JAMES ERIC GASKIN, PH.D.

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FULL TIME FACULTY AT BYU SINCE JUNE 2012 (NO PRIOR FTE) – FULL PROFESSOR AS OF JUNE 2023

PUBLICATION & SCHOLARSHIP METRICS (UPDATED: JANUARY 9, 2026)

Journal articles	74
Conference articles and Panels	83
Other peer reviewed publications	14
Total peer-reviewed publications	171
Other cited scholarly works (e.g., YouTube videos, wiki articles, tools)	55
Total works listed on Google Scholar (**105 with student coauthors**)	225
Total works on Google Scholar as first author (**60 as solo author**)	101

Citation figures (Google Scholar)	
https://scholar.google.com/citations?user=lorHa4MAAAAJ&hl=en	
Citations	14530
h-index	51
i10-index	127

EDUCATION

Ph.D. Management Information Systems (minor in Cognitive Science)	**2012**
Weatherhead School of Management, Case Western Reserve University	
Masters of Information Systems Management	**2008**
Marriott School, Brigham Young University	
Completed the IS Ph.D. preparation track	
B.S. Information Systems	**2008**
Marriott School, Brigham Young University	

PUBLICATIONS

PUBLISHED (OR ACCEPTED) PEER-REVIEWED JOURNAL ARTICLES

Overview *(sorted by 5-year impact factor from JCR. h-index obtained from academic accelerator)*

JOURNAL PUBLICATIONS ON DEPARTMENT EXPECTATIONS DOCUMENT

Journal	ISD Tier	Year	Impact factor ('21)	5-year impact factor	h-index
MISQ	A	2013	8.513	12.413	230
MISQ	A	2014	8.513	12.413	230
JMIS	A	2019	7.582	10.589	144
ISJ	A	2014	7.453	8.743	89
ISJ	A	2017	7.453	8.743	89
ISJ	A	2019	7.453	8.743	89
ISJ	A	2019	7.453	8.743	89
ISR	A	2016	5.490	7.833	159
JAIS	A	2013	5.346	7.790	78
JAIS	A	2015	5.346	7.790	78
JAIS	A	2016	5.346	7.790	78
I&M	A	2025	4.700	6.900	79

JOURNAL PUBLICATIONS **NOT** ON DEPARTMENT EXPECTATIONS DOCUMENT

Journal	Field	Year	Impact factor ('21)	5-year impact factor	h-index
BusStrtgy&Env	Sustainability	2023	10.801	11.604	105
BusStrtgy&Env	Sustainability	2021	10.801	11.604	105
JCLP	Sustainability	2019	11.072	11.016	200
JPIM	Management	2020	9.885	10.849	144
JBR	Business	2018	10.969	10.602	195
JBR	Business	2019	10.969	10.602	195
JBR	Business	2020	10.969	10.602	195
CHB	HCI	2014	8.957	10.097	178
CHB	HCI	2015	8.957	10.097	178
ResConRec	Sustainability	2022	10.204	10.056	130
J. Beh. Add	Psychology	2019	7.772	9.026	47
SP&C	Sustainability	2020	8.921	8.424	26
JICap	Business	2021	6.371	7.433	89
CAN	Psychology	2023	4.863	--	164
SRJ	Business	2023	4.810	--	45

APJM	Management	2021	4.500	6.075	78
Soc Sci Comp Rev	HCI	2017	4.418	5.210	73
Soc Sci Comp Rev	HCI	2022	4.418	5.210	73
IJHCS	HCI	2016	3.632	5.183	122
CAN	Psychology	2025	3.400	4.600	184
Frontiers in Psy	Psychology	2016	4.232	4.426	110
Frontiers in Psy	Psychology	2017	4.232	4.426	110
Frontiers in Psy	Psychology	2017	4.232	4.426	110
JMIR-SG	Medicine	2021	3.364	4.303	---
PaID	Psychology	2015	3.950	4.276	167
PaID	Psychology	2016	3.950	4.276	167
AIS THCI	HCI	2017	3.92	3.71	unavailable
AIS THCI	HCI	2018	3.92	3.71	Unavailable
AR&T	Psychology	2016	3.007	3.346	52
AR&T	Psychology	2018	3.007	3.346	52
Y&S	Psychology	2015	2.793	3.288	66
JCIS	IS	2023	3.317	3.200	71
PLoS One	Science	2021	3.240	3.272	332
JMTP	Marketing	2015	3.037	3.152	44
AJIS	IS	2025	3.098	3.090	29
CurPsy	Psychology	2019	2.387	2.643	41
IJILT	MIS Edu	2016	2.698	2.598	29
TheJofPsychology	Psychology	2024	2.200	3.500	73
JS&CPsy	Psychology	2019	1.844	2.390	94
CAIS	MIS	2011	1.787	2.107	48
SAGE Open	Social Science	2021	2.032	2.100	32
APEdR	Education	2021	1.823	2.093	32
APEdR	Education	2022	1.823	2.093	32
DBASE	IS	2020	1.828	2.013	57
DBASE	IS	2022	1.828	2.013	57
IEEE TPC	Engineering	2014	1.447	1.983	44
TechKnowLearn	IS	2023	1.138	3.500	32
QuQu	Methods	2020	1.072	1.154	57
JARHE	Education	2020	0.994	1.080	12
JARHE	Education	2023	0.994	1.080	12
JVR	HR	2018	0.929	0.932	36

AJB	Business	2020	Not ranked	Not ranked	Unavailable
FIIB BR	Business	2022	Not ranked	Not ranked	Unavailable
AJM	Management	2019	Not ranked	Not ranked	9
BEER	Ethics	2020	1.386	Not ranked	30
Cyber: JPRC	CyberPsych	2022	Not ranked	Not ranked	28
JOEPP	HR	2021	Not ranked	Not ranked	Unavailable
SBR	Business	2020	0.930	Not ranked	19
JHMS	Healthcare	2023	Not ranked	Not ranked	Unavailable
JAED	Accounting	2025			

1. Blondeel, E., Bullock, T., **Gaskin, J.,** Schuetzler, R., Serre, R., Steffen, J., Wells, T. M., & Wood, D. A. (2025). The effects of generative artificial intelligence (GenAI) on learning in an accounting data analytics course. *Journal of Accounting Education*, *72*, 100987. https://doi.org/10.1016/j.jaccedu.2025.100987

2. Huang, J., Shen, X., Xie, Z., **Gaskin, J.,** Yang, C., & Wang, J.-L. (2025). Uncovering the relationship between childhood maltreatment subtypes and adolescent internet addiction: Evidence from the network and mediation analysis. *Child Abuse & Neglect*, *169*(Part 2), 107687. https://doi.org/10.1016/j.chiabu.2025.107687

3. Ghanbari, H., Ahuja, S., Lee, B., & **Gaskin, J.** (2025). Who should pay for technical debt? Exploring software professionals perceptions about technical debt accountability. *Information and Organization*, *35*(3), 100589.

4. Niu, X., Verduyn, P., **Gaskin, J.,** Scherr, S., McDonnell, D., & Wang, J.-L. (2025). The development and validation of the extended active-passive social media use scale. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, *19*(3), Article 1. https://doi.org/10.5817/CP2025-19-1

5. **Gaskin, J. E.,** Lowry, P. B., Rosengren, W., & Fife, P. T. (2025). Essential Validation Criteria for Rigorous Covariance-Based Structural Equation Modelling. *Information Systems Journal*, Vol. 35(6), pp. 1630-1661

6. Mirkovski, K., Doyle, C., & **Gaskin, J.** (2025). Practitioners' Attitudes and Intentions to Use Information Systems Research: A Mixed Method Study of the Research Format. *Australasian Journal of Information Systems*, *29*.

