

# 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

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## 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

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).

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.

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- 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*.
- 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.

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## Curriculum Vitae

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 2<sup>nd</sup> 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*.

**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*.

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## Papers Under Review and in Development

**Beaulieu, T.**, Sarker, S., Sarker, S. "Explaining Contribution Decision in Rewards Crowdfunding: A Theoretical Model and its Validation." Under 1<sup>st</sup> round revision, *Journal of Strategic Information Systems*.

**Beaulieu, T.**, Sarker, S., Sarker, S. "Analyzing the Performative Nature of Online Communication: A Discursive Perspective." Under 2nd round revision at *Information Systems Research*.

Mills, R., Fyfe, E., **Beaulieu, T.**, Mills, M. "Are you Inspired or Overwhelmed? The Benefits of Teachers Setting Challenging Expectations." Under 1<sup>st</sup> round review, *Instructional Science*.

Jones, N., **Beaulieu, T.**, Miles, P. "The digital imperative to business survival in rural areas: Overcoming what you don't know that you don't know."

"Understanding Expectations in Crowdfunding: An Expectancy Theory Perspective" (working title). Theoretical framing and literature review completed; preparing to collect data.

"I vote green: Exploring the negotiation strategies of crowds" (working title). Preliminary data collection, conceptual framing.

## Teaching Experience

### University of Maine

*BIS 105: Excel Fundamentals for Business Analytics* (Online)

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

*BIS 305: Excel Expert for Business Analytics* (Online)

*BIS 364: Business Process Configuration* (In-Person)

*BIS 468: Electronic Commerce* (In-Person)

### 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)

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## Service

### Journals & Conferences

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

**Conference Committee, Panel Co-Chair**, Americas Conference on Information Systems (AMCIS), Salt Lake City, Utah (2020)

**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)

**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)

**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)

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## 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

*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

## 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

2019 Research Grant, Maine Business School, University of Maine, \$5,000

2019 Online Course Development Grant, Maine Business School, University of Maine, \$1,000

International Academic Conference on Business, 2<sup>nd</sup> 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

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

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## **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.