

## **Will Senn**

Associate Professor of Computer Information Systems

Dr. Sam Pack College of Business

Tarleton State University

Marketing, Supply Chain, Data Analytics, and Information Systems (MSIS)

wsenn@tarleton.edu

## **Executive Summary**

- Tenured Associate Professor of Computer Information Systems at Tarleton State University.
- Scholar of information science and AI-mediated systems, developing foundational theory on apprehension, documentary environments, and systems mediation, with applications in computational artifacts and programming language design.
- Active researcher in information systems, digital trust, cybersecurity behavior, and quantitative and empirical methods.
- Technology leader with more than 20 years of experience in software architecture, engineering, and research and development, including leadership of globally distributed teams and large-scale technology initiatives.
- Dissertation committee member or co-chair for 13 doctoral students across Information Science, Data Science, Cybersecurity, Health Sciences, Applied Aging, Health Services Research, and Business Computer Information Systems.

## **Scholarship**

### **Research Focus**

- Foundational information science, with particular emphasis on apprehension, documentary environments, and systems mediation. Current work investigates AI-mediated information systems and the relationship between information, human judgment, and computational systems, integrating theoretical inquiry with programming language design and empirical research.

### **Doctoral Dissertation**

- *An empirical study of quality and satisfaction with a focus on creating a parsimonious measurement instrument in an information space*, University of North Texas, August 2014.  
<https://doi.org/10.12794/metadc699914>

### **Research Software and Artifacts**

2026

- Senn, W.D. (2026). Aiki – Creator and architect. An experimental programming language designed around apprehension as an explicit criterion of language design. Implements exact arithmetic by default, explicit left to right evaluation order, and a small, consistent language core. Open-source research software. <https://github.com/decuser/aiki>

## Refereed Journal Articles

### 2026

- Senn, W. D. (2026). Designing for Receivability in Informing Systems. *Informing Science: The International Journal of an Emerging Transdiscipline*. Accepted for publication.
- Amin, M.A., Senn, W. D. (2026). Determinants of Personal Health Information Disclosure via Wearable Fitness Devices: Examining the Mediating Role of a Pandemic. *AIS Transactions on Human-Computer Interaction*, 18(3), 448-472. <https://doi.org/10.17705/1thci.00250>
- Senn W. D., Buckland M.K. (2026). On information science theory. *Journal of Documentation*. Advance online publication. <https://doi.org/10.1108/JD-07-2026-0451>
- Senn, W. D. (2026). The informing act: Apprehension in AI-mediated systems. *Journal of Documentation*, 82(6), 1646-1663. <https://doi.org/10.1108/JD-03-2026-0125>

### 2025

- Alagood, J., Senn, W. D., & Prybutok, G. (2025). Hybrid Analysis of Videoconference Technology Use by Aging in Place Organizations to Promote Social Engagement for Older Adults: A Scoping Review with Latent Topic Modeling. *Healthcare*, 13(23), 3031. <https://doi.org/10.3390/healthcare13233031>
- Marrapu, S., Senn, W. D., & Prybutok, V. R. (2025). Sentiment Analysis of Twitter Discourse on Omicron Vaccination in the USA Using VADER and BERT. *Journal of Data Science and Intelligent Systems*, 3(3), 165 to 175. Published online March 2024. <https://doi.org/10.47852/bonviewJDSIS42022441>

### 2024

- Chaminuka, A., Prybutok, G., Prybutok V. R., & Senn, W. (2024). Systematic Review: HIV, Aging, and Housing: A North American Perspective, 2012 to 2023. *Healthcare*, 12(10), 992 to 1007. <https://doi.org/10.3390/healthcare12100992>
- Marrapu, S., Senn, W. D., & Prybutok, V. R. (2024). Impact of the Wellness on the Hesitancy on the Omicron Vaccination. *Journal of Psychological Research*, 6(2), 1 to 13. <https://doi.org/10.30564/jpr.v6i2.6257>

### 2023

- Huerta, J., Senn, W. D., Prybutok, G., and Prybutok, V. R. (2023). Addressing Health Disparities in Public Health Through Application of Data Science Software in the Last Five Years:

PRISMA Structured Review. *Computers, Informatics and Nursing*, 41(5), 267 to 274.  
<https://doi.org/10.1097/CIN.0000000000000972>