7. Liao, H., Monk, R.L., **Gaskin, J.,** & Wang, JL (2025) "Risk Perception, Cooperation, and Emotional Distress During the COVID-19 Pandemic: Exploring Adaptive Risk Perception", *The Journal of Psychology*, *159*(4), 289–307. https://doi.org/10.1080/00223980.2024.2404934

8. Ghasemy, M., Gaskin, J., & Elwood, J. (2024) "Testing the "Holy Grail" of Industrial Psychology as a Non-Recursive Bow Pattern Model in Higher Education Using the PLSe2 Method" *Journal of Applied Research in Higher Education* 16 (2), 302-314

9. Fulya Acikgoz, Abdelsalam Busalim, **James Gaskin** & Shahla Asadi (2023) "An Integrated Model for Information Adoption & Trust in Mobile Social Commerce", *Journal of Computer Information Systems*, 64(6), 797–819.

10. Whiteman, H., Charas, S., Bui, H., Webster, L. S., & **Gaskin, J.** (2023). The Critical Need for Human Capital Measurement Standards and Transparency in Healthcare. *Journal of Healthcare Management Standards (JHMS), 3*(1), 1-8.

11. Yuan-Yuan Guo, Jing-Jing Gu, **James Gaskin**, Xue-Qin Yin, Yu-Han Zhang, Jin-Liang Wang (2023) "The association of childhood maltreatment with Internet addiction: the serial mediating effects of cognitive emotion regulation strategies and depression," *Child Abuse & Neglect*, Volume 140

12. Bozan, K., **Gaskin, J.** & Stoner, C. Student Engagement in the HyFlex and Online Classrooms: Lessons from the COVID-19 Pandemic. *Tech Know Learn* (2023). https://doi.org/10.1007/s10758-023-09661-x

13. Latif, B., **Gaskin, J.,** Gunarathne, N., Sroufe, R., Sharif, A. and Hanan, A. (2023), "Climate change risk perception and pro-environmental behavior: the moderating role of environmental values and psychological contract breach", *Social Responsibility Journal*, Vol. 20 No. 3. https://doi.org/10.1108/SRJ-02-2023-0084

14. Ogbeibu, S., Emelifeonwu, J., Pereira, V., Oseghale, R., **Gaskin, J.,** Sivarajah, U., & Gunasekaran, A. (2023). Demystifying the roles of organisational smart technology, artificial intelligence, robotics and algorithms capability: A strategy for green human resource management and environmental sustainability. ***Business Strategy and the Environment***, 1–20. https://doi.org/10.1002/bse.3495

15. Liao, H., Monk, R. L., **Gaskin, J.,** & Wang, J. L. (2025). Risk perception, cooperation, and emotional distress during the COVID-19 pandemic: exploring adaptive risk perception. ***The Journal of Psychology***, *159*(4), 289-307.

16. Ogbeibu, S., & **Gaskin, J.** (2022). Back from the Future: Mediation and Prediction of Events Uncertainty through Event-Driven Models (EDMs). ***FIIB Business Review***, 12(1), 10-19. https://doi.org/10.1177/23197145221121084

17. Xu, Y., Xie, J.-Q., Wang, F.-X., Monk, R. L., **Gaskin, J.,** & Wang, J.-L. (2022). The Impact of Weibo Features on User's Information Comprehension: The Mediating Role of Cognitive Load. ***Social Science Computer Review***, *0*(0), p. 1-19. https://doi.org/10.1177/08944393221128941

18. Latif, B., Gunarathne, N., **Gaskin, J.,** Ong, T. S., and Ali, M. 2022. "Environmental Corporate Social Responsibility and Pro-Environmental Behavior: The Effect of Green Shared Vision and Personal Ties," ***Resources, Conservation and Recycling*** (186), p. 106572.

19. Yin, X.-Q., Scherr, S., Jin, L., **Gaskin, J.**, & Wang, J.-L. (2022). Impressions matter more than privacy: The moderating roles of affordances in the relation between social anxiety and online safety-seeking behaviors. ***Cyberpsychology: Journal of Psychosocial Research on Cyberspace***, *16*(3), Article 1.

20. Ghasemy, M., Akbarzadeh, M., & **Gaskin, J. E.** (2022). Being satisfied and serving communities as outcomes of servant leadership in the academic context: Policies based on a multi-level structural equation model. ***Asia Pacific Education Review***, *23*(1), 69-86.

21. Pittenger, L. M., Berente, N., & **Gaskin, J.** (2022). Transformational IT Leaders and Digital Innovation: The Moderating Effect of Formal IT Governance. ***ACM SIGMIS Database: the DATABASE for Advances in Information Systems***, *53*(1), 106-133.

22. Keith, M., Dean, D., **Gaskin, J.,** & Anderson, G. (2021) "Team Building through Team Video Games: A Controlled Experiment" ***JMIR Serious Games***, 2021; 9(4):e28896.

23. Ogbeibu, S., Pereira, V., Burgess, J., **Gaskin, J.,** Emelifeonwu, J., Tarba, S. Y., & Arslan, A. (2021). Responsible innovation in organisations–unpacking the effects of leader trustworthiness and organizational culture on employee creativity. ***Asia Pacific Journal of Management***, 1-31.

24. Ghasemy, M., Rosa, I., & **Gaskin, J.** (2021) "The roles of supervisory support and involvement in influencing scientists' job satisfaction to ensure the achievement of SDGs in academic organizations" ***SAGE Open,*** July 2021.

25. Skousen, T., Ames, J., & **Gaskin, J.** (2021). Task adherence: an agentic perspective on task-focused dedication in an interrupting work environment. ***Journal of Organizational Effectiveness: People and Performance***.

26. Ogbeibu, S., Jabbour, C. J. C., Burgess, J., **Gaskin, J.,** & Renwick, D. W. (2021). Green talent management and turnover intention: the roles of leader STARA competence and digital task interdependence. ***Journal of Intellectual Capital***.

27. Ogbeibu, S., Jabbour, C. J. C., **Gaskin, J.,** Senadjki, A., and Hughes, M. (2021) "Leveraging STARA Competencies and Green Creativity to Boost Green Organisational Innovative Evidence: A Praxis for Sustainable Development," ***Business Strategy and the Environment.*** 2021; 1– 20. https://doi.org/10.1002/bse.2754

28. Ufere, N. & **Gaskin, J.** (2021) "Evasive entrepreneurship: circumventing and exploiting institutional impediments for new profit opportunity in an emerging market" ***PLOS One*** 16(2).

29. Ogbeibu, S., Pereira, V., Emelifeonwu, J., & **Gaskin, J.** (2020). Bolstering creativity willingness through digital task interdependence, disruptive and smart HRM technologies. ***Journal of Business Research***.

30. Ogbeibu, S., Senadjki, A., Emelifeonwu, J., **Gaskin, J.,** and Pereira, V. (2020). "Augmenting Environmental Sustainability through the Exchange of Green Creative Ideas – Evidence from an Emerging Economy," ***Sustainable Production and Consumption*** (26), pp. 275-287.

31. Pittenger, L., Berente, N., **Gaskin, J.** (2020). Transformational IT Leaders and Digital Innovation: The Moderating Effect of Formal IT Governance. ***The Data Base for Advances in Information Systems***, Vol 53: 1, pp 106-133.

32. Ogbeibu, S., Senadjki, A. and **Gaskin, J.** (2020), "Organisational cultures and the evoked effects of leader ability on employee creativity", ***American Journal of Business***, Vol. 35 No. 3/4, pp. 153-173.

33. Ghasemy, M., Jamil, H. & **Gaskin, J.E.** (2020), "Have your cake and eat it too: PLSe2 = ML + PLS." ***Quality & Quantity***, pp. 1-45. https://doi.org/10.1007/s11135-020-01013-6.

34. Ames, J., Bluhm, D., Gaskin, J., & Lyytinen, K. (2020), "The Impact of Moral Attentiveness on Manager's Turnover Intent." ***Society and Business Review*** Vol. 15 No. 3, pp. 189-209.

35. Nagaraj, V., Berente, N., Lyytinen, K., & **Gaskin, J.** (2020). Team Design Thinking, Product Innovativeness, and the Moderating Role of Problem Unfamiliarity. ***Journal of Product Innovation Management***, *37*(4), 297-323.

