

---

# JAMES ERIC GASKIN, PH.D.

Assistant Professor of Information Systems  
Marriott School of Management  
Brigham Young University  
Provo, Utah

785 TNRB  
Information Systems Department  
(801) 636-2985

**Email:** [james.eric.gaskin@gmail.com](mailto:james.eric.gaskin@gmail.com)

**Home page:** <http://marriottschool.byu.edu/directory/details?id=5438>

**Developer of StatWiki:** <http://statwiki.kolobkreations.com>

- StatWiki is an free resource I've developed to help people throughout the world learn how to do advanced statistics for theory testing. It has 6 main sections and 43 subsections. It has received over 665,000 views in the last two years.

**Statistics Videos:** <http://www.youtube.com/user/Gaskination>

- Gaskination is a YouTube channel I run that has 46 videos demonstrating how to do various statistical procedures. The channel has about 1150 subscribers and has been viewed over a 335,000 times.

**Vita last updated: April 18, 2013**

## **Education**

**Masters of Information Systems Management**, Marriott School, Brigham Young University (2008). Completed the IS Ph.D. preparation track.

**B.S. Information Systems Marriott School**, Brigham Young University (2008)

**Ph.D. Management Information Systems** (minor in Cognitive Science), Weatherhead School, Case Western Reserve University (2012)

### Peer-Reviewed Journal Articles

**Gaskin, J.**, Berente, N., Lyytinen, K., & Yoo, Y. (2013). "Toward a Generalizable Sociomaterial Inquiry: Tools and Techniques for Analyzing Patterns of Association in Sociomaterial Routines," *MIS Quarterly* (accepted 12-April-2013).

Paul Benjamin Lowry, Gregory D. Moody, **James Gaskin**, Dennis F. Galletta, Sean Humpherys, Jordan B. Barlow, and David W. Wilson (2012). "Evaluating journal quality and the Association for Information Systems (AIS) Senior Scholars' journal basket via bibliometric measures: Do expert journal assessments add value?" *MIS Quarterly* (accepted 07-Dec-2012).

Paul Benjamin Lowry, **James Gaskin**, Nathan Twyman, Bryan Hammer, and Tom L. Roberts (2013). "Proposing the hedonic-motivation system adoption model (HMSAM) to increase understanding of adoption of hedonically motivated systems," *Journal of the Association for Information Systems* (accepted 11-November-2012).

**Gaskin**, James and Berente, Nicholas (2011) "Video Game Design in the MBA Curriculum: An Experiential Learning Approach for Teaching Design Thinking," *Communications of the Association for Information Systems*: Vol. 29, Article 6.

### Submitted Peer-Reviewed Research

Paul Benjamin Lowry, **James Gaskin**, and Greg Moody (2013). "Proposing the Multi-Motive Information Systems Continuance Model (MISC) to Better Explain End-User System Evaluations and Continuance Intentions," *Journal of the Association for Information Systems (JAIS)* (2<sup>nd</sup> round – revising).

Lyytinen, K., Rose, G., and **Gaskin, J.** (2013) "The Impact of Early versus Late Adoption across Software Firms: An Extension of the Disruptive Information Technology Innovation Model," *Information Systems Journal (ISJ)*. (1<sup>st</sup> round – revising)

Judee K. Burgoon, Gregory D. Moody, Paul Benjamin Lowry, Sean L. Humpherys, **James Gaskin**, & Justin Scott Giboney (2013). "Application of Expectancy Violations Theory to Communication with and Judgments of Embodied Agents during a Decision-Making Task" *IJHCS* (1<sup>st</sup> round – revising).

Paul Benjamin Lowry, Robert O. Briggs, James Gaskin (2013). "Partial Least Squares (PLS) Structural Equation Modeling (SEM) for Building and Testing Behavioral Causal Theory: When to Choose it and How to use it," *IEEE TPC* (under review – submitted 8-21-2012).

