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## Education

**B.B.A., Federal University of Rio Grande do Sul**  
Major: Management

**Ph.D., Victoria University of Wellington, 2010.**  
Major: Information Systems

**M.B.A., Federal University of Rio Grande Do Sul, 2001.**  
Major: Information and Decision Support Systems

## Professional Positions

### Academic - Faculty

Assistant Professor of Management Information Systems, Merrick School of Business University of Baltimore. (2013 - Present).

## Awards and Honors

John and Margaret Thompson Professorship. (2013).

Visting Scholar. Federal University of Rio Grande do Sul. (2012).

IGI Global Excellence in Innovations Research Awards. IGI Publishing, Hershey, PA. (2009).

Teaching Excellence Award. Victoria University of Wellington, NZ. (2008).

Microsoft Best Paper Award. Conference on Mobile Learning Technologies and Applications. (2007).

Victorias Award-Best Postgraduate Supervisor (FCA). Victoria University of Wellington, NZ. (2006).

Early Career Researcher Award. Victoria University of Wellington, NZ. (2005).

MacDiarmid Young Scientist of the Year Awards. Foundation for Research Science and Technology, NZ. (2005).

Winner of Student Paper Competition. International Conference on Mobile entertainment: user centric perspectives. (2004).

Best Paper Award. 4th International We-B Conference. (2003).

Research scholarship. Yokohama National University. (2003).

Award for Outstanding Academic Achievement. Federal University of Rio Grande do Sul. (2001).

Award- Master's Course Completion Time. Federal University of Rio Grande do Sul. (2001).

Ministry of Science and Technology of Brazil (CAPES). Federal University of Rio Grande do Sul. (2001).

Scientific Development Program (BIC/CNPq). Federal University of Rio Grande do Sul. (2000).

## RESEARCH

## Intellectual Contributions

### Book Chapters

Scornavacca, E., Huff, S. L., Hoehle, H., & Sutherland, A. (2012). Perceptions of the Impact of Mobile Sales Force Automation on Salespeople's Performace. *IGI Global*. 189-202.

Scornavacca, E., & Herrera, F. (2011). Mobile Technologies for the Real-Estate Industry. 82-91.

Scornavacca, E. (2010). In Search of Successful Mobile Advertising: Consumer and business Perspectives. 279-302.

Scornavacca, E., & Hunter, M. (2010). Mobile Technologies for the Real-Estate Industry. *Business Science Reference*. 1077-1086.

Scornavacca, E., Huff, S., & Marshall, S. (2009). Understanding the Value of Interactive SMS for Large Classes. *Idea Group Publishing*.

Scornavacca, E., & Barnes, S. J. (2008). Barcode Applications for M-business.

Carroll, A., Barnes, S. J., & Scornavacca, E. (2008). Consumers Perceptions and Attitudes towards Mobile Marketing. *Information Science Reference*.

Barnes, S. J., & Scornavacca, E. (2008). Key Issues in Mobile Marketing: Permission and Acceptance.

- Scornavacca, E. (2008). *The Strategic Value of Enterprise Mobility: Case Studies Insights*. IOS Press.
- Scornavacca, E., Prasad, M., & Lehmann, H. (2008). Understanding the Organizational Impact and Perceived Benefits of Bluetooth Enabled Personal Digital Assistants in Restaurants. *Idea Group Publishing*.
- Shchiglik, C., Barnes, S. J., & Scornavacca, E. (2007). Customer perceptions towards mobile games delivered via the wireless application protocol. *Idea Group Publishing*. 386-401.
- Scornavacca, E. (2007). *Going Wireless on the Farm*. Pearson Education NZ.
- Barnes, S. J., & Scornavacca, E. (2007). The Emergence of Mobile Commerce. *Butterworth-Heinemann, Oxford*. (Second), 157-178.
- Scornavacca, E., & Barnes, S. J. (2006). Barcode Applications for M-business. *Idea Group Publishing*.
- Carroll, A., Barnes, S. J., & Scornavacca, E. (2006). Consumers Perceptions and Attitudes towards Mobile Marketing.
- Shchiglik, C., Barnes, S. J., & Scornavacca, E. (2006). Customer perceptions towards mobile games delivered via the wireless application protocol. *Idea Group Publishing*.
- Barnes, S. J., & Scornavacca, E. (2006). Key Issues in Mobile Marketing: Permission and Acceptance. *Idea Group Publishing*.
- Scornavacca, E., & Barnes, S. J. (2006). Strategic Implications of M-Banking Services in Japan. *Idea Group Publishing*.
- Scornavacca, E., Walker, B., & Barnes, S. J. (2006). Wireless Sales Force Automation in New Zealand.
- Scornavacca, E., Becker, J. L., & Barnes, S. J. (2005). Challenges and opportunities for information brokers in Brazil: a study of informational needs of Southern-Brazilian enterprises when expanding their business. *Idea Group Publishing*.

