

# Rui Z. Sundrup

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## ❖ ACADEMIC QUALIFICATIONS

- 2019-present Assistant Professor, Computer Information Systems, College of Business, University of Louisville, Louisville, KY
- 2014-2019 PhD Lindner College of Business, University of Cincinnati, Cincinnati, OH  
Concentration: Information Systems (GPA: 3.93/4.0)  
Dissertation: Extending IT Identity to Social Behavior and Identity Change: Evidence from Wearable Fitness-IT Use  
Committee: Dr. Jaime Windeler (Co-Chair), Dr. Craig Froehle (Co-Chair), Dr. Michelle Carter, Dr. Heather Vough
- 2013-2014 PhD coursework at Fox College of Business, Temple University, Philadelphia, PA  
Concentration: Information Systems (GPA: 3.9/4.0)
- 2010-2013 MS College of Business, Morehead State University, Morehead, KY  
Major: Management Information Systems (GPA: 4.0/4.0) (Magna Cum Laude)
- 2002-2006 BS Jilin University, Changchun, Jilin, China  
Major: International Economics (GPA: 3.4/4.0)  
Minor: Business English

## ❖ RESEARCH

### Peer-reviewed Publications

[12] Windeler, J., Chudoba, K., & Sundrup, R. (2017). Getting Away from Them All: Managing Exhaustion from Social Interaction with Telework. *Journal of Organizational Behavior*, 38(7): 977-995. (5-year impact factor: 4.85)

### Peer-reviewed Conference Proceedings and Presentations

[11] Sundrup, R., Windeler, J., & Froehle, C. (2019). The Social Implications of Wearable Information Technologies: Extending IT Identity Theory. In Proceedings of the 2019 ACM SIGMIS Computers and People Research (CPR) Conference, Nashville, Tennessee, USA

[10] Sundrup, R., Windeler, J., & Froehle, C. (2017). Evaluating Effects of Information Incongruence and Gender on Online Review Helpfulness. In Proceedings of the 23rd Americas Conference on Information Systems, August 10-12, 2017, Boston, Massachusetts, USA.

[09] Windeler, J., Chudoba, K., & Zhang, R. (2015). Should I Stay or Should I Go? Reducing Exhaustion from Social Interaction. In Proceedings of the 2015 Academy of Management Meeting, August 7-11, 2015, Vancouver, BC, Canada.

[08] Zhang, R., Windeler, J., & Froehle, C. (2015). Determinants of Helpfulness in Online Reviews: An Examination of Credence Services. Accepted at the *Frontiers in Service Conference*, San Jose, California.

[07] Kim, E., & Zhang, R. (2014). Mediating Role of Initial Trust on the Relationship between Website Quality and Purchase Intention. In Proceeding of the 17th Southern Association for Information Systems (SAIS) Conference, March 21-22, 2012, Macon, Georgia, USA.

[06] Kim, E., Zhang, R., & Slone, K.L. (2012). Initial Trust: Three-Factor Model Vs. Two-Factor Model. In Proceedings of the 18th Americas Conference on Information Systems, August 9-11, 2012, Seattle, Washington, USA.

[05] Kim, E., Zhang, R., & Slone, K.L. (2012). Analysis of Propensity to Trust (PTT) in the Context of Business-to-customer (B2C) Ecommerce. In Proceedings of the 15th Southern Association for Information Systems (SAIS) Conference, March 23-24, 2012, Atlanta, Georgia, USA, 154-159.

### Manuscripts in Preparation

[04] Sundrup, R., Daniel, S., Windeler, J., & Chen, L. (In progress). Living Where They Work: How Minority Status Moderates Embeddedness on Turnover Intentions. Status: Working on the revision and submitting to a leading management journal

[03] Sundrup, R., Windeler, J., & Froehle, C. (Under Review). Evaluating Effects of Information Incongruence and Gender on Online Review Helpfulness. Under Review at Decision Sciences.