**Gaskin, J.**, Berente, N., Lyytinen, K., and Rose, G. (2013) "Differences in Innovation Behaviors Among Classes of Software Development Organizations," *JMIS*. (under review – submitted 3-18-2013)

### **Working Papers (actively preparing for submission to a Journal)**

**Gaskin, J.**, Berente, N., Lyytinen, K., Yoo, Y. "Digital Technology and the Variation in Design Routines: A Sequence Analysis of Four Design Processes," Target Journal: *Management Science*. (finalizing manuscript)

**Gaskin, J.**, Lyytinen, K., & Yoo, Y., & Kulanthinal, R. "The Evolution of Generative Sociomaterial Routines" Target Journal: *OrgSci*. (finalizing manuscript)

**Gaskin, J.**, Berente, N., Lyytinen, K., Yoo, Y. "Unpacking Virtuality: A Review and Framework for Virtual Organizing," Target Journal: *MISQ Review*. (finalizing manuscript)

### **Conference Articles and Proceedings**

Klossner, D., **Gaskin, J.**, & Lyytinen, K., (2013) "Factors that influence the safety and environmental performance of the fortune 500 companies," *Academy of Management Conference (ONE Division)*, Orlando, FL.

Charas, S., and **Gaskin, J.**, (2013) "Enhancing Firm Profitability by Improving Director Dynamics," *Academy of Management Conference (OMT Division)*, Orlando, FL.

Lindberg, A., **Gaskin, J.**, and Berente, N., (2013) "Computational Analysis of Social Structure: Studying Relational and Sequential Structures in Teams," *Science of Team Science (SciTS)*, Evanston, IL.

**Gaskin, J.**, Lyytinen, K., Yoo, Y., & Pentland, B. (2012) "The effects of Digital Intensity on Combinations of Sequential and Configural Process Variety," *ICIS*, Orlando FL.

**Gaskin, J.**, Berente, N., Lyytinen, K., Yoo, Y. "Unpacking Virtuality: A Review and Framework for Virtual Organizing," Pre-ICIS MIS Quarterly Authors Workshop, Orlando FL.

**Gaskin, J.**, Berente, N., Lyytinen, K., Yoo, Y. (2012) Digital Intensity and Variation in Design Routines: A Comparative Sociotechnical Sequence Analysis of Four Organizations. *Atlanta & Athens Conference on Research in Information Systems (AACRIS)*. Atlanta, Georgia.

Lindberg, A., Lyytinen, K., **Gaskin, J.**, Youngjin, Y., Thummadi, V. (2012). Exploring Digitalization of Architectural Design Practice through Ecologies of Affordances. *2nd Organizations, Artifacts and Practices Workshop*. Paris, France.

**Gaskin, J.** (2011) "A Theory and Method for Decoding the Evolution and Variation of Digitally-enabled Design Routines" *ICIS Doctoral Consortium*, Shanghai, China, December 2011.

**Gaskin, J.**, Thummadi, V., Lyytinen, K., Yoo, Y. (2011) "Digital Technology and the Variation in Design Routines: A Sequence Analysis of Four Design Processes," Completed Research Paper, Organization Theory, Strategy and Information Systems, **ICIS** Shanghai, China, December 2011. *Winner of Best Paper at ICIS Award*.

**Gaskin, J.** (2011) "A Theory and Method for Decoding the Evolution and Variation of Digitally-enabled Design Routines" *Academy of Management OCIS Doctoral Consortium*, San Antonio, Texas.

**Gaskin, J.,** Lyytinen, K., Yoo, Y., Shiv, O., and Zhang, Z. (2011) "Evolution of Digitally-Enabled Design Processes: The Case of a Large Design and Construction Firm," *Academy of Management*, OCIS division, San Antonio, Texas.

**Gaskin, J.,** Schutz, D., Thummadi, V., Weiss, A., Berente, N., Lyytinen, K., Yoo, Y. (2010) "Design DNA Sequencing: A Set of Methodological Artifacts for Sequencing Socio-technical Design Routines," Completed Research Paper, Research Methods, ICIS St. Louis, MO, December 2010.

**Gaskin, J. & Oakley, T.** (2010) "Bypassing Trust in Online Purchase Decisions by Establishing Common Ground," Completed Research Paper, Human Computer Interaction, ICIS St. Louis, MO, December 2010.

**Gaskin, J. & Lyytinen, K.** (2010) "Learning and Appropriating IT for more Effective System Use," Completed Research Paper, Human Behavior and IT, DIGIT Workshop at ICIS St. Louis, MO, December 2010.

**Gaskin, J.,** Schutz, D., Berente, N., Lyytinen, K., & Yoo, Y. (2010) "The DNA of design work: Physical and digital Materiality in project-based design organizations," *Academy of Management Best Paper Proceedings*, TIM division, Montreal, Canada.

