actions When Facing COVID 19 Vaccine Misinformation on Social Media. (*Manuscript preparation for MIS Quarterly submission*).

Thi Tran, Pranali Mandaukar, Naga Vemprala, Rohit Valecha, Govind Hariharan, & Raghav H. Rao. User Engagement on Social Media During Health Crises: The Role of Conversational Uncertainty, Affect and Harms on COVID-19 Misinformation Sharing. (*Manuscript preparation for Journal of the Association of Information Systems (JAIS) submission*).

Thi Tran, Pranali Mandaukar, Naga Vemprala, Rohit Valecha, Govind Hariharan, & Raghav H. Rao. Social Engagement and Uncertainty from COVID-19 Misinformation on Social Media: An Examination of Emotions, Beliefs, Harms and Behaviors. (*Manuscript preparation, targeting MIS Quarterly*).

Thi Tran, Rohit Valecha, & Raghav H. Rao. False Claims Hurt: Examining Perceptions of Misinformation Harms during Black Lives Matter Movement. (*Invited extended Conference proceedings paper to submit to the Special Issue of the Computational and Mathematical Organization Theory*).

Thi Tran, & Kim Kwang Raymond Choo. Applying Blockchain Technology in Fighting Fake News: A Survey. (*Manuscript preparation*).

Thi Tran. Blockchain Applications to Fight Fake News: An Applicability and Acceptance Investigation. (*Data collection*).

Thi Tran, & Paul Rad. Human – Machine Interactions in Fake News Era: A Proposed Multidimensional System of An Integrated Machine Learning and Behavioral Approach. (*Project in progress*).

Thi Tran, & Anuradha Roy. Examining Affecting Factors on the Trustworthiness and the Legitimacy of HYIP Websites. IEEE Transactions on Professional Communication. (*Manuscript preparation for IEEE Transactions on Professional Communication submission*).

OTHER RESEARCH GRANT PROPOSALS AND COLLABORATIONS

H. R. Rao (PI), Rohit Valecha, Edward Golob, David Han, Govind Hariharan, Hazel Kwon, & **Thi Tran** (Co-PIs). Collaborative: IIS-HCC: A Socio-Technical Investigation of Older Adults: Assessment of Misinformation Harms in Computer-Mediated Communication Networks under Humanitarian Crises. *National Science Foundation (NSF.) Research Grant Proposal. (Submitted: May 2021)*. Joint project among The University of Texas at San Antonio (Department of Information Systems and Cyber Security, Department of Management Science and Statistics, and Department of Psychology), Kennesaw State University (Department of Economics, Finance, and Quantitative Analysis), and Arizona State University (School of Human Communication).

H. R. Rao (PI), Rohit Valecha, Govind Hariharan, Rahul De, & **Thi Tran** (Co-PIs), in Collaboration with Boom (Indian fact-checker). The Impact of Authoritative Sources and Fact-Checking on Perceptions of Misinformation Harms in India. *Facebook Research Grant Proposal. (Submitted: November 2021)*. Joint project among The University of Texas at San Antonio, Kennesaw State University, Indian Institute of Management – Bangalore, and Boom Factchecker.

PROFESSIONAL SERVICES

Ad-hoc journal reviewer: Information Systems Frontiers (2021).

Ad-hoc conference reviewer: Hawaii International Conference on System Sciences (HICSS) (2021), IFIP WG8.11/WG11.13 Conference on Information Systems Security Research (2021).

Ad-hoc workshop reviewer: M.I.S. Quarterly Author Development Workshop (2021), Pre-ICIS Workshop on Information Security and Privacy (2021).

Session Chair of The Social Media and Networking TREO Session: American Conference of Information Systems (AMCIS) 2019, Cancún, Mexico.

Student Volunteer: IFIP WG8.11/WG11.13 Conference on Information Systems Security Research (2021); UTSA Workshop for ISR SI on: Unleashing the Power of IT for Strategic Management of Disasters (2021).

PROFESSIONAL MEMBERSHIPS

Association of Information Systems, AIS. SIGs: Artificial Intelligence & Autonomous Application, AIS. SIGs: Decision Support and Analytics (SIG DSA), AIS. SIGs: Information Quality (SIG IQ), AIS. SIGs: SIG SEC (Security).

IEEE Computational Intelligence Society, IEEE Young Professional, IEEE Computer Society, IEEE Information Theory Society.

SKILL SETS

Research Tools: SPSS - AMOS, Tableau, Python, R, STATA, S.A.S., SmartPLS, Advanced MS Excel.

Analytics: SAS Enterprise Miner - GUI, R programming, python: Data cleansing, plotting, and analysis. Specialized: Machine Learning - Unsupervised Learning (association rule mining, clustering), Supervised

Learning (linear/logistic regression, classification - decision tree/random forest, artificial neural network), Text Analytics / Natural Language Processing, Sentiment Analysis, Topic Modeling, Big Data Analytics.

Data Visualization: Tableau, R Studio - ggplot2 / qplot / R Shiny, d3.js, python.

Database Management: Dimensional Modelling - ERWin, SQL Server, Snowflake Schemas.

Programming: Python, R, Stata, SAS. Base, SPSS, Java, Javascript, SQL, Scala.

Project Management: MS Project Professional 2016, Gantt Chart, Earned Value Management, SDLC, Waterfall/Agile-Scrum, Agile-Planning Poker, UML diagrams, Requirement analysis.

Supply Chain Software: SAP ERP (R/3) - ECC 6.4 (PP, MM, SD), SAP SCM 7.0 (APO DP, APO SNP).