- Marrapu, S., Senn W. D., and Prybutok, V. R. (2023). The impact of covid 19 on the relationship between wellness and physical activity: a structured literature review. *International Journal of Spa and Wellness*, 7(1), 65 to 86. <https://doi.org/10.1080/24721735.2023.2286837>

## 2022

- Sen, K., Prybutok, V., Prybutok, G. & Senn, W. D. (2022). Mechanisms of social interaction and virtual connections as strong predictors of wellbeing of older adults. *Healthcare*, 10(3), 553.  
<https://doi.org/10.3390/healthcare10030553>

## 2021

- David, A., Senn, W. D., Peak, D. A., Prybutok, V. R., & Blankson, C. (2021). The Value of Visual Quality and Service Quality to Augmented Reality Enabled Mobile Shopping Experience. *Quality Management Journal*, 28(3), 116 to 127.  
<https://doi.org/10.1080/10686967.2021.1920868>

## 2020

- Al Mamun, Md R., Senn, W. D., Peak, D. A., Prybutok, V. R., & Torres, R. A. (2020). Emotional Satisfaction and IS Continuance Behavior: Reshaping the Expectation Confirmation Model. *International Journal of Human Computer Interaction*, 36(15), 1437 to 1446.  
<https://doi.org/10.1080/10447318.2020.1752478>

## 2019

- Senn, W. D., Boonme, K., Prybutok, G., & Prybutok, V. R. (2019). A higher education student service quality and satisfaction model. *International Journal of Services and Standards*, 13(1/2), 129 to 145. <https://doi.org/10.1504/IJSS.2019.104307>

## Proceedings

## 2026

- Amin, M. S., Senn, W. D. (2026). Personal Health Information Disclosure in the Use of Wearable Fitness Devices: Identifying the Determinants and the Moderating Role of a Pandemic. Proceedings of Hawaii International Conference on System Sciences. HICSS 59, Maui, January 6 to 9, 2026. <https://doi.org/10.24251/HICSS.2026.444>

## 2025

- Alagood, J., Senn, W. D., & Prybutok, G. (2025). Use of Videoconference Technology in the Social Engagement of Older Adults by Aging in Place Organizations: A PRISMA Systematic Literature Review. Presentation at the Southwest Decision Sciences Institute 54th Annual Meeting, Tulsa, March 19 to 22, 2025.

## 2024

- Marrapu, S., Senn, W. D., & Prybutok, V. R. (2024). Analyzing Sentiments from Twitter Conversations Regarding Omicron Vaccination in the United States with Vader and Bert. Presentation at the Southwest Decision Sciences Institute 53rd Annual Meeting, Galveston, April 10 to 13, 2024.

## 2023

- Senn, W. D., Catalin, D. (2023). Analytics of Twitter Covid Public Discourse. Presentation at the Southwest Decision Sciences Institute 52nd Annual Meeting, Houston, March 8 to 11, 2023.

## 2022

- Alagood, J., Prybutok, G., Senn, W. D. (2022). Virtual Social Engagement of Older Adults by Aging in Place Organizations. Presentation at the Southwest Decision Sciences Institute 51st Annual Meeting, New Orleans, March 2 to 5, 2022.
- Harlee, H., Senn, W. D. (2022). Usage of Information Communication Technology by an Aging Population. Presentation at the Southwest Decision Sciences Institute 51st Annual Meeting, New Orleans, March 2 to 5, 2022.

## 2021

- Rahman, M. S., Chavarria, J. A., Senn, W. D., Lakshmikanth, G. S., Smith, D., Flores, J., & Hoque, Md. R. (2021). Toward Understanding the Technology Trust Calculus in Healthcare: A Generation Z and Millennial View. Proceedings of Hawaii International Conference on System Sciences. HICSS 54 Virtual Conference, January 5 to 8, 2021. URI: <http://hdl.handle.net/10125/71042>
- Smith, D. P., & Senn, W. D. (2021). Social Media Political Discourse Among Students: Potential Areas of Inquiry. Proceedings of Twenty first International Conference on Diversity in Organizations, Communities & Nations, Willemstad, Curacao and Online, June 2 to 4, 2021.
- Senn, W. D., Boonme, K., Prybutok, G., & Prybutok, V. (2021). Development and Testing of an Education Service Quality Model. Proceedings of InSITE 2021, Virtual Conference, July 6 to 7, 2021.
- Senn, W. D. (2021). A Nation in Crisis... in three acts. Creative work. Proceedings of the Annual Meeting of the Document Academy 2021, Virtual Conference, Linnaeus University, Sweden, August 17 to 18, 2021. <https://doi.org/10.35492/docam/8/2/11>

