

Tanya Young Beaulieu

Curriculum Vitae

University of Maine
Maine Business School
DP Corbett Business Building, Office 317
Orono, ME 04469
207.581.1949
tanya.beaulieu@maine.edu

Education

Ph.D. Business Administration, 2015
Management Information Systems

Washington State University
Pullman, WA

MBA, Information Systems

Westminster College
Salt Lake City, UT

BS, Secondary Education

Emphasis: Math, Computer Science, Statistics

Utah State University
Logan, UT

Research Interests

Crowdfunding

Technology-Mediated Communication

Entrepreneur and Small Business Use of Technology

Active Learning in Adult Education

Journal Publications

Mills R., Fyfe E., **Beaulieu, T.** & Mills, M. (2024). "Are you inspired or overwhelmed? The benefits of teachers setting challenging expectations". *Instructional Science*.

Jones, N., **Beaulieu, T.**, Miles, P. (2023). "Challenges of digital transformation in rural business: An Exploratory paper." *Journal of Micro & Small Business Management* (4:2), pp. 28-39.

Angelis, J. N., Murthy, R. S., **Beaulieu, T.**, & Miller, J. C. (2022). "Better angry than afraid: The case of post data breach emotions on customer engagement." *IEEE Transactions on Engineering Management*.

Hedman, J., **Beaulieu, T.**, & Karlström, M. (2021). "The Tales of Alphanumerical Symbols in Media: The case of Bitcoin," *Journal of Theoretical and Applied Electronic Commerce Research* (16:7), pp. 2768-2792.

Jones, N., Miles, P., **Beaulieu, T.** (2021). "The Value of Social Media Advertising Strategies on Tourist Behavior: A Game Changer for Small Rural Businesses," *Journal of Small Business Strategy* (31:4).

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- Mills, R., **Beaulieu, T.**, Feldon, D., Olsen, D. (2020). "Implications of Pre-Lecture Material on Cognitive Load and Instructional Effectiveness in Cross-Disciplinary IS Education: The Nexus of Benford's Law and SQL," *Decision Sciences Journal of Innovative Education* (18:2), pp. 313-338.
- Sarker, S., Xiao, X., **Beaulieu, T.**, Lee, A.S. (2018). "Learning from First-Generation Qualitative Approaches in the IS Discipline: An Evolutionary View and Some Implications for Authors and Evaluators (Part 2/2)," *Journal of the Association for Information Systems* (19:9), pp. 909-923.
- Sarker, S., Xiao, X., **Beaulieu, T.**, Lee, A.S. (2018). "Learning from First-Generation Qualitative Approaches in the IS Discipline: An Evolutionary View and Some Implications for Authors and Evaluators (Part 1/2)," *Journal of the Association for Information Systems* (19:8), pp. 752-774.
- Mills, R., **Beaulieu, T.**, Johnson, J. (2017). "Examining Micro-Level (SQL) Curriculum-Oriented and Promotional IS Enrollment Strategies," *Journal of Computer Information Systems* (57:4), pp. 299-308.
- Beaulieu, T.**, Dupin-Bryant, P., Olsen, D. (2017). "Dynamic SQL Knowledge as a Mechanism for Increasing Individual Absorptive Capacity," *International Journal of Management & Information Systems* (21:2), pp. 27-40.
- Mills, R., Dupin-Bryant, P., Johnson, J., **Beaulieu, T.** (2016). "Examining Learning Styles and Perceived Benefits of Analogical Problem Construction on SQL Knowledge Acquisition," *Journal of Information Systems Education* (26:3), pp. 203-218.
- Beaulieu, T.**, Sarker, S., Sarker, S. (2015). "A Conceptual Framework for Understanding Crowdfunding," *Communications of the Association for Information Systems* (37:1), pp. 1-31.
- Beaulieu, T.**, Martin, T., Sarker, S., and Bjørn-Andersen, N. (2015). "Confronting, Confirming, and Dispelling Myths Surrounding ERP-in-the-Cloud: From Iron Cage to Agility," *AIS Transactions on Enterprise Systems* (2:1), pp. 2-16.
- Sarker, S., Xiao, X., and **Beaulieu, T.** (2013). "Guest Editorial: Qualitative Studies in Information Systems: A Critical Review and Some Guiding Principles," *MIS Quarterly* (37:4), pp. iii-xviii.

Refereed Conferences Proceedings & Conference Panels

- Mills, R., Fyfe, E., Beaulieu, T., Davies, H. (2023). "Using Peer Exemplars as a Small Teaching Strategy in an SQL Exploratory Activity," Paper presented at the 63rd IACIS Annual Conference.
- Angelis, J., Murthy, R., **Beaulieu, T.**, Miller, J. (2021). "From Favorited to Fear: An Empirical Investigation of Customer Emotions and Behavior of Online Customers After Data Breaches," Paper presented at the *INFORMS Annual Meeting*.
- Angelis, J., **Beaulieu, T.**, Miller, J. (2020). "Hacked but Not Forgotten: An Empirical Investigation of Customer Emotions and Actions after Data Theft," Paper presented at the *INFORMS Annual Meeting*.