**Gaskin, J.,** Schutz, D., Berente, N., Yoo, Y., Lyytinen, K. (2010) "Balancing the Virtual and the Physical in AEC Design Practice: A Cross-Industry Comparison," *Center for Management Studies of the Building Process Conference 2010: Constructions Matter - Managing Complexities, Decisions and Actions in the Building Process*, Copenhagen Business School, May 5-7, 2010.

**Gaskin, J.** Lyytinen, K. (2010). "Psychological Ownership and the Individual Appropriation of Technology," *Hawaiian International Conference on System Sciences (HICSS)* January 6.

**Gaskin, J.,** Schutz, D., Berente, N., Lyytinen, K., Yoo, Y. (2009) "Balancing the Virtual and the Physical in Project-based Design Organizations," IFIP 8.2 OASIS Proceedings (OASIS Workshop in conjunction with ICIS 2009), Phoenix, Arizona Dec. 15, 2009.

Paul Benjamin Lowry, Jeffrey L. Jenkins, Nathan W. Twyman, Bryan Hammer, **James Gaskin**, and Martin Hassell (2008). "Proposing the Hedonic Affect Model (HAM) to Explain how Stimuli and Performance Expectations Predict Affect in Individual and Group Hedonic Systems Use," *Journal of the Association for Information Systems (JAIS)* ICIS Theory Development Workshop, Paris, France, December 13.

Paul Benjamin Lowry, Nathan Twyman, **James Gaskin**, Bryan Hammer, Aaron Bailey, and Tom L. Roberts (2007). "Proposing the Interactivity-Stimulus-Attention Model (ISAM) to Explain and Predict Enjoyment, Immersion, and Adoption of Purely Hedonic Systems," *Special Interest Group on Human-Computer Interaction (SIG-HCI) 2007 Pre-ICIS Workshop* (best-paper nomination), Montréal, Canada, December 8.

### **Peer-Reviewed Book Chapters**

Dongsong Zhang, **James Gaskin**, and Paul Benjamin Lowry (2009). "Revisiting Issues, Limitations, and Opportunities in Cross-cultural Research on Collaborative Software in Information Systems: A Critical Literature Update," *ICTs Technological Advancement in Developed and Developing Countries: Discoveries in Global Information Management* (Advances in Global Information Management series).

**Gaskin, J. E.** and Lyytinen, K. J. (2011), "Psychological Ownership and the Individual Appropriation of Technology," In Y. Dwivedi, M. R. Wade & S. L. Schneberger (Eds.), *Information Systems Theory: Explaining and Predicting Our Digital Society* (pp. 480). London: Springer.

### **Other Publications**

Boyatzis, R.E. & **Gaskin, J.** (2010). A Technical Note on the ESCI and ESCI-U: Factor Structure, Reliability, Convergent and Discriminant Validity Using and CFA. Cleveland: Case Western Reserve University.

### **Academic Work Experience**

**Instructor** for EDMP 648 (Model Building and Validation I). 17 students, Rating: 5.0/5.0, 82% response rate. Case Western Reserve University (Cleveland Fall, 2012). This is a doctoral level statistics course for the executive doctorate of management students. The focus of the class is on theory building and then hypothesis testing through structural equation modeling, so we covered things like mediation, moderation, controls, factor analysis, construct specification, data screening, etc.

Quantitative Statistics Advisor for the Doctorate of Management program at Case Western Reserve University (Cleveland Spring 2012)

Technology Advisor to the Doctorate of Management program at Weatherhead School of Management (Cleveland 2009 – present)

Private Statistics Consultant (2009 – present)

Teaching Assistant for EDMP 648 (Model Building and Validation I). Case Western Reserve University (Cleveland Fall, 2011)

**Instructor** for EDMP 649 (Model Building and Validation II – advanced statistical modeling). 10 students, Rating: 4.86/5.0, 70% response rate. Case Western Reserve University (Cleveland Spring, 2011) – Co-taught with Kalle Lyytinen (This course is a follow-up to the one below. We go much deeper and require the students to develop and validate their own survey instruments, collect their own data and analyze it, and then publish an original article – usually at the Academy of Management, ICIS, or ARNOVA.

**Instructor** for EDMP 648 (Model Building and Validation I). 12 students, Rating: 4.75/5.0, 67%

response rate. Case Western Reserve University (Cleveland Fall, 2010) – Co-taught with Kalle Lyytinen

**Instructor** for MIDS 301 (Introduction to Information Systems). 43 students, Rating: 4.73/5.0, 70% response rate. Case Western Reserve University (Cleveland Fall, 2010). This is an introductory course to information systems that is taken by all undergraduates in the business school. We focus on critical thinking, programming basics, project management, UML, databases, web design, security, networks, and so on.