36. Ghasemy, M., Erfanian, M. and **Gaskin, J.E.** (2020), "Affective events theory as a theoretical lens for improving the working environment of academics in developing economies", ***Journal of Applied Research in Higher Education***, https://doi.org/10.1108/JARHE-02-2020-0030.

37. Ames, JB, **Gaskin, J,** Goronson, BD. (2020) Exploring antecedents and consequences of managerial moral stress. ***Business Ethics, the Environment and Responsibility,*** 29: 557– 569.

38. Ogbeibu, S., Emelifeonwu, J., Senadjki, A., **Gaskin, J.,** & Kaivo-oja, J. (2020). Technological turbulence and greening of team creativity, product innovation, and human resource management: Implications for sustainability. ***Journal of Cleaner Production***, *244*, 118703.

39. Ufere, N., **Gaskin, J.,** Perelli, S., Somers, A., & Boland, R. (2020). Why is bribery pervasive among firms in sub-Saharan African countries? Multi-industry empirical evidence of organizational isomorphism. ***Journal of Business Research***, *108*, 92-104.

40. Dixon, D. P., Weeks, M., Boland, Jr., R., & **Gaskin, J.** (2019). In Extremis Leadership: A Study of the Effects in Different Contexts. ***American Journal of Management***, *19*(3).

41. Hou, X. L., Wang, H. Z., Hu, T. Q., Gentile, D. A., **Gaskin, J.,** & Wang, J. L. (2019). The relationship between perceived stress and problematic social networking site use among Chinese college students. ***Journal of behavioral addictions***, 8(2), 306-317.

42. Steffen, J., **Gaskin, J.,** Meservy, T., Jenkins, J., & Wolman, I. (2019) "A Framework of Affordances for Virtually Assisted Activities." ***Journal of Management Information Systems*** (36:3), pp. 683-729.

43. Shen, X., Wang, H. Z., Rost, D. H., **Gaskin, J.,** & Wang, J. L. (2019). State anxiety moderates the association between motivations and excessive smartphone use. ***Current Psychology***, 1-9.

44. Wang, H. Z., Yang, T. T., **Gaskin, J.,** & Wang, J. L. (2019). The Longitudinal Association Between Passive Social Networking Site Usage and Depressive Symptoms: The Mediating Role of Envy and Moderating Role of Life Satisfaction. ***Journal of Social and Clinical Psychology***, 38(3), 181-199.

45. Ufere, N., **Gaskin, J.,** Ufere, C. N., Garrett, L., & Satterwhite, K. (2019). Practice motivated research: Application of an evidence-informed prognostic model in vocational rehabilitation to increase the chance of employment at closure. ***Journal of Vocational Rehabilitation***, 50(2), 219-242.

46. Mirkovski, K., **Gaskin, J. E.,** Hull, D. M., & Lowry, P. B. (2019). Visual storytelling for improving the comprehension and utility in disseminating information systems research: Evidence from a quasi-experiment. ***Information Systems Journal***, 29(6), 1153-1177.

47. Hull, D. M., Lowry, P. B., **Gaskin, J. E.,** & Mirkovski, K. (2019). A storyteller's guide to problem-based learning for information systems management education. ***Information Systems Journal***, 29(5), 1040-1057.

48. Xu, T. T., Wang, H. Z., Fonseca, W., Zimmerman, M. A., Rost, D. H., **Gaskin, J.,** & Wang, J. L. (2019). The relationship between academic stress and adolescents' problematic smartphone usage. *Addiction Research & Theory*, 27(2), 162-169.

49. Keith, M. J., Anderson, G., **Gaskin, J.,** & Dean, D. L. (2018). Team Video Gaming for Team Building: Effects on Team Performance. *AIS Transactions on Human-Computer Interaction*, 10(4), 205-231.

50. Ogbeibu, S., Senadjki, A., & **Gaskin, J.** (2018) "The Moderating Effect of Benevolence on the Impact of Organisational Culture on Employee Creativity" *Journal of Business Research,* Volume 90, September 2018, Pages 334-346.

51. **Gaskin, J.,** Berente, N., Lyytinen, K., & Rose, G. (2018). Innovation among different classes of software development organizations. *Information Systems Journal*, 28(5), 849-878.

52. **Gaskin, J. E.,** Godfrey, S., & Vance, A. (2018). "Successful system use: It's not just who you are, but what you do." *AIS Transactions on Human-Computer Interaction*, 10(2), 61-86.

53. Wang, J. L., **Gaskin, J.,** Rost, D. H., & Gentile, D. A. (2018). The reciprocal relationship between passive social networking site (SNS) usage and users' subjective well-being. *Social Science Computer Review*, 36(5), 511-522.

54. Wang, J.-L., Wang, H.-Z., **Gaskin, J.,** and Hawk, S. (2017). "The Mediating Roles of Upward Social Comparison and Self-Esteem and the Moderating Role of Social Comparison Orientation in the Association between Social Networking Site Usage and Subjective Well-Being," *Frontiers in Psychology* (8:771).

55. Pereyra-Rojas, M., Mu, E., **Gaskin, J.,** & Lingham, T. (2017), "The Higher-Ed Organizational-Scholar Tension: How Scholarship Compatibility and the Alignment of Organizational and Faculty Skills, Values and Support Affects Scholar's Performance and Well-Being" *Frontiers in Psychology* 8:450.

56. Wang, J-L & **Gaskin, J.** (2016) "Psychological Resilience Can Help Combat the Effect of Stress on Problematic Social Networking Site Usage" *Personality and Individual Difference,* (accepted 12/29/2016).

57. **Gaskin, J. E.,** & Skousen, T. (2016) "Time-Chunking and Hyper-Refocusing in a Digitally-Enabled Workplace: Six Forms of Knowledge Workers" *Frontiers in Psychology*, *7*, 1627.

58. Lindberg, A., Berente, N., **Gaskin, J.,** & Lyytinen, K. (2016) "Coordinating Interdependencies in Online Communities: A Study of an Open Source Software Project," *Information Systems Research*, 27(4), pp. 751-772.

59. Wang, J. L., **Gaskin, J.,** Wang, H. Z., & Liu, D. (2016). Life satisfaction moderates the associations between motives and excessive social networking site usage. *Addiction Research & Theory*, *24*(6), 450-457.

60. Judee K. Burgoon, Gregory D. Moody, Paul Benjamin Lowry, Sean L. Humpherys, **James Gaskin**, & Justin Scott Giboney (2016). "Application of Expectancy Violations Theory to Communication with and Judgments about Embodied Agents during a Decision-Making Task" *IJHCS*, vol. 91, pp 24-36.

61. **Gaskin, J.,** Lowry, P.B., & Hull, D. (2016) "Leveraging Multimedia to Advance Science by Disseminating a Greater Variety of Scholarly Contributions in More Accessible Formats" *JAIS,* 17(6), pp. 413-434.

62. Masrek, M.N. & Gaskin, J.E. (2016) "Assessing Users Satisfaction with Web Digital Library: The Case Of Universiti Teknologi MARA," *International Journal of Information and Learning Technology*, Volume 33, Issue 1.

63. Wang, J-L., Hsieh, H-F., Assari, S. & **Gaskin, J.** (2015) "The Protective Effects of Social Support and Engagement Coping Strategy on the Relationship between Perceived Discrimination and Psychological Distress among Chinese Migrant Children." *Youth & Society* (December 15).

64. Wang, J-L, Wang H-Z, **Gaskin, J.,** Wang, L-H (2015) "The role of stress and motivation in problematic smartphone use among college students." *Computers in Human Behavior,* Volume 53, Pages 181-188.

65. Wang, J-L, Jackson, L, Wang H-Z, **Gaskin, J.** (2015) "Predicting Social Networking Site (SNS) use: Personality, attitudes, motivation and Internet self-efficacy." ***Personality and Individual Difference,*** Volume 80, Pages 119-224.

66. Lowry, Paul Benjamin; **Gaskin, James Eric**; and Moody, Gregory D. (2015) "Proposing the Multimotive Information Systems Continuance Model (MISC) to Better Explain End-User System Evaluations and Continuance Intentions," ***Journal of the Association for Information Systems***: Vol. 16: Iss. 7, Article 3.