[02] Sundrup, R., Windeler, J., & Froehle, C. (In progress). Extending IT Identity in A Social Environment: Implications for User Well-being. Dissertation in progress. Targeting at *MIS Quarterly*. Status: Data analysis underway

[01] Sundrup, R., Windeler, J., & Froehle, C. (In progress). Interacting with Fitness Information Technology: A Cross-cultural Research Framework. Dissertation in progress. Targeting at *Information Systems Research*. Status: Data collection underway

### ❖ TEACHING

Semester	Course Title	Enrolled	Overall Evaluation (8.0 scale)
As an Independent Instructor			
Spring 2018	Web Development with .NET	30	7.3/8
Fall 2017	Web Development with .NET	29	7.4/8

Summer 2016	Web Development with .NET	20	7.7/8
Fall 2015	Web Development with .NET	32	6.8/8

Semester	Course Title	Enrolled
Co-teaching or As a lab instructor		
Spring 2017	Data Mining for Business Intelligence (Graduate/MBA)	105
Spring 2017	Data Warehousing and Business Intelligence (Graduate/MBA)	116
Spring 2016	Advanced Business Intelligence (Graduate/MBA)	98
Spring 2016	Business Intelligence (Graduate/MBA)	106

### Teaching Honors

2018 Dean's List of Teaching Excellence, Carl H. Lindner College of Business, University of Cincinnati  
 2017 Dean's List of Teaching Excellence, Carl H. Lindner College of Business, University of Cincinnati  
 2016 Dean's List of Teaching Excellence, Carl H. Lindner College of Business, University of Cincinnati

### Teaching Assistant Experience

Extensive experience in more than 20 undergraduate, graduate, and MBA classes, ranging from IS core courses to statistics, business analytics, and programming. Examples include:

Semester	Course Title
Spring 2017	IS7034 Data Warehousing and Business Intelligence (Graduate/ MBA) IS7036 Data Mining for Business Intelligence (Graduate)
Fall 2016	IS7012 Web Development with .NET (Graduate)
Spring 2016	IS7034 Advanced Business Intelligence (Graduate/MBA) IS7036 Business Intelligence and Big Data Analytics (Graduate/MBA)
Spring 2015	BANA 7038 Advanced Statistical Methods (Graduate) BANA 7041 Statistical Modeling (Graduate)
Fall 2014	BANA 7038 Advanced Statistical Methods (Graduate) BANA 7042 Statistical Computing (Graduate)

### ❖ HONORS AND AWARDS

- College of Business Outstanding Doctoral Student Research Award, 2019 University of Cincinnati
- Graduate Student Fellows Award, 2018-2019 (This is a highly competitive award given to five doctoral students at the University of Cincinnati. It comes with mentoring support and additional up to four years financial support)
- OBAIS Department Graduate Student Teaching Award, 2018-2019 University of Cincinnati

- Research Assistantship, 2014-2018 University of Cincinnati
- 8th Temple University Young Scholars Forum Grant (with Yili (Kevin) Hong, Angelika Dimoka, and Paul Pavlou), 2014 Temple University
- Research Assistantship, 2013-2014 Temple University
- Graduate Assistantship, 2010-2012 Morehead State University
- College Scholarship (Merit-based), 2003-2006, Jilin University

## ❖ EXPERIENCE

### Academic Experience

2014-present	University of Cincinnati, Graduate Assistant/Instructor OBAIS Department, Carl H. Lindner College of Business
2013-2014	Temple University, Research Assistant MIS Department, Fox College of Business
2010-2013	Morehead State University, Graduate Assistant MSIS Department, College of Business
2002-2006	Jilin University, Lab Technician/ Student Worker Economics Department

### Industry Experience

2011	University of Kentucky Regional Extension Center, Project Management Administration (Internship), Lexington, KY
2007-2010	IBM, Integrated Supply Chain, Business Partner Relationship Representative, Beijing, China Customer Fulfillment Representative, Beijing, China
2006-2007	IBM, Software Engineering, Team Assistant, Beijing, China
2006	Toyota, Administration, Beijing, China

## ❖ SKILLS

- Programming Language: C, C#, CSS, HTML, JAVA, JavaScript, Python
- Software: SAP, SPSS Modeler, SQL, Visual Studio
- Statistics Tools: AMOS, LISREL, R, SPSS, SmartPLS, STATA, SAS, etc.

