Brandon Phillips

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Curriculum Vitae

1001 Leaderhip Place
Killeen, TX 76549

EDUCATION

Ph.D.	December, 2014	**University of North Texas** –Denton, TX Business Administration Emphasis: Business Computer Information Systems
M.S	December, 2011	**University of Nevada** – Las Vegas, NV Emphasis: Management Information Systems
B.S.	May, 2010	**Southwestern Oklahoma State University** – Weatherford, OK Emphasis: Information Systems

PROFESSIONAL EXPERIENCE

- Assistant Professor, Southwestern Oklahoma State University, Weatherford, OK (2014-2015)
- Instructor/Research Assistant, University of North Texas, Denton, TX (2012-2014)
- Systems Analyst, Caesars Entertainment, Las Vegas, NV (2012-2012)
- IT Manager, Pediatric Group, Harlingen, TX (2008-2010)
- Database Manager, TICA, Harlingen, TX (2007-2008)
- IT Manager, Sierra Air Conditioning, Las Vegas, NV (2005-2006)
- Search Engine Optimization Tech, First Place Internet Advertising, Las Vegas, NV (2004-2005)

SKILLS

- Programming languages: Visual Basic, C#, C+, PHP, Java, Python, R
- Certified SAS Predictive Modeler using Enterprise Miner
- Network Security, Health Information Management
- Experience using HPC (High Performance Computing) to analyze big data
- Cognos Services 7 and Series 8, 10, Cube building, Teradata utilities, Cognos scripting, JMP Data Visualization, Drupal, Content Management Systems, Linux, Solaris, SAP, SAS, SPSS, SharePoint.
- OLAP Cubes, RDMS, ETL, Tableau, SAS, SPSS, MINITAB
- Grant Proposal Writing for the NIH
- Experience with SQL, NoSQL, TSQL,

RESEARCH INTERESTS

- Information quality in social media
- Data Visualization and Analytics
- Security
- Health Information Management
- Human Computer Interaction
- Mobile Computing & App development

TEACHING INTERESTS

- Business Intelligence and Visualization
- Data Warehousing
- Data Analytics
- Database Management Systems
- E-Commerce
- Networking
- Introduction to MIS
- Human Computer Interaction
- Security

RESEARCH & PUBLICATIONS

Manuscripts in Print

Phillips, Brandon, Victor R. Prybutok, and Daniel A. Peak. "Decision Confidence, Information Usefulness, and Information Seeking Intention in the Presence of Disconfirming Information." *Informing Science: the International Journal of an Emerging Transdiscipline* 17 (2014).

Kyle Phillips, Brandon, Victor Prybutok, and Daniel Peak. "Determinants of task performance in a visual decision-making process." *Journal of Decision Systems* 23.4 (2014): 373-387.

Phillips, Brandon K., and Daniel A. Peak. "An Interview with Michael Holcomb, Manager of Enterprise Database and Intelligence Reporting at Caesars Entertainment Corporation." *Journal of Information Technology Case and Application Research* 17.1 (2015): 56-60.

Manuscripts in Process

Phillips, Brandon, Peak, Daniel, Prybutok, Victor "A Data Visualization Task Performance Model"
Status: In preparation to send to Decision Support Systems

Phillips, Brandon, Peak, Daniel, Prybutok, Victor "A SNS Quality Model: Combining E-Service Quality and WebQual"
Status: Submitted to Information Systems Research

Phillips, Brandon, Kim, Dan "Users Security Perceptions and Antecedents to Security Intention"
Status: In preparation to submit to Decision Support Systems

Peer-Reviewed Conference Proceedings

Phillips, B. K., Ryan, S., Harden, G., Guynes, C. S., & Windsor, J. (2013, May). "Motivating students to acquire Mainframe skills." Presentation at *the 2013 annual conference on Computers and people research* (pp. 73-78). ACM.

Johnson, V., Torres, R., **Phillips, B.**, Rahnamaee, A. (2013). "Continued Usage of Location-Based Services: Privacy Risk Impact on Motivation and Adoption." *Presentation at the 2013 Annual Security Conference.*

Moseley, W., London, J., Campbell, B., **Phillips, B.**, & Hill, A. (2009, October). "A Low-Cost Approach to an Interactive Wall for the Tom P. Stafford Air and Space Museum." In *World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education* (Vol. 2009, No. 1, pp. 1373-1373).

Phillips, B., Peak, D., Prybutok, V. (2013 November). "Determinants of Task Performance Success in a Visual Aided Decision Making Process. Presentation at the 43th Annual Meeting of the Decision Sciences Institute, MD, Nov. 16-Nov. 19, 2013

Torres, Russell, Johnson, Vess, **Phillips, Brandon**, Rahnamaee, Arash. Location Based Services: "A Multi-Entity Trust View." Presentation at the 45th Annual Meeting of the Southwest Decision Sciences Institute, Dallas, TX Mar 11-Mar. 15, 2014

Phillips, Brandon. "Decision Making: A study of task performance in a visual and non-visual decision making process." Presentation at the 45th Annual Meeting of the Southwest Decision Sciences Institute, Dallas, TX Mar 11-Mar. 15, 2014

Phillips, Brandon. "Users Security Perceptions and Antecedents to Security Intention." Presentation at the 46th Annual Meeting of the Southwest Decision Science Institute, Houston, TX Mar. 11-Mar, 15, 2015