## 2020

- Al Mamun, Md R., Senn, W. D., Torres, R. A., & Prybutok, V. R. (2020). User Satisfaction and Information Technology Continuance Behavior. Proceedings of 2020 Decision Sciences Institute Annual Conference, Virtual Conference, November 20 to 23, 2020.

- Boonme, D., Boonme, K., & Senn, W. D. (2020). Technology Acceptance of E HRM Tools by Manufacturing Workers. Proceedings of the 50th Annual Meeting of the Southwest Decision Sciences Institute, San Antonio, March 11 to 14, 2020.

## **2018**

- Senn, W., Boonme, K., & Prybutok, V. (2018). Parsimonious Measurement of Service Quality in Higher Education. Proceedings of the 49th Annual Meeting of the Southwest Decision Sciences Institute, Albuquerque, March 7 to 10, 2018.

## **2017**

- Senn, W., & Smith, S. (2017). Information Overload in a Post Twitter, Fake News, Big Data World. Proceedings of the International Conference on Knowledge Management, Dallas, October 25 to 26, 2017.
- Masten, K., Lantz, E., Perryman, C., Demuynck, M. A., Boonme, K., Gardner, D., Fette, C., Evetts, C., Lee, M., Tietze, M., Senn, W., Zerangue, A., Cox, E., Wang, W., Evans, W., Etzel, M., Xu, W. (2017). Knowledge management practices of the Dallas Fort Worth Schizophrenia Study Team. Proceedings of the International Conference on Knowledge Management, Dallas, October 25 to 26, 2017.

## **Presentations and Workshops**

## **2026**

- Senn, W. D. (2026). Aiki: Designing a Programming Language from a Criterion of Apprehension. SPLASH-E Symposium, 2026, Oakland, California, October 2026.
- Senn, W. D. (2026). Help, I've Fallen and I Can't Get Up! When Social Isn't Social. Ignite Presentation at Hawaii International Conference on System Sciences. HICSS 59, Maui, January 6 to 9, 2026.
- Amin, M. S., Senn, W. D. (2026). Personal Health Information Disclosure in the Use of Wearable Fitness Devices: Identifying the Determinants and the Moderating Role of a Pandemic. Hawaii International Conference on System Sciences. HICSS 59, Maui, January 6 to 9, 2026.

## **2025**

- Amin, M. S., & Senn, W. D. (2025). Invited presentation, Personal Health Information Disclosure Determinants in the Use of Wearable Fitness Devices. 56th Annual Meeting of the Decision Sciences Institute, Orlando, November 24, 2025.
- Rao, M., Senn, W. D., & Ellis, M. E. (2025). Invited panel, Innovative Education: Academic Integrity in the Age of Digital Learning and AI. 56th Annual Meeting of the Decision Sciences Institute, Orlando, November 22, 2025.

- Senn, W. D. (2025). Invited workshop, Prompt Engineering Basics for Research. 54th Annual Meeting of the Southwest Decision Sciences Institute, Tulsa, March 19 to 22, 2025.
- Alagood, J., Senn, W. D., & Prybutok, G. (2025). Use of Videoconference Technology in the Social Engagement of Older Adults by Aging in Place Organizations: A PRISMA Systematic Literature Review. 54th Annual Meeting of the Southwest Decision Sciences Institute, Tulsa, March 19 to 22, 2025.
- Senn, W. D., Hassan, Md. K., Alagood, J., & Xu, L. (2025). Invited panel, How to be an effective teacher. Doctoral Student Consortium, 54th Annual Meeting of the Southwest Decision Sciences Institute, Tulsa, March 19 to 22, 2025.