## ❖ SERVICE

### Reviewer Service

- European Journal of Information Systems (2019)
- Pacific Asia Conference on Information Systems (2019)

- European Conference on Information Systems (2019)
- International Conference on Information Systems (2014-2019)
- The Americas Conference on Information Systems (2014-2019)
- Academy of Management Annual Meeting (2015-2016)

### **Conference Service**

- Americas Conference on Information Systems Session Chair– Stakeholders in Open Source Software (2018)
- Americas Conference on Information Systems Session Chair – Social Media and Behavior in eBusiness (2017)
- International Conference on Information Systems (ICIS), Volunteer (2015-2016)

### **Leadership**

- Graduate Student Governance Association, Carl H. Lindner College of Business, University of Cincinnati, Treasurer (2015-2016)
- Graduate Student Governance Association, Carl H. Lindner College of Business, University of Cincinnati, President (2016-2017)

## **❖ PROFESSIONAL DEVELOPMENT**

### **Conferences**

- 2019 Americas Conference on Information Systems (AMCIS), AIS, Cancun, Mexico
- 2019 Pacific Asia Conference on Information Systems (PACIS), AIS, Xi'an, China
- 2019 ACM SIGMIS Computers and People Research, ACM, Nashville, TN
- 2018 International Conference on Information Systems (ICIS), AIS, San Francisco, CA
- 2018 Americas Conference on Information Systems (AMCIS), AIS, New Orleans, LA
- 2018 Analytics Summit 2018, University of Cincinnati, Cincinnati, OH
- 2017 Americas Conference on Information Systems (AMCIS), AIS, Boston, MA
- 2017 SIG System Analysis and Design Symposium (SIGSAND), AIS, Cincinnati, OH
- 2017 Analytics Summit 2017, University of Cincinnati, Cincinnati, OH
- 2016 International Conference on Information Systems (ICIS), AIS, Dublin, Ireland
- 2015 International Conference on Information Systems (ICIS), AIS, Fort Worth, TX
- 2015 Academy of Management Meeting (AoM), AOM, Vancouver, Canada
- 2014 Annual Conference of the Southern Association for Information Systems (SAIS), AIS, Macon, GA
- 2012 Americas Conference on Information Systems (AMCIS), AIS, Seattle, WA
- 2012 Annual Conference of the Southern Association for Information Systems (SAIS), AIS, Atlanta, GA

### **Doctoral Consortium**

- 2019 Pacific Asia Conference on Information Systems (PACIS)
- 2018 24th Americas Conference on Information Systems (AMCIS) Senior-stage
- 2017 23rd Americas Conference on Information Systems (AMCIS) Mid-stage

### **Workshops**

- Machine Learning Day, University of Cincinnati, Cincinnati, OH, 2018

- GitHub Workshop, University of Cincinnati, Cincinnati, OH, 2018
- Python Workshop, University of Cincinnati, Cincinnati, OH, 2018
- Analytics for Social Good Day, University of Cincinnati, Cincinnati, OH, 2017
- Teaching Seminar Series: Translating Pedagogy to Teaching Excellence, University of Cincinnati, 2017
- Data Science Symposium, Center for Business Analytics, University of Cincinnati, OH, 2016
- Cognitive Research Workshop, International Conference on Information Systems, Dallas, TX, 2015
- Effective Classroom Management Workshop, University of Cincinnati, Cincinnati, OH, 2015
- Text Mining and Big Data Workshop, University of Cincinnati, Cincinnati, OH, 2015
- Advanced Topics in Statistical Methods, Temple University, Philadelphia, PA, 2014

## ❖ PROFESSIONAL AFFILIATIONS

- Member, Association for Information Systems
- Member, Association for Computing Machinery
- Member, Academy of Management

## ❖ REFERENCES

Dr. Jaime Windeler  
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 Department of Operations, Business Analytics and Information Systems  
 Carl H. Lindner College of Business  
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