#### **Refereed Journal Articles**

- Scornavacca, E. (2014). The Challenge of meeting user's requirements of a mobile accounting information system. *Journal of Information Technology Management*. 25(3), 20-30.
- Scornavacca, E. (Forthcoming). The Development of an Instrument to Measure Mobile Game Quality. *Journal of Computer Information Systems*.
- Scornavacca, E., Elliott, L., & Barnes, S. J. (Forthcoming). Wireless technologies in New Zealand Businesses: a longitudinal assessment. *Journal of Computer Information Systems*.
- Hoehle, H., Scornavacca, E., & Huff, S. (2012). Three Decades of Research on Consumer Adoption and Utilization of Electronic Banking Channels: A Literature Analysis. *Decision Support Systems*. 53(1), 122-132.
- Scornavacca, E. (2010). Innovative ICT to Improve Student Learning Support: The Case of an Austral-Asian University. *International Journal of Learning Technology*. 3(5), 289-309.
- Scornavacca, E. (2009). A New Broom Sweeps Clean: Developing a Learning Cycle Tailored for E-Commerce Courses. *International Journal of Management in Education*. 3(2), 149-161.
- Scornavacca, E. (2009). Mobile Phones in the Classroom: if you can't beat them, join them. *Communications of the ACM*. 52(4), 142-146.
- Scornavacca, E. (2009). Mobile Technologies in the New Zealand Real-Estate Industry. *Journal of Advanced Pervasive and Ubiquitous Computing*. 1(2), 19-28.
- Scornavacca, E. (2008). Uncovering Patterns in Mobile Advertising Opt-in Behavior: A Decision Hierarchy Approach. *International Journal of Mobile communications*. 6(4), 405-416.
- Scornavacca, E. (2007). Consumer Perceptions and Attitudes toward SMS Advertising: Recent Evidence from New Zealand. *International Journal of Advertising*. 26(1), 79-98.
- Scornavacca, E. (2007). Mobile Banking in Germany: a strategic perspective. *International Journal of Electronic Finance*. 1(3), 304-320.
- Scornavacca, E. (2007). The Discovery Camp: A Talent Fostering Initiative for Developing Research Capabilities among Undergraduate Students. *Journal of Issues in Informing Science and Information Technology*. 4. 211-225.

- Scornavacca, E. (2007). Unveiling Managers' Perceptions of the Critical Success Factors for SMS Based Campaigns. *International Journal of Mobile Communications*. 5(4), 445-456.
- Scornavacca, E. (2007). Wireless Technologies at Agriculture ITO. *Journal of Information Technology*. (22), 451-455.
- Scornavacca, E. (2006). Barcode Enabled M-Commerce: Strategic Implications and Business Models. *International Journal of Mobile Communications*. 4(2), 163-177.
- Scornavacca, E. (2006). Exploring the Organizational Impact and Perceived Benefits of Wireless Personal Digital Assistants in Restaurants. *International Journal of Mobile Communications*. 4(5), 558-567.
- Scornavacca, E. (2006). Mobile Business Research Published in 2000-2004: Emergence, Current Status, and Future Opportunities. *Communications of the Association for Information Systems*. 17. 635-646.
- Scornavacca, E. (2006). Understanding Wireless Field Force Automation in Trade Services. *Industrial Management and Data Systems*. 106(2), 172-181.
- Scornavacca, E. (2006). Wireless Applications in NZ Business: A Strategic Assessment. *Journal of Computer Information Systems*. 47(1), 46-55.
- Scornavacca, E. (2004). Developing Automated e-Survey and Control Tools: An Application in Industrial Management. *Industrial Management and Data Systems*. 104(3), 189-200.
- Scornavacca, E. (2004). Information Needs, Enterprise Growth and E-Commerce Intermediation: A Study of Southern-Brazilian Companies. *International Journal of Management and Enterprise Development*. 1(3), 218-232.
- Scornavacca, E. (2004). M-Banking Services in Japan: a strategic perspective. *International Journal of Mobile Communicationss*. 2(1), 51-66.
- Scornavacca, E. (2004). Mobile Marketing: The role of Permission and Acceptance. *International Journal of Mobile Communications*. 2(2), 128-139.
- Scornavacca, E. (2004). Understanding comuser perceptions towards WAP Games. *International Journal of Services and Standards*. 1(2), 155-171.

### **Conference Proceedings**

- Scornavacca, E. (2014). To Connect or Disconnect – That is the Question: ICT Self-Discipline in the 21st Century Workplace.
- Scornavacca, E., Carillo, K., & S. Z. (2014). An Investigation of the Role of Dependency in Predicting Continuance Intention to Use Ubiquitous Media Systems: combining a media sytem perspective with expectation-confirmation theories. *European Conference on Information Systems*.
- Scornavacca, E. (2014). Incorporating System Portability into Technology Acceptance Models. *International Conference in Mobile Business*.
- Scornavacca, E. (2012). Introduction to Mobile Value Services, Mobile Business and Mobile Cloud Minitrack. *45th Hawaiian International Conference on System Sciences*.
- Scornavacca, E. (2011). The Challenge of Meeting Users' Requirements of a Mobile Accounting Information System. *International Conference in Mobile Business*.
- Scornavacca, E. (2010). User Perceived Requirements for a Mobile Accounting Information System. *Australasian Conference on Information Systems*.
- Scornavacca, E. (2010). Grounding Mobility Research: ideas for a research agenda. *International Conference in Mobile Busienss*.
- Scornavacca, E. (2009). Proceedings of Eighth International Conference on Mobile Business. 37399.
- Scornavacca, E. (2009). A two-year analysis of students' learning experience using interactive SMS in the classroom.
- Scornavacca, E. (2005). Consumers Perceptions and Attitudes towards SMS Mobile Marketing: Evidence from New Zealand. *International Conference on Mobile Business*. 434-440.
- Scornavacca, E. (2005). The Impact of Wireless Field Force Automation on New Zealand Trade Services Organizations. *International Conference on Mobile Business*. 49-55.
- Scornavacca, E. (2005). Using Wireless Personal Digital Assistants in a Restaurant. *International Conference on Mobile Business*. 69-74.

Scornavacca, E. (2005). Mobile Marketing: killer application or new hype?. *International Conference on Mobile Business*. 294-300.

**Non-Refereed Journal Articles**

Scornavacca, E. (2000). Help Wanted? -The need for managers in the third sector. *Electronic Journal of Business Administration (READ)*. 6(13,1).

**Journal Article, Professional Journal**

**Other**

**Journal Article, Professional Journal**

**Book Review**

**Book, Textbook-New**

**Other**