

JACOB STEFFEN

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CURRENT POSITION

2022 - Present
Assistant Professor
Department of Information Systems
Marriott School of Business
Brigham Young University

EDUCATION

2022
University of Georgia, Terry College of Business

- Ph.D., Management Information Systems
- Dissertation: “Understanding the Effects of Generative Design Tools on Cognitive Design Processes”. Committee: Elena Karahanna (Chair), Nicholas Berente, Abdul Sesay, Aaron Schecter, John Gibson

2017
Brigham Young University, Marriott School of Business

- Master of Information Systems Management: Ph.D. Prep Emphasis
- B.S., Information Systems

RESEARCH

Interests
Autonomous Tools, Wearables, Mixed Reality, Interruptions, Online Ratings

Journal Publications
Steffen, J. H., Gaskin, J. E., Meservy, T. O., Jenkins, J. L., & Wolman, I. 2019. “Framework of affordances for virtual reality and augmented reality”. *Journal of Management Information Systems*, 36(3), 683-729.

Conference Publications
Wells, T. M., Richardson, B., Steffen, J., Meservy, T., Hughes, A. L., and Schuetzler, R. M. 2025. “Resistance to Generative AI: Investigating the Drivers of Non-Use,” in *Proceedings of the 58th Hawaii International Conference on System Sciences* | 2025.

Gaskin, James; Blondeel, Eva; Schuetzler, Ryan; Serre, Rachel; Steffen, Jacob; and Wood, David, "Chatbots Mitigate Help-Seeking Avoidance" (2024). *ICIS 2024 Proceedings*. 14.

Ryan Schuetzler, Justin Giboney, Taylor Wells, Benjamin Richardson, Tom Meservy, Cole Sutton, Clay Posey, Jacob Steffen, Amanda Hughes. 2024 “Student Interaction with Generative AI: An Exploration of an Emergent Information-Search Process”. *Proceedings of the 57th Hawaii International Conference on System Sciences* | 2024

Skousen, T., Steffen, J., Chandler, C., Rosengren, W., Gaskin, J., Meservy, T. 2022. "Asynchronous Video Interviews and Artificial Intelligence: A Multi-Study Exploration". *International Conference on Information Systems 2022*.

Sesay, A., & Steffen, J. 2020. "Wearables as augmentation means: conceptual definition, pathways, and research framework". In *Proceedings of the 53rd Hawaii international conference on system sciences*.

Steffen, J., Gaskin, J., Meservy, T., Jenkins, J. 2017 "The Missing Framework for Virtually Assisted Activities". *International Conference on Information Systems 2017*.

Gaskin, J., Jenkins, J., Meservy, T., Steffen, J., Payne, K. 2017. "Using Wearable Devices for Non-invasive, Inexpensive Physiological Data Collection". *Proceedings of the 50th Hawaii International Conference on System Sciences*

TEACHING

Brigham Young University

Introduction to Computer Programming (IS 303)

- 2017, 2023 - Present
- Overall Rating: 4.7 / 5.0

Introduction to Management Information Systems (IS 201)

- 2017, 2023 - Present
- Overall Rating: 4.4 / 5.0

Introduction to Databases (IS 302)

- 2022 - 2023
- Overall Rating: 4.6 / 5.0

University of Georgia

Project Management (MIST 5740S)

- 2018 - 2019
- Overall Rating: 4.62 / 5.0

Data Management and Analytics (MIST 4610)

- 2020
- Overall Rating: 4.68 / 5.0
- 2020-2021 Outstanding Teaching Assistant Award

AWARDS & HONORS

- Outstanding Teaching Assistant Award, University of Georgia, 2020-2021
- AMCIS 2021 Doctoral Consortium
- ICIS 2021 Doctoral Consortium

SERVICE

Formal Citizenship Assignments

- Student Recruitment Council, Chair
- Experiential Learning Finance Council, Chair
- Socials Council
- BSIS Admissions Council
- Curriculum Council

Ad-hoc reviewer

- Americas Conference on Information Systems
- European Conference on Information Systems
- Business & Information Systems Engineering
- Frontiers of Psychology
- Hawaii International Conference on System Sciences
- Information, Communication and Society Journal
- Information & Management
- Information Communications
- International Conference on Information Systems
- Journal of Management Information Systems
- Pacific Asia Conference on Information Systems
- Virtual Reality

Review Coordination Volunteer

- International Conference on Information Systems 2020

OTHER EXPERIENCE

2015 - 2017

Software Engineer
Brevium, American Fork, UT

2014 - 2015

Special Projects Assistant
Dean's Office, Marriott School of Business, Provo, UT

2011 - 2013

Volunteer Representative
The Church of Jesus Christ of Latter-day Saints, Buenos Aires, Argentina

SKILLS

- SQL (T-SQL, MySQL)
- Python
- R
- Stata
- C#
- Experience in other languages (C++, Java, HTML/CSS)
- Spanish (conversational)