

# ANNA L. MCNAB

## *Curriculum Vitae*

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College of Business  
Department of Information Systems  
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### EDUCATION

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<b>Ph.D.</b>	Expected May, 2009	<b>Washington State University</b> – Pullman, WA Business Administration Emphasis: Management Information Systems
<b>M.B.A</b>	May, 2006	<b>Washington State University</b> – Pullman, WA Emphasis: Business Administration
<b>B.A.</b>	August, 2004	<b>Washington State University</b> – Pullman, WA Emphasis (double major): Management Information Systems Decision Sciences (Operations Management)

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### RESEARCH INTERESTS

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- Design of interfaces to support information processing and decision-making performance in various business and health care contexts
- Social networking
- Technology acceptance
- New research methodologies in IS research and methodological issues in quantitative analysis
- Effective management of cross-cultural projects

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### TEACHING INTERESTS

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#### *Primary Interests*

- Introduction to MIS
- HCI/Informatics
- Database Management Systems
- Electronic Commerce
- Project Team Management
- Telecommunications and Networking

#### *Secondary Interests*

- Business Statistics/Quantitative Methods/Analysis
- Introduction to Operations Management
- Supply Chain Management
- Quality Management

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### DISSERTATION RESEARCH

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**Title:** Designing Interfaces to Support Associative Cognitive Processing: An Experimental Study of Color and Location as Information Cues in Emergency Response Systems

**Committee:** Joe S. Valacich (Co-Chair), Traci J. Hess (Co-Chair), Craig D. Parks

**Status:** Proposal defended (May 27<sup>th</sup>, 2008)

Expected dissertation defense (May, 2009)

Study 1 - Pilot (Fall 2007), Full data collection (Spring 2008)

Study 2 - Pilot (Fall 2008), Full data collection (Fall 2008)

**Abstract:** One of the problems studied in human-computer interactions (HCI) research is the design of interfaces that improve information processing and decision-making performance. Based on research findings in the areas of information systems and cognitive psychology, this dissertation proposes that information processing can be improved by designing interfaces supporting associative cognitive processing through the use of redundant cues. The research is based on dual-processing theories which collectively posit that some information is processed using a fast information-processing mode (associative processing), while other types of information are processed using a slow information processing mode (symbolic processing). The proposed model will be validated using a series of laboratory experiments. Results of study 1 suggest that color and location can be successfully used in interface design to improve information processing speed. Study 2 explores the usefulness of information cues for information processing and decision-making under time pressure in emergency response systems. Future studies are proposed to examine the use of redundant cues for information systems used in different business settings.

## RESEARCH & PUBLICATIONS

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### *Journal Publications*

Li, X., Hess, T., **McNab, A.**, and Yu, Y. "Culture and Acceptance of Global Web Sites: A Cross-Country Study of the Effects of National Cultural Values on Acceptance of a Personal Web Portal." *The DATA BASE for Advances in Information Systems*, Forthcoming.

### *Journal Submissions under Review*

Marett, K., **McNab, A.L.**, Harris, R. "Social Networking Websites and Gender: An Evaluation of Protection Motivation Theory in an Online Environment"

Status: Under Review - *Journal of Information Technology* (Special issue on Social Networking)

Hess, T.J., Joshi, K. and **McNab, A.L.**, "An Alternative Lens for Understanding Technology Acceptance: The Equity Implementation Model"

Status: Under Review - *Journal of Organizational Computing and E-Commerce*

Adams, P., **McNab, A.L.**, Chunbo, R., Hust, S., Lei, M., Wang, J., Marett, E.G., Chang, H., "The Social Norms Approach to Sexual Assault Prevention: A Study of Six Sexual Assault Topic Areas"

Status: Under Review - *American Journal of College Health*

### *Selected Work In Progress*

**McNab, A.L.**, Hess, T.J., "Reliability Generalization of Usefulness, Ease of Use and Behavioral Intentions: Recommendations for Appropriate Instrument Use"

Status: Journal version write-up (February 2009)

Target: MIS Quarterly

**McNab, A.L.**, Hess, T.J., and Valacich, J. S. "Designing Interfaces in Support of Associative Cognitive Processing: An Experimental Study of Color and Location Associations in a Customer Service Task"

Status: Journal version write-up (Spring 2009)

Target: International Journal of Human-Computer Interaction

Sarker, S., **McNab, A.L.**, Basoglu, A., and Yu, Y. "Evolution of Trust in Distributed Software Development Teams: A Punctuated Equilibrium Model."