## 2024

- Ntsweng, O., Maddox, C., David, A., Senn, W. D., & Al Mamun, Md. R. (2024). The Impact of Unregulated AI in the Corporate Workplace: A Qualitative Exploration. 55th Annual Meeting of the Decision Sciences Institute, Phoenix, November 23 to 25, 2024.
- Chaminuka, A., Prybutok, G., Prybutok, V. R., & Senn, W. D. (2024). Healthcare Access Mediating Factors for People Living with HIV/AIDS. 55th Annual Meeting of the Decision Sciences Institute, Phoenix, November 23 to 25, 2024.
- Senn, W. D., Alagood, J., & Xu, L. (2024). Invited panel, Meeting the demands of teaching, research and service. Doctoral Student Consortium, 53rd Annual Meeting of the Southwest Decision Sciences Institute, Galveston, April 10 to 13, 2024.
- Marrapu, S., Senn, W. D., & Prybutok, V. (2024). Analyzing Sentiments from Twitter Conversations Regarding Omicron Vaccination in the United States with VADER and BERT. Southwest Decision Sciences Institute 53rd Annual Meeting, Galveston, April 10 to 13, 2024.

## 2023

- Dinulescu, C., & Senn, W. (2023). Risk Exposure in AI Companies: An Analytic Approach to Report Analysis. Decision Sciences Institute 54th Annual Conference, Atlanta, November 18 to 20, 2023.
- Senn, W., Marrapu, S., & Prybutok, V. (2023). The Relationship between Wellness and Omicron Vaccination Hesitancy. Decision Sciences Institute 54th Annual Conference, Atlanta, November 18 to 20, 2023.
- Senn, W. D., & Dinulescu, C. (2023). Analytics of Twitter Covid Public Discourse. Poster presentation at Faculty Development Cohort Poster Night, Center for Educational Excellence, Tarleton University, April 4, 2023.
- Senn, W. D., & Dinulescu, C. (2023). Analytics of Twitter Covid Public Discourse. Southwest Decision Sciences Institute 52nd Annual Meeting, Houston, March 8 to 11, 2023.

- Senn, W. D., Wu, Y., & Xu, L. (2023). Invited panel, How do you meet the demands of teaching, research and service? Doctoral Student Consortium, 52nd Annual Meeting of the Southwest Decision Sciences Institute, Houston, March 8 to 11, 2023.

## 2022

- Senn, W. D. (2022). Invited Workshop. Structured Literature Review Workshop: PRISMA and Beyond. Qatar Decision Sciences Institute Webinar Series, March 23, 2022.
- Alagood, J., Prybutok, G., & Senn, W. D. (2022). Virtual Social Engagement of Older Adults by Aging in Place Organizations. Southwest Decision Sciences Institute 51st Annual Meeting, New Orleans, March 2 to 5, 2022.
- Harlee, H., & Senn, W. D. (2022). Usage of Information Communication Technology by an Aging Population. Southwest Decision Sciences Institute 51st Annual Meeting, New Orleans, March 2 to 5, 2022.
- Senn, W. D., Harlee, H., Xie, H., & Wei, X. (2022). Invited Workshop. PRISMA Workshop: Structured Literature Reviews and Meta Analysis. Southwest Decision Sciences Institute 51st Annual Meeting, New Orleans, March 2 to 5, 2022.

## 2021

- Al Mamun, Md R., David, A., Senn, W. D., & Prybutok, V. R. (2021). The Impact of Technological and Social Aspects of AI on Organizational Performance. Decision Sciences Institute 52nd Annual Conference, Online, November 17 to 20, 2021.
- Alqahtani, S., Senn, W. D., & Prybutok, V. R. (2021). Covid 19 Vaccine Hesitancy and Awareness in the US. Decision Sciences Institute 52nd Annual Conference, Online, November 17 to 20, 2021.
- David, A., Senn, W. D., Al Mamun, Md R., Peak, D. A., Prybutok, V. R., & Blankson, C. (2021). The Influence of Product Type on Purchase Intention in Augmented Reality Enabled Mobile Retail. Decision Sciences Institute 52nd Annual Conference, Online, November 17 to 20, 2021.
- Dinulescu, C., Senn, W. D., & Prybutok, V. R. (2021). Entrepreneurship and Innovation of Business Analytics Firms. Decision Sciences Institute 52nd Annual Conference, Online, November 17 to 20, 2021.
- Gadgil, G., Prybutok, V. R., Senn, W. D., Prybutok, G., & Peak, D. A. (2021). Self Imposed Strategies to Manage Projected Impression in Online Platforms. Decision Sciences Institute 52nd Annual Conference, Online, November 17 to 20, 2021.
- Harlee, H., & Senn, W. D. (2021). Perceived Willingness of ICT by Older Adults. Decision Sciences Institute 52nd Annual Conference, Online, November 17 to 20, 2021.

