

**Dr. Rodger Morrison**  
Associate Professor of Information Systems  
Director of Communications, Sorrell College of Business

---

Troy University, Sorrell College of Business

Mailing Address: Dr. Morrison  
136 Catoma Street, Suite 215  
Montgomery, AL 36103-4419

Phone: 334- 241-5431 (office)  
Fax: 334-241-9734 (fax)

eMail: rmorrison@troy.edu

---

## Education

- 2008 Auburn University  
Ph.D. – Management (*Management of Information, Technology, and Innovation, GPA 3.7*)  
Dissertation Committee: Dr. Casey Cegielski (Chair), Dr. Houston Carr, Dr. R. Kelly Rainer
- 2010 Troy University  
Master of Science in Human Resource Management (*GPA 3.95*)
- 2004 Troy University  
Master of Business Administration (*Research Concentration, GPA 4.0*)
- 1999 Troy University  
Bachelor of Science (*Resources Management, Cum Laude, GPA 3.8*)
- 1992 Community College of the Air Force  
Associate in Applied Science (*Avionics Systems Technology, No GPA*)
- 

## Peer reviewed publications

- Morrison, R.**, Cegielski, C., Rainer, R. K., (2012). Trust, Avatars, and Electronic Communications: Implications for E-Learning. *Journal of Computer Information Systems*. 53(1); ISSN 0887-4417.
- Morrison, R.** (2012). Editorial: Should Society Trust Researchers to Develop Standards of Ethics in Areas of Rapid Innovation? *Advances in Management*. 5(8); ISSN 0974-2611; p.5.
- Morrison, R.** (2012) *Revising Author/Editor*, Test bank to accompany: *Information Systems for Managers: Texts and Contexts*, Gabriel Piccoli (Author), 2ed, John Wiley & Sons, 2012.
- Morrison, R.** (2012). Good Knowledge Management System, Bad Shared Knowledge: What happens to trust when experts share erroneous knowledge with novice KMS users. *Advances in Management*. 5(1); ISSN 0974-2611; p9.
- Morrison, R.** (2011). A New Method of Identifying Archetypal Symbols and their Associated Meanings. *European Journal of Social Sciences*. 27(1); ISSN 1450-216X; p278.
- Morrison, V. & **Morrison, R.**, (2011). An Anchor for Management Students: The value of Drucker's contribution (Book Review). *International Journal of Business, Humanities, and Technology*. 1(3); ISSN 2162-1357 (Print), ISSN 2162-1381 (Online).
- Gaines, C., Hoover, D., Foxx, W., Matuszek, T., & **Morrison, R.**, (2011). Information Systems as a Strategic Partner in Organizational Performance. *AABRI Journal of Management and Marketing Research*. 10(1). ISSN: 1941-3408.
- Morrison, R.** (2011). Editorial: Researching the New Strategy Paradigm. *Advances in Management*. 4(3); ISSN 0974-2611; p5 .
- Morrison, R.**, Matuszek, T., & Self, D. (2010). Preparing a Replication or Update Study in the Business