Phillips, Brandon, Peak, Daniel, Prybutok, Victor."A New SNS Quality Model that Combines E-Service and Webqual" Presentation at the 44th Annual Meeting of the Decision Sciences Institute, FL, Nov. 16- Nov. 19, 2014

TEACHING EXPERIENCE

<u>Southwestern Oklahoma State University</u>

- **COMSC 1033 Computer Science 1**
  This course is an introductory programming course using the Java language. It covers an overview of the Java Virtual Machine. This course focuses on algorithm design, problem-solving strategies and program design. Topics covered include variables, types, expressions and control structures. Additional topics are standard input/output; file input/output; file streams; single and multi-dimensional arrays; searching; sorting; and recursion and its relation to iteration. This course also introduces object- oriented programming concepts such as classes and objects; syntax of class definitions; methods and parameter passing.

- **ENTRP 3825 Quantitative Methods in Business**
  This course addresses the component of quantitative skills needed in all areas of business. These skills include mathematical, statistical, forecasting and operations research. Computer utilization is used in analyzing and solving business related problems

- **COMSC 1022 Computers & Information Access**
  Introduction to computers, computer software, and the use of computers to access information for general

education students. Includes an introduction to computer hardware, microcomputer operating systems, and computer applications, including word processing, spreadsheets, PowerPoint, e-mail, and database

- **COMSC 4513 Knowledge Management**
  This course starts with an analysis of information support systems that serve the management at all levels in the decision-making process. The decision-support system information is derived from various models and databases within the organization and/or outside the organization. Theoretical concepts related to artificial intelligence (AI) are studied. A study of various commercially available expert systems will be undertaken in the context of decision support systems test cases

- **COMSC 1053 Computer Science 2**
  This course is a continuation of Computer Science I. Object-oriented programming concepts such as class inheritance, encapsulation and polymorphism are covered using the Java language. Topics covered using Java include abstract classes; interfaces; GUI programming; event-driven programming; data abstraction through use of classic data structures list, stack and queue; and object oriented thinking and design. Emphasis will be on program design, modularity, debugging, and documentation

- **ENTRP 4013 Seminar in Business Intelligence**
  Current issues in the utilization of business intelligence (BI) in business, government, academia and innovation. Topics include the concepts, methodologies and tools to efficiently and effectively implement business intelligence endeavors. Emphasis is placed on current direction of BI as it is relevant to projects underway in business, government and academia across all levels of their value chains. A semester project in the area of BI relevant to a functional area of business is an important component of this course.

<u>University of North Texas</u>

- **BCIS 3610 Basic Information Systems**
  Overview: Theory, capabilities, applications, benefits, liabilities and economics of business computer information systems. Using the computer to solve business problems. Management information systems and computer-based decision support emphasized. Use of standard support application packages.

- **BCIS 3615 Visual Display of Business Information**
  Overview: Explores the use of visual display techniques and tools in the creation of electronic business documents and presentations. Stresses development of good written and oral presentation skills, as well as familiarity with a wide range of multimedia tools.

Select Student Comments

- The instructor did an excellent job; he was extremely helpful and thorough throughout the course.
- Great job UNT for appointing an instructor who was able to take a subject that wasn't the most exciting and highlight its importance and value.
- Mr. Phillips is thorough, helpful, and patient to students.

Student Evaluations

University of North Texas				Overall Teaching Evaluation*	Departmental Median	College of Business Median	Mean Score of Instructor (1 = lowest, 4 = highest)**
	Course	# of students	Description				
Spring 2013	BCIS 3615	30	Visual Display of Business Information	804	803	198	3.47
Fall 2013	BCIS 3615	27	Visual Display of Business Information	802	802	799	3.46
Summer 2013	BCIS 3610	42	Basic Information Systems	803	801	799	3.67

PROFESSIONAL CERTIFICATIONS

2015 – Predictive Modeler Enterprise Miner 7
2005 – A+

ACADEMIC ACTIVITIES

2015-Served on Faculty Search Committee (Southwestern Oklahoma State University)

REVIEWER ACTIVITIES

2013-America's Conference on Information Systems
2015-Southwest Decision Sciences Annual Meeting
2015 - Decision Sciences
2014-2015-Industry Editor of Journal of Information Technology Case and Application Research

PROFESSIONAL MEMBERSHIPS

The Association for Information Systems
Member of the Association of Information Technology Professionals (AITP)
Member of the Future Business Leaders of America (FBLA)
Member of the University of Nevada MIS Society for 2 Years
Member of the Decision Sciences Institute
Member of the Southwest Decision Sciences Institute

RECOGNITION, SCHOLARSHIPS AND AWARDS

2014 – Best Paper Award at Southwest Decision Sciences Institute

2014 - Research award to purchase eye tracking technology to investigate use of data visualizations

2012-2014 Academic Achievement Scholarship, University of North Texas

2012 - Star Performer Award from Caesars Entertainment for Managing Cognos

2012 - Award from Caesars Entertainment for work on new property deployment

2010-2011 - Graduate Assistantship, University of Nevada Las Vegas,

2009 - 1st Place in Computer Concepts at FBLA Oklahoma State conference

2009 - 1st Place in Help Desk Support at FBLA Oklahoma State conference

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REFERENCES

Dr. Daniel Peak
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Dr. Victor Prybutok
University of North Texas
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