- Huerta, J., Senn, W. D., & Prybutok, V. R. (2021). Relationship between Reported Health Care Quality and Race. Decision Sciences Institute 52nd Annual Conference, Online, November 17 to 20, 2021.
- Senn, W. D., & Smith, D. (2021). Social Media Discourse: An Analysis of Student's Political Viewpoints and their Influence on Social Media Behavior. Decision Sciences Institute 52nd Annual Conference, Online, November 17 to 20, 2021.
- Senn, W. D. (2021). A Nation in Crisis... in three acts. Creative work presented at the Annual Meeting of the Document Academy 2021, Virtual Conference, Linnaeus University, Sweden, August 17 to 18, 2021.
- Senn, W. D., Boonme, K., Prybutok, G., & Prybutok, V. (2021). Development and Testing of an Education Service Quality Model. InSITE 2021, Virtual Conference, July 6 to 7, 2021.
- Smith, D. P., & Senn, W. D. (2021). Social Media Political Discourse Among Students: Potential Areas of Inquiry. Poster presentation at the Twenty first International Conference on Diversity in Organizations, Communities & Nations, Willemstad, Curacao and Online, June 2 to 4, 2021.
- Senn, W. D. (2021). Invited presentation, Teaching enjoyment: Are we having fun yet? Continuing Excellence Series, ESU School of Business, March 17, 2021.
- Senn, W. D. (2021). Invited presentation, Methods Monday: Systematic Literature Reviews with PRISMA. Southwest Decision Sciences Institute Spring 2021 Webinar Series, January 25, 2021.
- Rahman, M. S., Chavarria, J. A., Senn, W. D., Lakshmikanth, G. S., Smith, D., Flores, J., & Hoque, Md. R. (2021). Toward Understanding the Technology Trust Calculus in Healthcare: A Generation Z and Millennial View. Hawaii International Conference on System Sciences. HICSS 54 Virtual Conference, January 5 to 8, 2021.

## 2020

- Al Mamun, Md R., Senn, W. D., Torres, R. A., & Prybutok, V. R. (2020). User Satisfaction and Information Technology Continuance Behavior. 2020 Decision Sciences Institute Annual Conference, Virtual Conference, November 20 to 23, 2020.
- Al Mamun, Md R., David, A., Senn, W. D., & Prybutok, V. R. (2020). Organizational Use of Intelligent Personal Assistants. INFORMS Annual Meeting, Virtual Conference, November 7 to 13, 2020.
- Senn, W. D. (2020). Invited presentation, On Being a Productive Faculty Member. Doctoral Student Consortium, 50th Annual Meeting of the Southwest Decision Sciences Institute, San Antonio, March 11 to 14, 2020.
- Boonme, D., Boonme, K., & Senn, W. D. (2020). Technology Acceptance of E HRM Tools by Manufacturing Workers. 50th Annual Meeting of the Southwest Decision Sciences Institute, San Antonio, March 11 to 14, 2020.

- Senn, W. D. (2020). Session Chair, Management Information Systems I, Session B. Southwest Decision Sciences Institute 50th Annual Conference, March 12, 2020.