- Disciplines. *European Journal of Scientific Research*. 47(2); ISSN 1450-216X; p278.
- Morrison, R.** (2010). A Comparison of Online versus Traditional Student End-of-Course Critiques in Resident Courses. *Assessment and Evaluation in Higher Education*. 1(15); ISSN 0260-2938.
- Morrison, R.** (2009). Empathy from Avatars: Propositions for improving trust development in pseudo-social relationships with avatars. *European Journal of Social Sciences*. 12(2); p299.
- Morrison, R.** (2008). An Examination of the Relationship Between Culturally Recognized Symbols as Avatars and Trust in Computer-Mediated Communication Environments. *Dissertation Abstracts International*, DAI 70(02B), December 2008. Proquest ID: 1686172961. (ISBN: 978-1-109-04248-1; 181 pages.)
- Schraeder, M., Matuszek, T., **Morrison, R.**, & Self, D. (2008). Enhancing Development and Planning Efforts: Benefits of Leveraging Technology. *Business Strategy Series*. 9(4); p185.
- Siegel, P., Schraeder, M., **Morrison, R.** (2008). A Taxonomy of Equity Factors. *Journal of Applied Social Psychology*. 38(1); p61.
- Morrison, R.** (2007). Multi-Factor Identification and Authentication. *Information Systems Management*. 24(4); p331.
- Morrison, R.**, & Locket, K. (2007). A Disaster in the Making: How Failure to Plan Became a Plan to Fail. In H. Carr, C. Snyder, & B. Bailey. *Defense in Depth: The Management of Network Security*. Anderson, SC: Tavenner Publishing company. (ISBN 978-1-886-85538-0).
- Schraeder, M., Swamidass, P. **Morrison, R.** (2006). Employee Involvement, Attitudes and Reactions to Technology Changes. *Journal of Leadership & Organizational Studies*. 12(3); p85.
- Schraeder, M., & **Morrison, R.** (2005). Commander's evaluation in the context of business decision-making: a multi-perspective approach. *Development and Learning in Organizations: An International Journal*. 19(4); p14.
- 

## Books

- Morrison, R.** (2009). *Human-to-Machine Interaction: Historical and contemporary applications of a proposed general model with comparisons to the Human Interpersonal Communications model*. Saarbrücken: VDM Verlag. (ISBN 978-3-639-19588-0, 132 pages).
- Morrison, R.** (2009). *Archetypal Symbols, Avatars, and Trust: Effects of culturally recognized symbols as avatars on participant trust in online environments*. Saarbrücken: VDM Verlag. (ISBN 978-3-639-19300-8, 167pages).
- Morrison, R.** (2003). *The My Dearest Letters*. Snowflake, AZ: Cedar Hills Publishing. (ISBN 1-932373-29-2, 153 pages).
- 

## Electronic proceedings

- Kim, H., **Morrison, R.**, Yang, K. H., & Park, J., (2012) Improving Supply Chain Collaboration with RFID: A case study of GLOVIS-America. *Pan-Pacific Business Association Conference*, Kaikou, Hainan Island, China. May, 2012.
- Kim, H., **Morrison, R.**, Park, J., & Woo, K. (2011) Using RFID for Inventory Management in Automobile Companies. *Pan-Pacific Business Association Conference*, Daejon, Korea. May, 2011.
- Gaines, C., Hoover, D., Foxx, W., Matuszek, T., & **Morrison, R.** (2010). What Every Strategist Needs to Know about the new Strategy Paradigm: Changing Assumptions, Trends, and Responsibilities. (Abstract). *Academy of Business Disciplines 2010 Annual Conference*, Fort Myers Beach, FL. November, 2010.
- Morrison, R.**, Cegielski, C., Rainer, K., & Carr, H. (2010). Trusting Archetypal Symbols as Avatars in Online Communication Environments. *Troy Business Research Symposium – Electronic Proceedings*, Troy University Sorrell College of Business. Montgomery, AL. February 2010.
- Morrison, R.** (2008). A Comparison of Online versus Traditional End-of-Course Critiques in Resident Courses. *Southern Management Association Annual Conference – Electronic Proceedings*. Saint Pete Beach, FL. October, 2008.
- Morrison, R.** (2008). Will Mistrust be Directed at the System Rather Than the Expert When Erroneous Knowledge is Shared?: Conclusions From a Literature Review. *Southern Association of Information*

*Systems (SAIS) Conference – Electronic Proceedings*, Virginia Military Institute, Richmond, VA. March, 2008.