67. Kirk, Colleen P., Scott D. Swain & **James E. Gaskin** (2015) "I'm Proud of It: Consumer Technology Appropriation and Psychological Ownership" ***Journal of Marketing Theory and Practice,*** 23(2), pp. 166-184.

68. Wang, JL., Jackson, L., **Gaskin, J.,** & Wang, H. (2014) "The Effects of Social Networking Site (SNS) Use on Chinese College Students' Friendships and Well-Being," ***Computers in Human Behavior***, Volume 37, August 2014, Pages 229-236.

69. Carlo J. L. **Gaskin J.** Lyytinen K. and Rose G. M. (2014), "Early vs. late adoption of radical information technology innovations across software development organizations: an extension of the disruptive information technology innovation model," ***Information Systems Journal***, 24(6), pp. 537–569.

70. Paul Benjamin Lowry & **James Gaskin** (2014). "Partial Least Squares (PLS) Structural Equation Modeling (SEM) for Building and Testing Behavioral Causal Theory: When to Choose It and How to Use It," ***IEEE TPC*** (57:2), pp. 123-146.

71. **Gaskin, J**., Berente, N., Lyytinen, K., & Yoo, Y. (2014). "Toward Generalizable Sociomaterial Inquiry: A Computational Approach for Zooming In and Out of Sociomaterial Routines," ***MIS Quarterly*** (38:3), pp. 849-871.

72. Paul Benjamin Lowry, Gregory D. Moody, **James Gaskin**, Dennis F. Galletta, Sean Humpherys, Jordan B. Barlow, and David W. Wilson (2013). "Evaluating Journal Quality and the Association for Information Systems Senior Scholars' Journal Basket via Bibliometric Measures: Do Expert Journal Assessments Add Value?" ***MIS Quarterly*** (vol. 37, iss. 4), pp. 993-1012.

73. Paul Benjamin Lowry, **James Gaskin**, Nathan Twyman, Bryan Hammer, and Tom L. Roberts (2013). "Taking "Fun and Games" Seriously: Proposing the Hedonic-Motivation System Adoption Model (HMSAM)," ***Journal of the Association for Information Systems*** (Volume 14, Issue 11, pp. 617-671).

74. **Gaskin**, James and Berente, Nicholas (2011) "Video Game Design in the MBA Curriculum: An Experiential Learning Approach for Teaching Design Thinking," ***Communications of the Association for Information Systems***: Vol. 29, Article 6.

PEER-REVIEWED CONFERENCE ARTICLES AND PROCEEDINGS

1. Villar Barrios, M. A., & **Gaskin, J.** (2025). "Weighted Citation Impact: A Source-sensitive Scholar-level Metric." ICIS, Nashville.

2. Hutchings, M., **Gaskin, J.,** & Skousen, T. (2025), "Awe-full Research: Opening Minds in High-Stakes Meetings Through Wonder" TREO at AMCIS Montreal.

3. Villar Barrios, M., Morrow, E., Blatter, N., de Vreede, T., & **Gaskin, J.** (2025) "Human + AI Therapy: A Hybrid Mental Health Approach" *Emergent Research Forum at AMCIS*, Montreal, Canada.

4. Ingerson, M-C, DeTienne, K., & **Gaskin, J.** (2025) "Conscience at Work: Moral Emotions and Accounts" at *Society for Business Ethics Annual Meeting*, Copenhagen.

5. **Gaskin, J.,** Blondeel, E., Bullock, T., Schuetzler, R., Serre, R., Steffen., & Wood, D. (2024, December). Chatbots Mitigate Help-Seeking Avoidance. In *International Conference on Information Systems*.

6. **Gaskin, J.,** Jenkins, J., and Behl, A. (2024) The entrepreneurial scholar: Pursuing startups while avoiding conflicts of interest, Professional Development Symposium at AMCIS.

7. Twyman, N., **Gaskin, J.,** Atkin, T., Malone, A., Xiong, J., & Steed, J. (2024) "Leveraging Art 2.0: User-Generated Art to Increase Community Connectedness" *AMCIS*, Salt Lake City, Utah.

8. Charas, S., Whiteman, H., & **Gaskin, J.** (2024) "The Critical Need for Human Capital Measurement Standards and Transparency in Healthcare" *University Forum for Human Resource Development Conference,* Lisbon, Portugal.

9. **Gaskin, J.,** LeHue, A., & Daniel, K. (2024) "Intermittent Digital Fasting: The Mental Health Benefits of a One-Hour Daily Social Media Hiatus," *European Conference on Information Systems*, Cyprus.

10. Richardson, B., Fife, P.T., Crane, C., Steed, J., & **Gaskin, J.** (2024) "The New Marshmallow: The Effects of Screen Use on Children's Ability to Delay Gratification," European Conference on Information Systems, Cyprus.

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13. **Gaskin, J.** (2021) "*Can User Interface Design Choices Alter Perceptions of Time Passage?*" AMCIS, Virtual.

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18. Galletta, D., **Gaskin, J.** & Koch, H (2020) "Panel: Educational Disruption & Rising Faculty Expectations" AMCIS 2020

19. Burton, Nathan G.; King, Taylor; Schwartz, Andrew W.; Sookhoo, Julian; and **Gaskin, James**, "Smartphones and Social Health: Does Reduced Phone Use Lead to Better Social Health Outcomes?" (2020). *AMCIS 2020 Proceedings*. 3.

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23. Windeler, J., **Gaskin, J.,** Stein, M-K., & Leung, A. (2018) "How to Be Successful in Your First Academic Job", Panel at *ICIS*, San Francisco, USA.

24. Nagaraj, V., Berente, N., Lyytinen, K., **Gaskin, J**. (2018) "How Does Design Thinking Impact the Market Success of Digital Products?", *Academy of Management Meeting*, Chicago, IL, USA.

25. Ames, J., **Gaskin, J.,** Lyytinen, K., & Owens, B. (2018) "Thinking Good, Feeling Bad: How Moral Attentiveness Impacts Managerial Moral Stress", *Academy of Management Meeting*, Chicago, IL, USA.

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27. Pentland, B., **Gaskin, J.,** Hahn, J., Park, Y., & Susarla, A. (2017) "Time to Reconsider Time", Panel at *ICIS*, Seoul, Korea.

28. Steffen, J., **Gaskin, J.,** Meservy, T., & Jenkins, J. (2017) "The Missing Framework for Virtually Assisted Activities" *ICIS*, Seoul, Korea.

29. Steele, E., Guzman, I., **Gaskin, J.,** & Adya, M. (2017) "Partly Cloudy, Scattered Clients: Cloud Implementation in the Federal Government", AMCIS, Boston, MA, USA.

30. Ames, J.B., Owens, B.P., Bednar, J., **Gaskin, J.E.** (2017). "Executive "self" destruction: Understanding how internal conflict of role identities impacts moral stress within senior management team decision-making processes". *Society of Business Ethics Annual Conference.*

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36. Ingerson, M-C., **Gaskin, J.E.,** & DeTienne, K.B. (2016), "Power, guilt, responsibility, and accounts" *Academy of Management Conference*, Anaheim, USA.

37. Haile, Y., Buse, K., Laszlo, C., Saillant, R. and **Gaskin, J.** (2015), November. Eco-communal management, transition engagement, and connectedness A moderated mediation model for the performance of renewable energy projects in emerging economies. In 2015 *International Conference on Renewable Energy Research and Applications* (*ICRERA*) pp. 683-688. IEEE.

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48. Straub, L., & **Gaskin, J.** (2014) "A Paradigm for Surviving Economic Disruption: The Promethean Life and Career Measurement Tool" *Academy of Management Meeting*, Philadelphia, PA, USA.

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50. Lindberg, A., **Gaskin, J.,** Berente, N., & Lyytinen, K. (2014) "Aligning Information Processing Capabilities and Gaps in Open Source Software Development," *Academy of Management Meeting*, Philadelphia, PA, USA, (some coauthors' names removed from publication to comply with rule of 3+3).