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Beaulieu, T., Sarker, S., Sarker, S. (2019). "Contribution Decision in Crowdfunding: A Foundational Model," Paper presented at the *JAIS Theory Development Workshop*, Munich, Germany.

Bharati, P., Davidson, E., **Beaulieu, T.**, Syed, R. (2017). "At the Interface of Social Media Analytics, Big Data and Social Movements: Research Challenges," Symposium presented at the *2017 Academy of Management Meeting*, Atlanta, Georgia.

Olsen, D. Watterson-Balls, T., **Beaulieu, T.** (2017). "The Gig Economy Viewed Through an IS Lens: Evolutionary or Revolutionary?" Presented at the *Applied Business and Entrepreneurship Association International Conference*.

Beaulieu, T., Dupin-Bryant, P., Olsen, D. (2016). "Increasing Individual Absorptive Capacity by Teaching Dynamic SQL," Presented at the *International Academic Conference on Business*, Maui, Hawaii. **Paper received 2nd Place Conference Award.**

Beaulieu, T., Sarker, S., Sarker, S. (2015). "Analyzing Online Discourse: Some Theoretical Ideas and a Visualization Approach," Presented at the *Thirty-Sixth International Conference on Information Systems (ICIS)*, Fort Worth, TX.

Beaulieu, T., Sarker, S. (2013). "Discursive Meaning Creation in Crowdfunding: A Socio-material Perspective," Presented at the *Thirty-Fourth International Conference on Information Systems (ICIS)*, Milan, Italy.

Sarker, S., Xiao, X., and **Beaulieu, T.** (2012). "Toward an Anatomy of 'Successful' Qualitative Research Manuscripts in IS: A Critical Review and Some Recommendations," Paper presented at the *Thirty-Third International Conference on Information Systems (ICIS)*, Orlando, FL.

Beaulieu, T. (2001). "Effective Use of IT Resources," Paper presented at the *Mountain Plains Management Conference*, Pocatello, ID.

Invited Publications and Presentations

Beaulieu, T. (2020). "Cryptocurrency and the Blockchain - What's it all about?" Invited presentation at the Bangor-Waterville Maine IMA luncheon. Attendees received CPA hours for attendance.

Beaulieu, T. (2017). "Visualizing Computer-Mediated Conversations through Communication Action Maps (CAM)," Invited presentation at the Sequences, Traces, & Time: Building a research community workshop, sponsored by the Center for Business & Social Analytics, Michigan State University.

Beaulieu, T. (2015). "Analyzing Trouble in Crowdfunding: A Discursive Perspective," Paper presented at the *JAIS Theory Development Workshop*, Fort Worth, TX.

Califf, C., **Beaulieu, T.** and Martin, T. (2013). "Book Review: Engaged Scholarship, by Andrew H. Van de Ven," *Journal of Information Technology Case and Application Research*.

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Beaulieu, T. (2012). "Book Review: Road to Success - A Guide for Doctoral Students and Junior Faculty Members in the Behavioral and Social Sciences-by Viswanath Venkatesh" *Journal of Information Technology Case and Application Research*.

Teaching Experience

University of Maine

BIS 105: Excel Fundamentals for Business Analytics (Online)

BIS 235: Digital Business Transformation (In-Person, Online)

BUA 290: Foundations for your Future (In-Person)

BIS 305: Excel Expert for Business Analytics (Online)

BIS 364: Business Process Configuration (In-Person)

BIS 468: Electronic Commerce (In-Person)

BUA 681: Data Management and Analytics (Online)

Utah State University

MIS 3330: Database Management (In-Person)

MIS 3800: Computer Infrastructure (In-Person; Broadcast)

MIS 4330: Advanced Database and Database Analytics (In-Person)

MIS 5900 & MIS5910: System Design and Implementation, Lecture and Lab (In-Person; Broadcast)

MIS 6230: Management of Database Systems (In-person; Online)

Washington State University

MIS 372: Database Management (In-Person)

MIS 322: Systems Analysis and Design (In-Person; Online)

MIS 250: Managing Information Technology (In-Person)

Service

Journals & Conferences

Editorial Board, *Information Systems Research* (ISR), (2024 – present)

Associate Editor, *Communication of the Association for Information Systems* (CAIS), (2015-2023)

Conference Committee, Panel Co-Chair, Americas Conference on Information Systems (AMCIS), Salt Lake City, Utah (2024)

Co-Organizer, SIG GTM Annual Meeting and Workshop, Hyderabad, India (2023)

Co-Organizer, SIG GTM Annual Meeting and Workshop, Copenhagen, Denmark (2022)

Paper Track Co-Chair, Grounded Theory Methodology, Americas Conference on Information Systems (AMCIS), (2022)

Conference Committee, Review Coordinator, Americas Conference on Information Systems (AMCIS), Salt Lake City, Utah (2020)

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Associate Editor, “Green IT” Track, International Conference of Information Systems (ICIS), San Francisco, California (2018)