- Schraeder, M., Becton, J. B., Matuszek, T., **Morrison, R.**, & Self, D. (2008). Prognosticating the Learning Organization of the Future: A Discipline Based Review. *Troy Business Research Symposium – Electronic Proceedings*. Troy University Sorrell College of Business. Destin, FL. February 2008.
- Morrison, R.** (2008). A Comparison of Online Versus Traditional Student End-Of-Course Critiques in Resident Courses. *Troy Business Research Symposium – Electronic Proceedings*. Troy University Sorrell College of Business, Destin FL. February, 2007. (*NOTE: Troy University commissioned this study, only preliminary results were presented*).
- Dixon, T. & **Morrison, R.**, (2005). The Development of QSurve: Using Technology for Student Faculty Assessment. *Teaching in Higher Education (THE) Forum – Electronic Proceedings*. Louisiana State University. April, 2005.
- 

## Papers presented

- Kim, H., **Morrison, R.**, Yang, K. H., & Park, J., (2012) Improving Supply Chain Collaboration with RFID: A case study of GLOVIS-America. *Pan-Pacific Business Association Conference*, Kaikou, Hainan Island, China. May, 2012.
- Kim, H., **Morrison, R.**, Park, J., & Woo, K. (2011) Using RFID for Inventory Management in Automobile Companies. *Pan-Pacific Business Association Conference, Daejon, Korea*. May, 2011.
- Gaines, C., Hoover, D., Foxx, W., Matuszek, T., & **Morrison, R.** (2010). What Every Strategist Needs to Know about the new Strategy Paradigm: Changing Assumptions, Trends, and Responsibilities. *Academy of Business Disciplines 2010 Annual Conference, Fort Myers Beach, FL*. November, 2010.
- Morrison, R.**, Cegielski, C., Rainer, K., & Carr, H. (2010). Trusting Archetypal Symbols as Avatars in Online Communication Environments. *Troy Business Research Symposium*, Troy University Sorrell College of Business. Montgomery, AL. February 2010.
- Morrison, R.**, Matuszek, T., & Self, D. (2009). Preparing a Replication or Update Study in the Business Disciplines. *Troy Business Research Symposium*, Troy University Sorrell College of Business. Dothan, AL. April 2009.
- Morrison, R.** (2008). A Comparison of Online versus Traditional End-of-Course Critiques in Resident Courses. *Southern Management Association Annual Conference*. Saint Pete Beach, FL. October, 2008.
- Morrison, R.** (2008). Will Mistrust be Directed at the System Rather Than the Expert When Erroneous Knowledge is Shared?: Conclusions From a Literature Review. *Southern Association of Information Systems (SAIS) Conference*, Virginia Military Institute, Richmond, VA. March, 2008.
- Schraeder, M., Becton, J. B., Matuszek, T., **Morrison, R.**, & Self, D. (2008). Prognosticating the Learning Organization of the Future: A Discipline Based Review. *Troy Business Research Symposium*. Troy University Sorrell College of Business. Destin, FL. February 2008.
- Morrison, R.** (2008). A Comparison of Online Versus Traditional Student End-Of-Course Critiques in Resident Courses. *Troy Business Research Symposium*. Troy University Sorrell College of Business, Destin FL. February, 2007. (*NOTE: Troy University commissioned this study, only preliminary results were presented*).
- Morrison, R.** (2006). QSurve: A Survey Administration Tool for Research & Testing. *Troy Business Research Symposium*. Troy University Sorrell College of Business. Destin, FL. February 2006.
- Dixon, T. & **Morrison, R.**, (2005). The Development of QSurve: Using Technology for Student Faculty Assessment. *Teaching in Higher Education (THE) Forum*. Louisiana State University. April, 2005.
- 

## Courses taught

### Graduate

- BUS5505 Fundamentals of Management (*Last taught Summer, 2010*)  
IS 6625 Specialized Study in the Area of Information Systems (*Last taught Fall, 2011*)