Status: Journal version write-up (February 2009)

Target: TBD

Clay, P., **McNab, A.L.**, "The Use of Item Response Theory for Validity Testing in Instrument Development"

Status: Journal version write-up (Spring 2009)

Target: TBD

**McNab, A.L.** and Raska, D. "Let's Date: The Effect of Brand Engagement in Self-Concept on Exchange of Private Information in Online Communities?"

Status: Data collection (Spring 2009)

Target: TBD

Hust, S.J.T., Lei, M., Ren, C., **McNab, A.**, Maret, E.G., Chang, H. Cultivating risky behavior: Sports programming's influence on sexual decisions.

Status: Data collected (Fall 2008), Journal write-up (Spring 2009)

Target: TBD

### **Doctoral Consortium**

**McNab, A. L.** (2008) "Designing Interfaces in Support of Associative Cognitive Processing: An Elaboration Likelihood Perspective" *Doctoral Consortium America's Conference on Information Systems*, Toronto, Canada, August, 2008.

### **Peer-Reviewed Conference Proceedings**

**McNab, A.L.**, Hess, T.J. (2007) "Reliability Generalization of Perceived Ease of Use, Perceived Usefulness and Behavioral Intentions," *Proceedings of the International Conference on Information Systems*, Montreal, Canada, December 2007.

Li, X., Hess, T.J., and **McNab, A.L.** (2007) "Cultural Issues and Acceptance with Web 2.0: A Study of Personalized Web Services." *Pre-ICIS Workshop on Information Systems Research in the Era of Web 2.0*, sponsored by the Korean Association for Information Systems (KrAIS).

Hess, T.J., Joshi, K. and **McNab, A.L.** (2007) "An Empirical Investigation of the Equity Implementation Model: An Alternative Lens for Understanding Technology Adoption," *Proceedings of the America's Conference on Information Systems*, Keystone, CO, August, 2007.

**McNab, A. L.**, Sarker, S. (2006) "Evolution of Trust in Distributed Software Development Teams: A Punctuated Equilibrium Model," *Proceedings of the America's Conference on Information Systems*, Acapulco, Mexico, August, 2006.

## TEACHING EXPERIENCE

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### *Teaching Experience (Instructor)*

#### Washington State University - Pullman Campus

- **MIS 250 Managing Information Technology (Co-teaching appointment)**

Content: Introduction to Management Information Systems covering topics such as: IS and globalization, IS investments, IS infrastructure, e-commerce, IS security, business intelligence, systems analysis and development, IS ethics and crime, IS software and hardware, database, networking, the Internet and the World Wide Web .

Students completed assignments testing proficiency in using Microsoft Office 2007 applications (Word, Excel, Access, and PowerPoint).

- ***Summer 2007 (14 students), Course Evaluation: 3.58/4.00***

#### Washington State University - Distance Degree Program

- **MIS 372 Data Management**

Content: Introduction to database development and management covering the following topics: development process, modeling data (ER), logical and physical database design, SQL, database administration, and object-oriented data modeling. Additionally, students work on a semester-long group project developing a database for a local business.

- ***Fall 2008 (40 students) , Course Evaluation: pending***

- **MIS 250 Managing Information Technology**

Content: Introduction to Management Information Systems covering topics such as: IS and globalization, IS investments, IS infrastructure, e-commerce, IS security, business intelligence, systems analysis and development, IS ethics and crime, IS software and hardware, database, networking, the Internet and the World Wide Web .

Lab-based component of the class covers Microsoft Office 2007 applications (Word, Excel, Access, and PowerPoint). Gained experience in development and administration of assessments using simulation application called myitlab (Developed by Pearson/Prentice Hall).

- ***Summer 2008 (65 students) , Course Evaluation: 3.59/4.00***
- ***Spring 2008 (68 students), Course Evaluation: 3.52/4.00***
- ***Fall 2007 (92 students), Course Evaluation: 3.54/4.00***

- **MIS 374 Telecommunications and Networking in Business**

Content: Data communications; infrastructure, and protocols; network topologies and management; network technologies and design, network security, business applications of communication technologies.