Co-Organizer, JAIS Theory Development Workshop, Dublin, Ireland (2016)

Managing Editor, *Journal of the Association for Information System* (JAIS), (2013-2016)

Associate Editor, “Crowdsourcing, Crowdfunding, Blockchain and the Sharing Economy” Track, International Conference of Information Systems (ICIS), Dublin Ireland (2016)

Associate Editor, “Cloud Computing and Servitization of IT” Track, European Conference on Information Systems (ECIS), Istanbul, Turkey (2016)

Co-Organizer, JAIS Theory Development Workshop, Fort Worth, TX (2015)

Co-Organizer, JAIS Theory Development Workshop, Auckland, New Zealand (2014)

Co-Organizer, JAIS Theory Development Workshop, Milan, Italy (2013)

Volunteer, Americas Conference on Information Systems (AMCIS), Seattle, Washington (2012)

Community & Committees

Chair, AOL Committee, University of Maine (2021 - present)

Treasurer, AIS Special Interest Group (SIG) GTM (2021 - present)

Member, Promotion and Tenure Committee, University of Maine (2022 – present)

Member, Ad Hoc Research Excellence Committee (2023)

Chair, Finance Lecturer Hiring committee, University of Maine (2021)

Technological Agility Lead, AOL Committee, University of Maine (2020)

Member, Ad Hoc Graduate Committee, University of Maine (2020-2021)

Member, Technology Committee, University of Maine (2019 – present)

Member, Graduate Tenure-Track Position Hiring committee, University of Maine (2019)

Chair, Doctoral Service Award Committee, Association for Information Systems (AIS) (2016-2018)

Member, College of Business Awards Committee, Utah State University (Spring, 2018)

Member, Lecture Hiring Committee, Utah State University (Spring, 2018)

Member, Tenure-Track Hiring Committee, Utah State University (Fall, 2016)

Member, Huntsman Hall Task Force, Utah State University (Spring, 2016)

Member, Tenure-Track Hiring Committee, Utah State University (Spring, 2016)

Member, Lecture Position Hiring Committee, Utah State University (Fall, 2015)

Student Athlete Mentor, Utah State University (2015-2016)

Member, Graduate Studies Committee, Washington State University (2013-2014)

Volunteer, Business Plan Competition, Washington State University (2012-2013)

Reviewing

Communications of the AIS (CAIS)

MIS Quarterly (MISQ), Ad-Hoc Reviewer

Information Systems Research (ISR), Ad-Hoc Reviewer

Journal of the Association for Information Systems (JAIS), Ad-Hoc Reviewer

Organization Science (Org Sci), Ad-Hoc Reviewer

Information Systems Journal (ISJ), Ad-Hoc Reviewer

Information and Management, Ad-Hoc Reviewer

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Journal of Strategic Information Systems, Ad-Hoc Reviewer
Information Technology & People (IT & P), Ad-Hoc Reviewer
Information Systems Frontiers, Ad-Hoc Reviewer
Journal of Information Technology Case and Application Research (JITCAR), Ad-Hoc Reviewer
International Conference on Information Systems (ICIS) 2013-2020 Reviewer
Hawaii International Conference on System Sciences (HICSS) 2015-2017, 2021 Reviewer
European Conference on Information Systems (ECIS) 2014, 2015, Reviewer
American Conference on Information Systems (AMCIS), 2021, Reviewer
SIGMIS 2013 Conference, Ad-Hoc Reviewer
SIGHCI 2020 Conference, Ad-Hoc Reviewer
Academy of Management, Entrepreneurship Division 2012, Reviewer

Funding

Submitted Grant Proposals

National Science Foundation – Future of Manufacturing. Submitted proposal: Revolutionizing Metal Casting through Convergent Research for a Sustainable Future (RECAST)" (3,000,000). Role: Senior Personnel (SP) (April 2024).

Memberships:

Association for Information Systems (AIS)

Skills and Certificates

Excel Certified (Associate and Expert Levels)
SQL (Expert)
Mendix (Certified Rapid Application Developer)
HTML and web development, R, Python, Linux, Microsoft Project, Access
Online Teacher Certification (Utah State University)
Excellence in Online Teaching certificate (Washington State University)

Awards and Honors

Carol B. Gilmore Memorial Service Award (2024) – University of Maine – Maine Business School
Extraordinary Service Award (2023), SIG GTM
Research Grant, Maine Business School, University of Maine (2019), \$5,000
Online Course Development Grant, Maine Business School, University of Maine (2019), \$1,000
International Academic Conference on Business, 2nd Place Conference Paper (2017)
Best Dissertation Nomination, International Conference on Information Systems (ICIS) (2016)
Association for Information Systems (AIS) Doctoral Service Award (2015)
Graduate and Professional Students Travel Award (2013)

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Rod and Janet Church Scholarship, WSU College of Business (2011)

Professional Experience

Owner – consulting and contracting firm specializing in enterprise software development projects.

Owner – tax preparation firm specializing in real estate partnerships and 1031 exchanges.

Founder – parenting system developed from initial concept through website design.