**Instructor** for Isys 201 (Introduction to Information Systems), 52 students, Rating: 7.8/8.0, 98% response rate. Brigham Young University (Provo, Spring 2008) This is roughly the same kind of course as the one I taught at CWRU, perhaps with a little heavier focus on HTML, VBA, SQL, using Excel and Access, and hardware info.

Research Assistant for Dr. Marshall Romney, Chairman of the Information Systems Department, Marriott School of Management, Brigham Young University (Provo, May 2008 – June 2008)

Research Assistant for Dr. Paul Lowry, Professor of Information Systems, Marriott School of Management, Brigham Young University (Provo, December 2006 – June 2008)

Teaching assistant, Isys 100/101 (Excel and PowerPoint 2007) under the direction of Dr. Lynn McKell, Information Systems, Brigham Young University (Provo, Spring 2008)

Teaching assistant, Isys 520 (Business Programming) under the direction of Dr. Gove Allen, Information Systems, Brigham Young University (Provo, Winter 2008)

Teaching assistant, ISys 561 (Strategic Management of Information Systems) under the direction of Dr. Paul Lowry, Information Systems, Brigham Young University (Provo, Fall 2007)

Teaching assistant, ISys 201 (Introduction to Information Systems) under the direction of Dr. Nicholas Ball, Information Systems, Brigham Young University (Provo, Fall 2006)

### **Leadership/Service**

I am an active reviewer for MISQ, CAIS, ICIS, AOM, AMCIS, HICSS, and ECIS.

Workshop Chair for Professional Development Workshop at the Academy of Management Conference in Orlando, Florida 2013, “Capitalizing Upon the Changing Virtual Landscape of Learning & Education.”

Workshop Chair for Professional Development Workshop at the Academy of Management Conference in San Antonio, Texas 2011, “Decoding the DNA in social sciences: a sequence analysis method for analyzing complex process data.”

Developer and founder of StatWiki: <http://statwiki.kolobkreations.com>

Developer of statistics video tutorials: <http://www.youtube.com/user/Gaskination>

Developed/facilitated Game Design for MBAs Workshop Summer 2009, 2010, and Fall 2010.

Student representative for the Weatherhead Interdepartmental Seminar Series 2008-2010

Special Projects Officer for the club Association for Systems Management (ASM) (2007).

Recruiter Relations Officer for the club Association for Systems Management (ASM) (2006).

### **Awards and Honors**

Winner of the Best Paper at Conference award. "Digital Technology and the Variation in Design Routines: A Sequence Analysis of Four Design Processes," Completed Research Paper, Organization Theory, Strategy and Information Systems, **ICIS** Shanghai, China, December 2011.

NSF Grants #1121935/1120966 for \$400,000.00 over three years (2011-2014). *Collaborative Research: Virtualization of Work Capabilities in Project-Based Design Organizations*. Responsible investigators: Kalle Lyytinen (CWRU), Youngjin Yoo (Temple). Co-investigators: **James Gaskin**, Veeresh Thummedi, Omri Shiv, Rob Kulathinal, Zhewei Zhang, & Yohan Choi.

NSF Grant #0943157 for \$250,000.00 over two years (2009-2011). *Collaborative Research: Evolution of Virtualized Design Processes in Project-Based Design Organizations*. Responsible investigator: Kalle Lyytinen. Co-investigators: **James Gaskin**, Youngjin Yoo, and Nick Berente.

Accepted to participate in the prestigious doctoral consortium at the Academy of Management (OCIS) in San Antonio, August 2011.

Accepted to join the prestigious doctoral consortium at ICIS in Shanghai, December 2011.

Paper accepted for the Best Paper Proceedings at AOM Montreal: **Gaskin, J.**, Schutz, D., Berente, N., Lyytinen, K., & Yoo, Y. (2010) "The DNA of design work: Physical and digital Materiality in project-based design organizations," *Academy of Management Best Paper Proceedings*, Montreal, Canada.

Paper accepted for development at the 2008 Journal of the Association for Information Systems (JAIS) Pre-ICIS Theory Development Workshop, the most selective and prestigious workshop in academic IS: Paul Benjamin Lowry, Jeffrey L. Jenkins, Nathan W. Twyman, Bryan Hammer, **James Gaskin**, and Martin Hassell" (2008). "Proposing the Hedonic Affect Model (HAM) to Explain how Stimuli and Performance Expectations Predict Affect in Individual and Group Hedonic Systems Use."