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55. Lindberg, A., Berente, N., **Gaskin J.,** Lyytinen, K., & Yoo, Y (2013) "Computational Approaches for Analyzing Latent Social Structures in Open Source Organizing", *Atlanta Workshop on Computational Social Science*, Georgia, USA.

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58. Lindberg, A., **Gaskin, J.,** & Berente, N. (2013) "Foxes, Hedgehogs and Finns: In Search of the Elusive Pluralist Researcher", *ICIS*, Milan Italy.

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61. Charas, S., **Gaskin, J.,** & Lingham, T. (2013) "Evaluating Boards as Teams - An Idea Whose Time Has Come," International Leadership Association's 15th Annual Global Conference, Montréal, Québec, Canada.

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65. Charas, S., and **Gaskin, J.,** (2013) "Enhancing Firm Profitability by Improving Director Dynamics," *Academy of Management Conference (OMT Division)*, Orlando, FL.

66. Lindberg, A., **Gaskin, J.,** and Berente, N., (2013) "Computational Analysis of Social Structure: Studying Relational and Sequential Structures in Teams," *Science of Team Science (SciTS)*, Evanston, IL.

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76. **Gaskin, J**. & Oakley, T. (2010) "Bypassing Trust in Online Purchase Decisions by Establishing Common Ground," Completed Research Paper, Human Computer Interaction, ICIS St. Louis, MO, December 2010.

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78. **Gaskin, J**., Schutz, D., Berente, N., Lyytinen, K., & Yoo, Y. (2010) "The DNA of design work: Physical and digital Materiality in project-based design organizations," *Academy of Management Best Paper Proceedings*, TIM division, Montreal, Canada.

79. **Gaskin, J**., Schutz, D., Berente, N., Yoo, Y., Lyytinen, K. (2010) "Balancing the Virtual and the Physical in AEC Design Practice: A Cross-Industry Comparison," Center for Management Studies of the Building Process Conference 2010: Constructions Matter - Managing Complexities, Decisions and Actions in the Building Process, Copenhagen Business School, May 5-7, 2010.

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83. Paul Benjamin Lowry, Nathan Twyman, **James Gaskin**, Bryan Hammer, Aaron Bailey, and Tom L. Roberts (2007). "Proposing the Interactivity-Stimulus-Attention Model (ISAM) to Explain and Predict Enjoyment, Immersion, and Adoption of Purely Hedonic Systems," *Special Interest Group on Human-Computer Interaction (SIG-HCI) 2007 Pre-ICIS Workshop* (best-paper nomination), Montréal, Canada, December 8.

BOOK CHAPTERS & TECHNICAL NOTES

1. **Gaskin, J.** (2025) "Riddles for Lunch" Amazon. ISBN 979-8287843465

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3. **Gaskin, J.,** Ogbeibu, S., and Lowry, P. B. (2023). Demystifying Prediction in Mediation Research and the Use of Specific Indirect Effects and Indirect Effect Sizes In H. Latan, J. F. Hair, & R. Noonan (Eds.), Partial least squares path modeling: Basic concepts, methodological issues, and applications (2nd ed.). Cham, Switzerland: Springer

4. Keith, M. & **Gaskin, J.** (2022) "Information Systems and Data Analytics" pub. MyEducator

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6. Ogbeibu, S., Senadjki, A., **Gaskin, J.,** & Awal, IM (2021) "The predictive influences of team creativity, creativity willingness, creative ideation, and leader openness on exploratory innovation." In The Palgrave Handbook of Workplace Innovation. Eds. McMurray, A, Muenjohn, N, & Weerakoon, C. pp. 135-154.

7. **Gaskin, J.** (2020) "Structural Equation Modeling" pub. MyEducator

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Literature Update," in *ICTs Technological Advancement in Developed and Developing Countries: Discoveries in Global Information Management (Advances in Global Information Management series)*

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13. Boyatzis, R., **Gaskin, J**., & Wei, H. (2014), "Emotional and Social Intelligence and Behavior," in Goldstein, S., Princiotta, D., & Naglieri, J. (eds.) *Handbook of Intelligence: Evolutionary Theory, Historical Perspective, and Current Concepts.*

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MY RESEARCH THAT IS HOPEFULLY MAKING A DIFFERENCE IN THE REAL WORLD

BRIBERY AND CORRUPTION

1. Ufere, N. & Gaskin, J. (2021) "Evasive entrepreneurship: circumventing and exploiting institutional impediments for new profit opportunity in an emerging market" PLOS One 16(2).

2. Ufere, N., Gaskin, J., Perelli, S., Somers, A., & Boland, R. (2020). Why is bribery pervasive among firms in sub-Saharan African countries? Multi-industry empirical evidence of organizational isomorphism. Journal of Business Research, 108, 92-104.

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1. Ufere, N., Gaskin, J., Ufere, C. N., Garrett, L., & Satterwhite, K. (2019). Practice motivated research: Application of an evidence-informed prognostic model in vocational rehabilitation to increase the chance of employment at closure. Journal of Vocational Rehabilitation, 50(2), 219-242.

2. Gaskin, J., Jenkins, J., Meservy, T., Steffen, J., & Payne, K. (2017) "Using Wearable Devices for Non-invasive, Inexpensive Physiological Data Collection," HICSS, Hawaii.

SOCIAL DEVELOPMENT GOALS & SUSTAINABILITY

1. Latif, B., Gunarathne, N., Gaskin, J., Ong, T. S., and Ali, M. 2022. "Environmental Corporate Social Responsibility and Pro-Environmental Behavior: The Effect of Green Shared Vision and Personal Ties," Resources, Conservation and Recycling (186), p. 106572.

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4. Ghasemy, M., Rosa, I., & Gaskin, J. (2021) "The roles of supervisory support and involvement in influencing scientists' job satisfaction to ensure the achievement of SDGs in academic organizations" SAGE Open, July 2021.

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6. Ogbeibu, S., Jabbour, C. J. C., Gaskin, J., Senadjki, A., and Hughes, M. (2021) "Leveraging STARA Competencies and Green Creativity to Boost Green Organisational Innovative Evidence: A Praxis for Sustainable Development," Business Strategy and the Environment. 2021; 1– 20.

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9. Haile, Y., Buse, K., Laszlo, C., Saillant, R. and Gaskin, J. (2015), November. Eco-communal management, transition engagement, and connectedness A moderated mediation model for the performance of renewable energy projects in emerging economies. In 2015 International Conference on Renewable Energy Research and Applications (ICRERA) pp. 683-688. IEEE.

10. Klossner, D., Lyytinen, K., & Gaskin, J. (2014) "What explains the environmental performance of Fortune 500 companies?" Academy of Management Meeting, Philadelphia, PA, USA.

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MENTAL HEALTH

1. Dixon, D. P., Weeks, M., Boland, Jr., R., & Gaskin, J. (2019). In Extremis Leadership: A Study of the Effects in Different Contexts. American Journal of Management, 19(3).

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4. Wang, H. Z., Yang, T. T., Gaskin, J., & Wang, J. L. (2019). The Longitudinal Association Between Passive Social Networking Site Usage and Depressive Symptoms: The Mediating Role of Envy and Moderating Role of Life Satisfaction. Journal of Social and Clinical Psychology, 38(3), 181-199.

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10. Xu, T. T., Wang, H. Z., Fonseca, W., Zimmerman, M. A., Rost, D. H., Gaskin, J., & Wang, J. L. (2019). The relationship between academic stress and adolescents' problematic smartphone usage. Addiction Research & Theory, 27(2), 162-169.

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12. Ames, J., Gaskin, J., Lyytinen, K., & Owens, B. (2018) "Thinking Good, Feeling Bad: How Moral Attentiveness Impacts Managerial Moral Stress", Academy of Management Meeting, Chicago, IL, USA.

13. Ames, J.B., Owens, B.P., Bednar, J., Gaskin, J.E. (2017). "Executive "self" destruction: Understanding how internal conflict of role identities impacts moral stress within senior management team decision-making processes". Society of Business Ethics Annual Conference.