- ***Spring 2007 (17 students), Course Evaluation: 3.46/4.00***

### **Teaching Assistant Experience**

- **MIS 250 Managing Information Technology**  
Responsibilities: Teaching of weekly lab sessions (3 sessions of 50 students each) covering Microsoft Office applications (Word, Excel, PowerPoint and Access), proctoring of exams for a class of 500 students
  - **Fall 2007 : Section 1 (43 students) TA Evaluation: 3.76/4.00**
  - **Fall 2007 : Section 1 (46 students) TA Evaluation: 3.47/4.00**
- **MIS 375 Global E-Commerce**  
Responsibilities: In-class guest lecturing, exam proctoring and grading of exams and quizzes
- **MIS 374 Telecommunications and Networking in Business**  
Responsibilities: Grading of quizzes, exams and written reports
- **MIS 372 Database Management**  
Responsibilities: Grading of quizzes and exams, leading of extra lab session to support students with their preparation for projects and exams

### **Select Student Comments**

- Excellent job, Anna! I enjoyed the course so much, I am thinking of changing my major to MIS. I really appreciated the way she responded so quickly to students, and was available to help throughout the semester. Great class, great instructor!!!
- Anna may very well be the best instructor I have ever had. She was a gift this semester.
- The instructor was excellent in providing quick feedback on assignments and answering questions. The amount of interaction was considerably greater than my other distance classes.
- I would definitely take another class from her. Anna demonstrated her willingness to help us learn and even created alternative assignments for those who were having problems.
- I feel that the instructor was very concerned about the success of her students. She would go out of her way to make sure that everyone was taken care of...
- Any "distance" class is difficult unless you have an instructor who is flexible, offers explanations of the covered materials and has a positive outlook on the class. Anna kept the class challenging, with interesting discourse/dialogue and made working with fellow classmates enjoyable.
- Requirements for the class were explained at the beginning and I always knew what I had to do to succeed in the class.

### **OTHER EXPERIENCE**

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- **Teaching and Research Assistant**, Department of Information Systems, Washington State University (08/2004–Present)
- **Academic and Career Services – Computer Lab Manager**, Athletic Department, Washington State University (08/2002–07/2004)
- **Academic and Career Services – MIS Tutor**, Athletic Department, Washington State University (08/2002–07/2004)
- **Volunteer Women's Varsity Rowing Coach**, Washington State University (08/2002–05/2004)
- **Manager of Women's Rowing Team**, Washington State University (08/2002–05/2004)
- **Business Office Assistant**, Athletic Department, Washington State University (08/2002–05/2003)
- **Athletic Director's Office Assistant**, Athletic Department, Washington State University (08/2002–12/2002)

## SERVICE

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- **Campus Campaign Against Sexual Assault**, Washington State University (January 2008 – Present)  
– Data analysis and media materials development
- **AIS Task Force for IS Master's Accreditation** (November 2006 – December 2007) - Early data analysis

## REVIEWER ACTIVITIES

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### *Journals*

- The DATA BASE for Advances in Information Systems – 2008, 2009 (ad-hoc review)

### *Conferences*

- America's Conference on Information Systems (AMCIS) – 2006, 2007, 2008
- Hawaii International Conference on Systems Sciences (HICSS) – 2007, 2008, 2009
- International Conference on Information Systems (ICIS) – 2007, 2008
- European Conference on Information Systems (ECIS) – 2008, 2009

## PROFESSIONAL MEMBERSHIPS

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- The Association for Information Systems
- Academy of Management
- Decision Sciences Institute
- AIS Special Interest Group on Human-Computer Interaction (SIG HCI)
- AIS Special Interest Group on Healthcare related research (SIG Health)
- AIS Special Interest Group on Decision Support Systems (SIG DSS)
- AIS Special Interest Group – Information Systems - Cognitive Research Exchange (SIG IS-CoRE)
- Honor Society of Beta Gamma Sigma

## RECOGNITION, SCHOLARSHIPS AND AWARDS

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- **Washington State University Travel Grant** – Amount \$500 (Spring 2008)
- **Washington State University Conference Registration Grant** – Amount \$100 (Summer 2007)
- **Jeld-Wen Foundation Scholarship** – Scholarship Amount \$2000 (Spring 2004)
- **Ruth and Fred Schroeder Class of 1921 Scholarship** – Scholarship Amount \$750 (Spring 2004)
- **General Business Scholarship** – Scholarship Amount \$750 (Fall 2003)
- **President's Honor Roll**, Washington State University (Spring 2001– Spring 2004)
- **All-Academic Team**, Washington State University (2002)
- **American Sport Education Program** - Coaching Certificate (2002)
- **Full Athletic Scholarship** – Women's Varsity Rowing Team, Washington State University, Pullman, Washington (Spring 2001 - Fall 2002)
- **Rowing National Champion** - Slovakia (Double Scull (1999), Double Scull (2000), Pairs (2001)

## ADDITIONAL LANGUAGE SKILLS

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- Slovak - Fluent
- Czech - Conversational
- Spanish – Basic Skills
- German – Basic Skills

**REFERENCES**

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**Dr. Joseph S. Valacich (Committee Co-Chair)**

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**Dr. Craig D. Parks**

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