### **Non-academic Work Experience**

**KolobKreations:** Game designer and developer (Euclid, OH, January 2001 – 2009)  
-This is just the name of my "organization/company", under which I develop all sorts of free video games for kids (bible games, strategy, role playing, arcade). Some are available at <http://www.kolobkreations.com>

**SRA International:** Research and statistics consultant (Cleveland, OH, May 2009 – 2010)

-I assisted the CEO of SRA in preparing statistics and slides for his presentations to various clients. I mostly researched various phenomena in the news and in large databases to find patterns and compelling evidence of particular views.

**Theory Garden:** Research and Marketing consultant (Cleveland, OH, December 2008 – 2009)

-I worked with the CEO and CIO to further refine their products and develop marketing strategies and materials to promote their products.

**National Service Alliance:** Business processes automation consultant (Draper, Utah, June 2008 – 2009)

-I automated several of their tedious and time consuming processes formerly done by hand. I used VBA for Excel for most of these tasks. I saved them hundreds of man-hours each week.

**Kids Universe (Now called Arête Gymnastics):** Webmaster and Network Administrator (Lindon, Utah, January 2005 – present)

-I designed and developed their website and maintained it for some time. I also designed and managed their intranet.

**Intermountain HealthCare:** Information Systems Intern (Salt Lake City, Utah, May 2006 – September 2006)

-I worked directly with their systems architect to visualize the flow of data and information in and out of the company. I also worked closely with the CSO to develop a disaster recovery plan for the information systems department.

### **Non-peer reviewed invited presentations**

The effects of Digital Intensity on Combinations of Sequential and Configural Process Variety, VOSS Workshop on Managing Centers, Case Western Reserve University, Cleveland, OH May 2012.

Digital Technology and the Variation in Design Routines, Big Ten Information Systems Research Symposium, Weatherhead School of Management, Case Western Reserve University, May 2011.

Guest Lecturer for Model Building and Validation for Executive Doctorate of Management at Case Western Reserve University April 2011 (topics: Cluster Analysis, Construct Validation, PLS-graph)

Guest Lecturer for Advanced Analytical Methods for Generalizable Studies for Executive Doctorate of Management at Case Western Reserve University September 2010 (topic: PLS-graph)

Sequencing Design DNA, Research Seminar, Marriott School of Management, Brigham Young University, July 2010.

The DNA of Design Work, Big Ten Information Systems Research Symposium, Ross School of Business, University of Michigan, May 2010.



Guest Lecturer for Multivariate Statistics and Computer Toolkit for Executive Doctorate of Management at Case Western Reserve University March 2010 (topics: statistics tools, best practices)

Guest Lecturer for Advanced Analytical Methods for Generalizable Studies for Executive Doctorate of Management at Case Western Reserve University March 2010 (topics: EndNote, collaboration tools, Macros)

Workshop facilitator for Multivariate Statistics and Computer Toolkit for Executive Doctorate of Management at Case Western Reserve University November 2009 (topics: Macros and VBA)

Guest Lecturer for Advanced Analytical Methods for Generalizable Studies for Executive Doctorate of Management at Case Western Reserve University October 2009 (topics: PLS-graph, EndNote, Statistics tools and guides)

Workshop facilitator for System Thinking and Design for the MBA at Case Western Reserve University August 2009 (Part 3 & 4 of Game Design for MBAs Workshop)

Workshop facilitator for System Thinking and Design for the MBA at Case Western Reserve University July 2009 (Parts 1 & 2 of Game Design for MBAs Workshop)

Guest Lecturer for Multivariate Statistics and Computer Toolkit for Executive Doctorate of Management at Case Western Reserve University May 2009 (topics: statistics tools, tips and tricks)

### **Technical Skills/ Software Competence/ Teaching Potential**

- Java programming
- VBA programming
- SPSS, Amos, PLS-graph, SmartPLS, Latent Gold, XLStat
- Video Game Design and Development
- MetaEdit+ (meta-modeling and developing MetaCase tool)
- ClustalTXY, MEGA, and Unipro Ugene (sequencing software for organizational process data)
- UCINET, Fluxicon Nitro, ProM (SNA and Business process software)
- MediaWiki

### **Former Familiarity (can relearn quickly if necessary)**

- Javascript
- Databases and SQL
- UML
- Networking/ data communications
- Shell scripting
- NCSS, Stata, SAS (statistics software)