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15. Dixon, D., Boland, R., Gaskin, J., Perelli, S., & Weeks, M. (2015) "IN EXTREMIS LEADERSHIP: Military, Firefighters and Law Enforcement Personnel," International Leadership Association's 17th Annual Global Conference, Barcelona, Spain.

16. Dixon, D., Boland, R., Gaskin, J., Weeks, M., & Perelli, S. (2014) "Leading to live: How Situation Awareness and Perceived Control affect the Outcomes of "near death" encounters," Annual meeting of the Decision Sciences Institute, Tampa, FL, USA. (nominated for best paper)

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PIPELINE

SUBMITTED

1. Gaskin et al "human robot bonds" (submitted to IJSR November 2025)
2. Gaskin et al Chatbots for help seeking (submitted to ISR November 2025)
3. Skousen et al "asynchronous video interviews" (submitted to EJIS November 2025)
4. Guthrie et al "Crossing the metaverse chasm: the emergence of innovation champions" (submitted to I&M April 2025)
5. Day et al "Co-creating sustainable impact" (prepping to submit to ??? November 2025)
6. Day et al "Making impact personal" (submitted to AMP October 2025)
7. Sam Ogbeibu SmartHRM (submitted to BSE September 2025)
8. Badar Technostress Journal of vocational behavior (submitted to JAP Jan 2026)
9. Sharas & Gaskin Board Diversity (submitted to EURAM Jan 2026)
10. Definitely a few others I'm forgetting about (that I'm not first author on)…

WORKS IN PROGRESS

1. Moody et al "In Platforms We Trust: Expanding the Dyadic Concept of Trust to Include Multisided Practices That Build, Maintain or Destroy Trust on Online Platforms" (Revising 2025)
2. Twyman et al "Detecting Perceptions of Fraud in Crowdfunding" (Revising 2025)
3. Charas et al "Healthcare analytics" (Revising for journal 2025)
4. Steed et al "fintech review" (New analysis 2025 for MISQ)
5. Frey, Whiteman, & Gaskin "nonprofit leader sustainability" (prepping for submission to top non-profit journal)
6. Conley & Gaskin "Career Navigation" (data collected, starting analysis, submit summer 2023)
7. Ingerson et al "moral decision making" (data collected, reanalyzing and retargeting)
8. AI therapy (finalizing IRB, bot built, August 2025)
9. AWE research Maddie (Analyzing data September 2025)
10. WCI Martin (revising September 2025)
11. Ben doom scrolling (still building September 2025)
12. AR menu with Emalee Marrow (IRB done September 2025)
13. Wearables, wellness, and psychology (development phase September 2025)
14. Definitely a few others I'm forgetting about…

ACADEMIC WORK EXPERIENCE

Instructor for *Structural Equation Modeling* (SEM) **2010 – Present**
Brigham Young University (Just in 2013)
Case Western Reserve University
- I have taught this as a doctoral level statistics course for pre-PhD students as well as executive doctorate of business administration students.
- Focus of the class is on theory building and then hypothesis testing through structural equation modeling, so we covered things like mediation, moderation, controls, factor analysis, construct specification, data screening, etc.

Instructor for Introduction to Information Systems **2008 – Present**
Brigham Young University (BYU)
Case Western Reserve University (Just in 2010)
- Taught this introductory course to information systems that is taken by all undergraduates in the business school.
- We focus on critical thinking, programming basics, project management, UML, databases, web design, security, networks, data-mining and so on.

Quantitative Methods Advisor (Doctorate of Business Administration program) **2012 – Present**
Case Western Reserve University
Technology Advisor (Doctorate of Business Administration program) **2009 – 2016**
Weatherhead School of Management
Statistics Consultant **2009 – present**
- I remain actively involved in providing freelance consultancy and advice to different projects of diverse nature, mainly in the area of advanced statistical analysis, Structural Equation modeling (SEM) and programming.

LEADERSHIP/SERVICE

- Provided Tenure and Promotion review letters for candidates at the following universities (count):
  - Bellarmine University (1)

- Utah State University (1)
- Advisor for the World Records club at BYU until 2023
- Advisor for the 3D printing club at BYU until 2023
- Co-Advisor for the Venture Factory at BYU until 2024
- Advisor for the AI in Business Society club at BYU 2025-present

EDITORSHIP / REVIEWERSHIP

- Associate Editor for JMIS special issue on the metaverse (2023)
- Editorial Review Board for the journal of *Information Systems Research* (Impact factor: 5.490). 2022-2024.
- Senior Editor (guest) for *Journal of the Association for Information Systems* (Impact factor: 5.346). 2019-Present.
- Editorial Board for *Journal of the Association for Information Systems* (Impact factor: 5.346). 2019-Present.
- Associate Editor for *Association for Information Systems Transactions in Human Computer Interaction* (Impact factor: not ranked). 2019-Present.
- Associate Editor for *Frontiers in Psychology*: Organizational Psychology section (Impact factor: 4.232). 2015-Present.
- Guest Associate Editor for *European Journal of Information Systems* (Impact factor: 3.197). 2019-2020
- Track chair for Human Behavior and IS at ICIS 2017, Paper-a-thon track chair at ICIS 2018.
- Reviewer (active) for:

  - MISQ
  - PLOS One
  - JAIS
  - EJIS
  - Frontiers in Psychology
  - CAIS
  - ICIS
  - AMCIS
  - ECIS

  - ISR
  - JMIS
  - OrgSci
  - ISJ
  - JBR
  - AIS-THCI
  - AOM
  - HICSS
  - JIT

- Regular Associate Editor for OCIS division of Academy of Management Annual Conference 2012-2017
- Served as a Dissertation committee member and Methods advisor to 18 successfully defended dissertations.
- Annual ORCA review committee member in the Marriott School.

STATISTICAL SERVICE

- Developer of StatWiki: **http://statwiki.gaskination.com** - A free resource I've developed to help people throughout the world learn how to do advanced statistics for theory testing. It has eight main sections and several dozen subsections. It has received over 22 Million views.
- Developer of statistics video tutorials: **http://www.youtube.com/user/Gaskination** - *Gaskination* is a YouTube channel I run that currently has over 250 videos demonstrating how to do various statistical procedures. The channel has over 34,800 subscribers and the videos have been viewed over 8.2 Million times.
- I actively (usually within 24 hours) respond to <u>all</u> statistical queries via email and posted on my YouTube channel. Frequency: around a dozen per day; amounts to roughly 3 hours of "statistical service" per week. So far this has totaled more than 24,000 responses and roughly 1700+ hours of cumulative service.
- Regularly (about once per quarter) invited speaker across the world for workshops on statistics, being a prolific writer, and succeeding in academia.

- Solo-hosted several trainings and boot camps including:

  o Three-day SEM boot camp at BYU. Summer of 2019. 19 local and 13 remote attendees. Participants from all over the world.

  o Three-day SEM boot camp at BYU. Summer of 2018. 27 local and 8 remote attendees. Participants from all over the world.

  o Three-day SEM boot camp at BYU. Summer of 2017. 36 local and 12 remote attendees. Participants from all over the world.

  o Three-day SEM boot camp at BYU. Summer of 2016. 61 local and 8 remote attendees. Participants from all over the world.

  o Three-day SEM boot camp at UCF. Summer 2015. 28 attendees.

  o Three-day SEM boot camp at BYU. Summer of 2015. 50 local and 9 remote attendees. Participants from all over the world.

  o Three-day SEM boot camp at BYU. Summer of 2014. 45 local and 5 remote attendees. Participants from all over the world.

  o Five-day SEM boot camp at BYU. Summer of 2013. 30 local and 7 remote attendees. Participants from Turkey, Brazil and all over the US

EVENT LEADERSHIP & PARTICIPATION

- ICIS 2022 **Associate Editor**

- ECIS **Associate Editor** 2020

- ICIS 2020 Track **chair** for Paper-a-thon track

- AMCIS 2020 **Track chair** Early Career Faculty Consortium

- ICIS 2019 Paper-a-thon **Judge**

- **Advisory board member** for annual PLS conferences

- ICIS 2018 Track **chair** for Paper-a-thon track

- ICIS 2017 Track **chair** for Human Behavior and IS

- Program **committee member** for SIG-HCI pre-ICIS workshop.