## 2019

- Boonme, D., Boonme, K., & Senn, W. D. (2019). Adoption and Usage of Human Resources Technology for Frontline Manufacturing Workers. 50th Annual Conference of the Decision Sciences Institute, New Orleans, November 23 to 25, 2019.
- Sen, K., Prybutok, V. R., Prybutok, G., & Senn, W. D. (2019). Social Engagement and Elderly Health. 50th Annual Conference of the Decision Sciences Institute, New Orleans, November 23 to 25, 2019.
- Park, A., Senn, W. D., & Prybutok, V. R. (2019). Intelligent Assistants: The Privacy Dimension and Current Streams of Research. 50th Annual Conference of the Decision Sciences Institute, New Orleans, November 23 to 25, 2019.
- Al Mamun, Md. R., Senn, W. D., Torres, R. A., Prybutok V. R., & Peak, D. A. (2019). The Contribution of Emotional Satisfaction in IT Continuance Behavior: An Extension of Expectation Confirmation Model. 50th Annual Conference of the Decision Sciences Institute, New Orleans, November 23 to 25, 2019.
- Abah, T., Prybutok, G., & Senn, W. D. (2019). Health Policy Reforms in Primary Health Care Settings: A Systematic Review of Approaches in Older Adult Care Integration, Compared with Nigeria Strategy. 50th Annual Conference of the Decision Sciences Institute, New Orleans, November 23 to 25, 2019.
- Mehra, B., Senn, W., & Smith, M. (2019). Invited Presentation, Libraries as Community Anchors: Transforming Rural Texas. Texas Library Association Annual Conference, Austin, April 15 to 18, 2019.
- Boonme, K., Senn, W., & Prybutok, V. (2019). The Impact of Process Improvement on Queueing Performance for a Quick Service Restaurant. 49th Annual Meeting of the Southwest Decision Sciences Institute, Houston, March 13 to 16, 2019.

## 2018

- Senn, W., Boonme, K., Prybutok, G., & Prybutok, V. (2018). Monitoring Student Satisfaction Using a Parsimonious Measure. 49th Annual Meeting of the Decision Sciences Institute, Chicago, November 17 to 19, 2018.
- Senn, W. D., Boonme, K., & Prybutok, V. (2018). Development of an efficient college student satisfaction measure for ongoing monitoring. 29th Annual Conference of the Production and Operations Management Society, Houston, May 4 to 7, 2018.
- Senn, W. D. (2018). Invited Presentation, Community Based Project Design for Social Change. Texas Library Association Annual Conference, Dallas, April 3 to 6, 2018.

- Senn, W. D. (2018). Invited Panelist, Now that you have a faculty position, how do you meet the demands of teaching and service and still continue to publish? Doctoral Student Consortium, 49th Annual Meeting of the Southwest Decision Sciences Institute, Albuquerque, March 7 to 10, 2018.
- Senn, W., Boonme, K., & Prybutok, V. (2018). Parsimonious Measurement of Service Quality in Higher Education. 49th Annual Meeting of the Southwest Decision Sciences Institute, Albuquerque, March 7 to 10, 2018.

## **2017**

- Senn, W., & Smith, S. (2017). Information Overload in a Post Twitter, Fake News, Big Data World. International Conference on Knowledge Management, Dallas, October 25 to 26, 2017.
- Masten, K., Lantz, E., Perryman, C., Demuynck, M. A., Boonme, K., Gardner, D., Fette, C., Evetts, C., Lee, M., Tietze, M., Senn, W., Zerangue, A., Cox, E., Wang, W., Evans, W., Etzel, M., & Xu, W. (2017). Knowledge management practices of the Dallas Fort Worth Schizophrenia Study Team. International Conference on Knowledge Management, Dallas, October 25 to 26, 2017.
- Masten, K., Lantz, E., Perryman, C., Demuynck, M. A., Boonme, K., Lee, M., Tietze, M., Senn, W., Xu, W., Gardner, D., Fette, C., Evetts, C., Zerangue, A., Etzel, M., Cox, E., Evans, W., Zerangue, A., & Wang, W. (2017). An interdisciplinary informatics research collaboratory as a socio technical interaction network. The Social Informatics of Knowledge, 13th Annual Social Informatics Research Symposium, Crystal City, October 28, 2017.
- Senn, W., & Smith, S. (2017). Information Overload's Hidden Impact: The Response to A Rising Tide of Information. Poster presentation at the annual meeting of the Institute for Operations Management and the Management Sciences, Houston, October 22 to 25, 2017.

## **Prior to 2017**

- Senn, W., Clark, A., & Prybutok, V. (2011). Survey of Student Satisfaction Using Noel Levitz Student Satisfaction Inventory. 42nd Annual Meeting of the Decision Sciences Institute, Boston, November 19 to 22, 2011.
- Senn, W. (2011). Information Overload: A Literature Review. 10th Annual Educational Research Exchange, Denton, February 25, 2011.
- Bush, J., & Senn, W. (2008). Enterprise Performance Management in Higher Education. Oracle Collaborate 08, Denver, April 13 to 17, 2008.
- Bush, J., & Senn, W. (2008). What's My Balance, Really and What Have I Spent Money On? Peoplesoft Alliance 2008, Las Vegas, March 10 to 13, 2008.