IS 6626	Independent Research in the Area of Information Systems ( <i>Last taught Fall, 2011</i> )
IS 6627	Independent Research in the Area of Information Systems ( <i>Last taught Fall, 2011</i> )
IS 6674	Information Systems Management ( <i>Last taught Fall, 2010</i> )
IS 6679	Management Information Systems ( <i>Last taught Fall, 2011</i> )
MBA 6611	Business Strategy ( <i>Last taught Spring, 2012</i> ) <b>CAPSTONE COURSE.</b>
MGT 6600	Advanced Concepts and Topics in Management ( <i>Last taught Fall, 2009</i> )
MGT 6627	Independent Research in Management ( <i>Last taught Fall, 2011</i> )
MGT 6685	Management Strategy ( <i>Last taught Summer, 2010</i> ) <b>CAPSTONE COURSE.</b>
QM 6640	Statistical Analysis for Managers ( <i>Last taught Fall, 2012</i> )

### **Undergraduate**

BUS 1101	Introduction to Business ( <i>Last taught Summer, 2006</i> )
BUS 3382	Business Communication and Report Writing ( <i>Last taught Spring, 2007</i> )
BUS 4491	Guided Independent Study ( <i>last taught Fall, 2008</i> )
BUS 4493	Guided Independent Study ( <i>last taught Spring, 2010</i> )
CIS 2200	Basic Microcomputing ( <i>Last taught Fall, 2004</i> )
IS 3300	Introduction to Information Systems ( <i>Last taught Fall, 2012</i> )
IS 4491	Independent Research in Information Systems ( <i>Last taught Spring, 2011</i> )
IS 4492	Independent Study in Information Systems ( <i>Last taught Spring, 2009</i> )
MGT 4476	Strategic Management ( <i>Last taught Fall, 2008</i> ) <b>CAPSTONE COURSE.</b>
MGT 4491	Guided Independent Research ( <i>Last taught Summer, 2009</i> )
MGT 4492	Guided Independent Research ( <i>Last taught Spring, 2009</i> )
QM 2241	Business Statistics I ( <i>Last taught Fall, 2007</i> )

---

### **Recognition and honors**

2010 – Campus Award for Excellence (Faculty Category), Troy University Montgomery Campus  
 2010 – Teacher of the Year, Troy University Montgomery Campus  
 2007 – Delta Epsilon Iota Honor Society, Auburn University  
 2007 – Golden Key Honor Society, Auburn University  
 2004 – Editor’s Choice Award for Poetry, International Library of Poetry  
 2002 – Editor’s Choice Award for Poetry, International Library of Poetry  
 1999 – Cum Laude, Troy State University Montgomery  
 1998 – Gamma Beta Phi Honor Society, Troy University  
 1997 – Alpha Sigma Lambda Honor Society, Troy University  
 1988 – John Levitow Award, United States Air Force

---

### **Creative and other works**

Morrison, R. (2004). “*The Poet’s Corner*”, a newspaper column in the “Montgomery County Gazette” and the “Prattville/Autauga County Gazette”, 2004.  
 Morrison, R. (2004). “*Painted for Me*”, poetry contained in “The Silent Journey”, The International Library of Poetry, June, 2004, Page 1.  
 Morrison, R. (2002). “*You Don’t Stink*”, poetry contained in “Memories Revisited”, The International Library of Poetry, December, 2002, Page 87.  
 Morrison, R. (1997). “*Comfort*”, musical composition written for acapella quartet. RME, Inc.  
 Morrison, R. (1997). “*Home*”, musical composition written for acapella quartet. RME, Inc.  
 Morrison, R. (1997). “*I Know*”, musical composition written for acapella quartet. RME, Inc.  
 Morrison, R. (1997). “*Prattville*”, musical composition written for acapella quartet. RME, Inc.  
 Morrison, R. (1997). “*Roanoke*”, musical composition written for acapella quartet. RME, Inc.  
 Morrison, R. (1997). “*A Man, Sin Free*”, musical composition written for acapella quartet. RME, Inc.  
 Morrison, R. (1997). “*When*”, musical composition written for acapella quartet. RME, Inc.