- AMCIS 2015 **coordinator** for ERF (early research forum) video poster session.

- Session **Chair** at ICIS SIGHCI workshop 2014.

- Workshop **Chair** for Professional Development Workshop at the Academy of Management Conference in Philadelphia, PA 2014, "Organizational Genetics: Detecting Evolution and Variation in Process Data."

- Workshop **Chair** for Professional Development Workshop at the Academy of Management Conference in Orlando, Florida 2013, "Capitalizing Upon the Changing Virtual Landscape of Learning & Education."

- Workshop **Chair** for Professional Development Workshop at the Academy of Management Conference in San Antonio, Texas 2011, "Decoding the DNA in social sciences: a sequence analysis method for analyzing complex process data."

- Developed/facilitated Game Design for MBAs Workshop Summer 2009, 2010, and Fall 2010 at CWRU.

- Student representative for the Weatherhead Interdepartmental Seminar Series 2008-2010

- Special Projects Officer for the club Association for Systems Management (ASM) (2007).

- Recruiter Relations Officer for the club Association for Systems Management (ASM) (2006).

DEFENDED DISSERTATIONS (I AM A COMMITTEE MEMBER)

1. Dave Klossner
2. Deirdre Dixon
3. Jennifer Madden
4. Tim Summers
5. Carol McGuire
6. Angela Crawford
7. Yohannes Haile
8. Suzanne Cromlish
9. Roy Gifford
10. Elston Steele
11. Justin Ames
12. Natasha Conley
13. Tarina Pettiway
14. Simon Tang
15. Farhana Faruqe
16. Jane Day
17. Roman Terekhin
18. Brian Moran

AWARDS, HONORS, AND PATENTS

- ✓ **Most Impactful Paper Award** FIIB Business Review 2025: Ogbeibu, S., & **Gaskin, J.** (2022). Back from the Future: Mediation and Prediction of Events Uncertainty through Event-Driven Models (EDMs). *FIIB Business Review*, *12*(1), 10-19.

- ✓ **Worldwide Patent:** Holdman, T. E., **Gaskin, J.,** Crapo, B., Ki, H. Y., & Knight, A. (2025). *U.S. Patent No. 12,444,113.* Washington, DC: U.S. Patent and Trademark Office. (continuation of 12,033,260)

- ✓ **Worldwide Patent:** Holdman, T. E., **Gaskin, J.,** Crapo, B., Ki, H. Y., & Knight, A. (2024). *U.S. Patent No. 12,033,260*. Washington, DC: U.S. Patent and Trademark Office.

- ✓ **Most innovative paper** (out of 1100+ papers) Richardson, B., Fife, P.T., Crane, C., Steed, J., & **Gaskin, J.** (2024) "The New Marshmallow: The Effects of Screen Use on Children's Ability to Delay Gratification," European Conference on Information Systems, Cyprus.

- ✓ **#1 most downloaded paper of all time** in AIS eLibrary (out of 61,000 publications). Appeared in 167 news articles and downloaded over 82,409 times as of July 2024. Keith, M. J., Anderson, G., **Gaskin, J.,** & Dean, D. (2018). Team Video Gaming for Team Building: Effects on Team Performance. AIS Transactions on Human-Computer Interaction, 10(4), 205-231. https://aisel.aisnet.org/thci/vol10/iss4/2/

- ✓ **Best paper award at Emerald Publishing**: Ogbeibu, S., Jabbour, C. J. C., Burgess, J., **Gaskin, J.,** & Renwick, D. W. (2021). Green talent management and turnover intention: the roles of leader STARA competence and digital task interdependence. *Journal of Intellectual Capital*.

- ✓ **Best paper nomination: Gaskin, J.,** Fife, PT., Rosengren, W. (2022) "How Certain Robot Attributes Influence Human-to-Robot Social and Emotional Bonds," *HICSS 2023, Hawaii*

- ✓ BYU Marriott School of Business **Inaugural "Inspiring Learning" award** for achievements in involving students in research (2020).

- ✓ **AIS Outstanding Contribution to IS Education** 2018. This award is given to one scholar per year. All IS scholars (regardless of age, rank, or status) are eligible. James received this award, in part, due to his extensive efforts to make SEM (a popular quantitative analysis approach in social sciences) more accessible and less mystical. His efforts have impacted tens of thousands, as indicated by the millions of views his YouTube video tutorials have garnered.

- ✓ Emerald **Citations of Excellence** winner (2017). "Partial least squares (PLS) structural equation modeling (SEM) for building and testing behavioral causal theory: When to choose it and how to use it." This award is given the most highly cited articles in the Emerald Publishing group of journals and magazines. This article received 112 citations in 2016 – having been published only two years prior – bringing its total citations to 242 as of the awarding (5/23/17).

- ✓ Received 2nd runner up for "**Best Published Paper in 2016**" from the Academy of Management, OCIS division for: Lindberg, A., Berente, N., Gaskin, J., & Lyytinen, K. (2016) "Coordinating Interdependencies in Online

Communities: A Study of an Open Source Software Project," Information Systems Research, 27(4), pp. 751-772.

✓ Ranked as the **12th most prolific scholar** in the field (globally) from Jan 2013-Dec 2015 at the top six journals in information systems, and 18th most prolific from Jan 2014-Dec 2016.

✓ **Inaugural AIS Early Career Award**. 2015. Association for Information Systems. This new award recognizes individuals in the early stages of their careers who have already made outstanding research, teaching, and/or service contributions to the field of information systems.

✓ Awarded the **Grant & David Distinguished Fellowship** by the Marriott School of Management to recognize my scholastic productivity and accomplishments. 2016-present.

✓ Winner of Best Paper at SIGHCI: **Gaskin, J.** & Godfrey, S. (2014) "Successful System-use: It's not just who you are, but what you do," SIGHCI at ICIS, Auckland, NZ.

✓ Accepted to participate (and did participate) in the prestigious doctoral consortium at the Academy of Management (OCIS) in San Antonio, August 2011.

✓ Accepted to join (and did join) the prestigious doctoral consortium at ICIS in Shanghai, December 2011.

✓ Winner of the Best Paper at Conference award. "Digital Technology and the Variation in Design Routines: A Sequence Analysis of Four Design Processes," Completed Research Paper, Organization Theory, Strategy and Information Systems, **ICIS** Shanghai, China, December 2011.

✓ Paper accepted for the Best Paper Proceedings at AOM Montreal: **Gaskin, J.**, Schutz, D., Berente, N., Lyytinen, K., & Yoo, Y. (2010) "The DNA of design work: Physical and digital Materiality in project-based design organizations," *Academy of Management Best Paper Proceedings*, Montreal, Canada.

✓ Paper accepted for development at the 2008 Journal of the Association for Information Systems (JAIS) Pre-ICIS Theory Development Workshop, the most selective and prestigious workshop in academic IS: Paul Benjamin Lowry, Jeffrey L. Jenkins, Nathan W. Twyman, Bryan Hammer, **James Gaskin**, and Martin Hassell" (2008). "Proposing the Hedonic Affect Model (HAM) to Explain how Stimuli and Performance Expectations Predict Affect in Individual and Group Hedonic Systems Use."

TECHNICAL SKILLS

- First and Second Generation Statistics
- Video game development
- Databases and SQL
- HTML/CSS
- Project Management
- Augmented and Mixed reality Dev.
- Spreadsheet Automation
- Informational video dev and edit
- Data Visualization (Tableau)
- Data Analytics
- Philosophy of Science
- 3D Printing

GRANTS

Total grants awarded $784,000.00

- President's Innovation Award (2025) for $90,000. "Responsible AI Integration Across Disciplines." Principle Investigator: Bonnie Anderson, Co-investigators: **James Gaskin,** Jimmy Brau, Robert Christensen, Glenn Christensen, Josh Lee, James Oldroyd, Peter Ward, Scott Sampson.