## **Funded Grants**

- Senn, W. D. (2026). Experimental Studies in Legal Decision Support and Participatory Budgeting. Unsolicited sponsored project. Awarded as PI. The U3E. \$32,768.

- Jeng, L. H., Perryman, C., & Senn, W. D. (2018). Transforming Libraries into Community Anchors in Rural Texas. Awarded as Co PI and served as advisory board member, 2018 to 2021. Institute of Museum and Library Services, RE 95 18 0052 18. Laura Bush 21st Century Librarian Program, Community Anchors Project. \$397,265.

## **Dissertation Committees and Research Mentorship**

### **Current**

- Dissertation Co Chair for Charles Maddox, Information Science with a concentration in Data Science, University of North Texas, 2021 to present.

### **2024**

- Dissertation Co Chair for Satvika Marrapu, Information Science with a concentration in Cyber Security, University of North Texas, 2021 to 2024.
- Committee Member for Arthur Chaminuka, dissertation entitled *Barriers to Housing Access for People Living with HIV/AIDS*, Health Sciences, University of North Texas, 2022 to 2024.
- Faculty Mentor for Venkata Naga Sai Sumanth Kedariseti in Dr. Yvonne J. Chandler Mentorship Program, College of Information, University of North Texas.

### **2023**

- Committee Member for John Alagood, dissertation entitled *Use of Videoconference Technology in the Social Engagement of Older Adults by Aging in Place Organizations*, Health Sciences: Applied Aging and Rehabilitation Science, University of North Texas, 2022 to 2023.
- Committee Member for Sameer Alqahtani, dissertation entitled *Social Exchange Theory in the Context of X and Facebook Social Media Platforms with a Focus on Privacy Concerns among Saudi Students*, Information Science with a concentration in Cyber Security, University of North Texas, 2021 to 2023.

### **2022**

- Committee Member for Heath Harllee, dissertation entitled *Efficacy of Information Communication Technologies to reduce social isolation and loneliness for adults 55 and over*, Health Services Research, University of North Texas, 2020 to 2022.
- Committee Member for Amanda Noah, dissertation entitled *Older Adult Loss, Bereavement, and Grief Experiences: Influences on Adjustment and Resilience After Loss*, Health Services Research, University of North Texas, 2020 to 2022.
- Committee Member for Charity Tinofirei, dissertation entitled *Successful Retirement Transition Planning: Influences of Decision Support Factors and Socio Demographics*, Health Services Research, University of North Texas, 2020 to 2022.

## 2020

- Committee Member for Theresa Abah, dissertation entitled *Health Reform Implementation Analysis: A Guide to Policy Development for Geriatric Care Planning, Integration and Evaluation*, Health Services Research, University of North Texas, 2019 to 2020.
- Committee Member for Md. Rasel Al Mamun, dissertation entitled *An Analysis of Information Technology Post Adoption Behavior*, Business Computer Information Systems, University of North Texas, 2019 to 2020.
- Committee Member for Alsius David, dissertation entitled *Augmented Reality Intention in Social Networking and Retail Apps*, Business Computer Information Systems, University of North Texas, 2019 to 2020.
- Committee Member for Keya Sen, dissertation entitled *The Relationship between Social Isolation and Wellbeing in Older Adults*, Health Services Research, University of North Texas, 2019 to 2020.

## 2017

- Committee Member for Andy Baker, dissertation entitled *Controlled Vocabularies in the Digital Age: Are They Still Relevant?* Information Sciences, University of North Texas, 2016 to 2017.

## Publication Review Activities

### 2025

- Quality Management Journal, Empirical Article UQMJ 2025 0081, August 2025.
- Quality Management Journal, Empirical Article UQMJ 2025 0081.R1, October 2025.
- Journal of Correctional Healthcare, Journal Article 25 02 0005, March 2025.

### 2024

- Education for Information, Journal Article 240041, May 2024.
- IGI Global, Book Chapter, January 2024.
- International Journal of Human Computer Interaction, Journal Article IJHC D 23 01825R1, January 2024.

### 2023

- Education for Information, Journal Article 230059, April 2023.
- Education for Information, Journal Article 230007, March 2023.
- Education for Information, Journal Article 230007 R1, March 2023.
- Heliyon, Journal Article D 22 14533 R2, January 2023.
- IGI Global, Book Chapter, November 2023.