- MEG Grant at BYU for $20,000 (2016). "*Development of a Scalable System for Herd Tracking*". Principle Investigator: **James Gaskin,** Co-investigators: Jeff Jenkins, Tom Meservy. Mentored students: Austen Smack, Erik Lamb, Andres de Hoyos.

- ORCA Grant at BYU for $1500 for undergrad student Dan Morain (2015). *"Wearables, You, and Your Employer".* Faculty Mentor: **James Gaskin.**

- MEG Grant at BYU for $20,000 (2015). *"Exploring the Potential Behavioral, Organizational, and Ethical Research Applications of Real-time Physiological Data Tracking"*. Principle Investigator: **James Gaskin,** Co-investigators: Jeff Jenkins, Tom Meservy, Katherine Payne.

- Rollin's Center, research grant #ET-13502 for $2500. "Acquiring IS Skill through Habitual Use" (2013-2014). Principle Investigator: **James Gaskin**.

- NSF Grants #1121935/1120966 for $400,000.00 over three years (2011-2014). *Collaborative Research: Virtualization of Work Capabilities in Project-Based Design Organizations.* Responsible investigators: Kalle Lyytinen (CWRU), Youngjin Yoo (Temple). Co-investigators: **James Gaskin**, Veeresh Thummadi, Omri Shiv, Rob Kulathinal, Zhewei Zhang, & Yohan Choi.

- NSF Grant #0943157 for $250,000.00 over two years (2009-2011). *Collaborative Research: Evolution of Virtualized Design Processes in Project-Based Design Organizations.* Responsible investigator: Kalle Lyytinen. Co-investigators: **James Gaskin**, Youngjin Yoo, and Nick Berente.

NON-ACADEMIC WORK EXPERIENCE

Co-founder
TruMenu **Jan 2024 – Present**
- We create 3D augmented reality menus for restaurants.

Advisory Board (Analytics and Design)
LocalEyes, LLC (LocalEyes.guide) → **now Talsey AI** **Jun 2021 – Present**
- We connect you with the best local treasures for your vacation.

Co-founder and Head of Design
Animate Art, LLC → *acquired by Roots of Humanity Foundation* **Jan 2020 – Sep 2024**
- We animate art in augmented reality to bring awe to education in the arts.

Founder and Head of Operations
Dollar for Good (dollarforgood.org) **Sep 2018 – Dec 2021**
- We provide a service for charities and non-profits to be profiled and receive small donations from individual donors.

Head of Predictive Analytics
HCMoneyball (https://www.hcmoneyball.com**)** **Jan 2019 – Present**
- We provide realtime analytics and support for human capital decisions

Director and cofounder
NueSight (http://nuesight.com**)** → **merged with Metaphora** **Jan 2017 – Feb 2020**
- We develop custom holographic applications

Director of Data Science, general advisor and cofounder **Jan 2016 – Feb 2019**
CattleGuard Inc. (http://cattleguard.com)
- Developing the hardware and software to dynamically track agricultural assets in near-real-time

Co-founder and Director of Design and UX **Jan 2014 – Present**
uDreamed http://udreamed.com
- We developed social network for dreamers. I designed the UI and method for targeted advertising.
- Involved in all executive meetings, often running the meetings and making key steering decisions

Mobile (iOS and Android) Game designer and developer **Jan 2014 – Dec 2019**
Gaskination | Provo, UT
- Developed a mobile game for iOS and Android devices (Silver16). It is a retro scrolling space shooter.

- iOS: https://itunes.apple.com/us/app/silver16/id931167331?mt=8
- Android: https://play.google.com/store/apps/details?id=com.companyname.Silver16

Game designer and developer   **Jan 2001 – 2009**

KolobKreations | Euclid, OH (http://www.kolobkreations.com)

This is just the name of my "organization/company", under which I developed all sorts of free video games for kids (bible games, strategy, role playing, arcade). Available at website.

Research and statistics consultant   **May 2009 – 2010**

SRA International | Cleveland, OH

- I assisted the CEO of SRA in preparing statistics and slides for his presentations to various clients.
- I mostly researched various phenomena in the news and in large databases to find patterns and compelling evidence of particular views.

Research and Marketing Consultant   **Dec 2008 – 2009**

Theory Garden | Cleveland, OH

- I worked with the CEO and CIO to further refine their products and develop marketing strategies and materials to promote their products.

Business Process Automation Consultant   **Jun 2008 – 2009**

National Service Alliance | Draper, UT

- I automated several of their tedious and time consuming processes formerly done by hand.
- I used VBA for Excel for most of these tasks. I saved them hundreds of man-hours each week.

Webmaster and Network Administrator   **Jan 2005 - 2017**

Arête Gymnastics | Lindon, UT (http://aretegymnastics.com/)

- I designed and developed their website and maintain it. I also designed and managed their intranet, and set up their HR and customer-facing systems.

Information Systems Intern   **May 2006 – Sep 2006**

Intermountain HealthCare | Salt Lake City, UT

- Worked with the systems architect to visualize flow of data and information in and out of the company.
- Worked closely with CSO to develop a disaster recovery plan for the Information Systems department.

NOTES ON COMPANIES I'VE HELPED START

Company	Domain	Status	How it started	My role	Funding
uDreamed	Social media: Dream analytics, life journaling	Active, just starting awareness campaign	Executive student approached me with the idea	Cofounder, director of design	Rich cofounder
CattleGuard pPatent	Agriculture: Cow tracking	Discontinued	Graduate capstone	Cofounder, director of data science	Lean, founders
NueSight pPatent	Healthcare: augmented reality for the OR	Merged, discontinued	I showed my surgeon friend some cool AR stuff	Cofounder and tech director	Angel investor
Metaphora	Education: augmented reality textbooks	Discontinued	Merged with NueSight	Director of educational content	Angel investor
HCMoneyball	Human Capital: data analytics	Active, profitable	Executive student approached me with the idea	Head of data science	Lean, cofounder
Dollar4Good	Charity: recurring micro donations	Discontinued	Wife's idea and graduate capstone	Cofounder and operations	Lean, self-funded
AnimateArt pPatent gPatent	Art & Education: augmented reality for artistic works	Acquired by Roots of Humanity Foundation	I showed my father in law some cool AR stuff	Cofounder and operations	Lean, sponsoring client
LocalEyes	Hospitality: tourism	Discontinued	Student came to me with an idea	Technical advisor, investor	Lean, pre-seed
Talsey.AI	Hospitality: CRM	Active, profitable	Reborn from LocalEyes	Technical advisor, investor	Series A, major contracts
TruMenu	Restaurants: customer experience	Active, building	I approached a clever student with an idea	Cofounder, operations	Lean, Self-funded
PayKnights	Sponsored app tasks	Building	Cofounder of uDreamed approached me	Cofounder, CTO	Lean, Cofounder, Self

AssessAI	Education	Active, profitable	Capstone project	Cofounder, strategy and marketing	Lean, Cofounders

RESEARCH IDEAS I'D LIKE TO PURSUE

1. Figure out what we know and what we don't know (in the scientific literature) about human-robot/AI relations, and figure out what next question we can pursue in this area. One promising direction is the new gpt o1 advanced voice combined with lip-sync avatars. These communicate in real-time in your language with emotion.
2. Figure out if a study has been done on what happens in the brain when AWE is felt. So, for example, when I show someone something in my office that blows their mind and which they had never considered before (such as the petrified lightening or vortex sphere or levitating ball). Then figure out if we can measure that and discover the benefits.
3. Explore the use of AI for empathetic counseling, business advice, legal advice, etc.
4. Citation source as weight (by outlet or type or own citations). So what if we created a new impact score based on the weight of the citations. e.g., if my paper is cited by an MISQ article, it counts more than if it is cited in a dissertation.

TASKS FOR RAS NOT PURSUING A PHD

1. Ticker Site update
2. Calvinface revamp
3. Movies DB
4. Loop recorder for glasses
5. 3D my desk/office
6. BYU ISD timeline