- International Journal of Human Computer Interaction, Journal Article IJHC D 23 01825, December 2023.
- International Journal of Human Computer Interaction, Journal Article IJHC D 23 01825 R1, December 2023.

## **2022**

- Heliyon, Journal Article D 22 14533R, December 2022.
- Heliyon, Journal Article D 22 14460, August 2022.
- Education for Information, Journal Article 220035, August 2022.
- IGI Global, Book Chapter, May 2022.
- Prospect Press, Manuscript and technical peer review, February 2022.

## **2021**

- Education for Information, Journal Article 21 1546, August 2021.
- Prospect Press, Manuscript and technical peer review, July 2021.
- Prospect Press, Manuscript and technical peer review, June 2021.
- Prospect Press, Manuscript and technical peer review, March 2021.

## **2020**

- Education for Information, Journal Article 20 0422, September 2020.
- Education for Information, Journal Article 20 0383, April 2020.
- Prospect Press, Manuscript and technical peer review, April 2020.
- Prospect Press, Manuscript and technical peer review, March 2020.
- Total Quality Management & Business Excellence, Journal Article CTQM 2019 0254, March 2020.

## **2019**

- Sage Publishing, Manuscript and technical peer review, May 2019.
- Journal of Information Technology & Politics, Journal Article WITP 2017 0094, June 2019.
- Education for Information, Journal Article 19 0311 R, September 2019.

## **2018**

- Education for Information, Journal Article 18 0192, November 2018.
- Education for Information, Journal Article 18 0170, May 2018.
- International Journal of Services and Standards, Journal Article 241876, June 2018.

## **Teaching**

### **Teaching Interests**

- Information Systems, Cybersecurity, Data Analytics, and Software Development.

### **Education**

- Ph.D., Information Sciences, University of North Texas, 2014.
- M.S., Library Science, University of North Texas, 2009.
- Graduate Academic Certificate, Advanced Management in Libraries and Information Agencies, University of North Texas, 2009.
- B.S., Computer Information Systems, Excelsior University, 2007, Summa Cum Laude.

### **Academic Appointments and Courses Taught**

#### **Tarleton State University, Stephenville, Texas**

- Associate Professor of Computer Information Systems, Fall 2025 to present.
- Assistant Professor of Computer Information Systems, Fall 2021 to Fall 2025.
- Designed and taught graduate and undergraduate courses in Computer Information Systems while conducting research.
- Graduate courses: Prompt Engineering with Generative AI, Programming AI Toolchains, IT Project Management, Basic Python Programming, Managing Information Systems, Applied Database Management Systems, Modern Unix Administration and Use.
- Undergraduate courses: Programming AI Toolchains, Java Programming, Advanced Java Programming, Tech of E Business, Python Programming, PHP and MySQL, Advanced Database Systems, C# Programming, Advanced C# Programming, Database and Data Management for Small Businesses, Management Information Systems, Python for Business Data Analytics, System Analysis and Design, Transitioning to University Studies in Business.

#### **Emporia State University, Emporia, Kansas**

- Assistant Professor of Information Systems and Data Analytics, Fall 2018 to Spring 2021.
- Designed and taught graduate and undergraduate courses in Information Systems, Data Analytics, Computer Science, Information Security, and Statistics while building a research agenda in information systems.
- Maintained high student evaluations with an average teaching effectiveness score of 4.48 out of 5.
- Graduate courses: Application Programming, Python; Electronic Commerce.

- Blended graduate and undergraduate courses: Big Data Analytics, Software Engineering Capstone, Data Driven Decision Making, Network Defense and Countermeasures, Systems Programming, Data Security Practicum.
- Undergraduate courses: Advanced Web Based Application Development, Business Statistics, Management Information Systems Concepts, Principles of Electronic Commerce, Programming and Problem Solving in C++, Unix, Web Based Business Application Development.
- Independent study courses: Independent Study in Information Systems, Independent Study in Computer Science.

#### **Texas Woman's University, Denton, Texas**

- Assistant Professor of Community Informatics, Spring 2017 to Spring 2018.
- Designed and taught graduate courses in Information Sciences and Community Informatics.
- Advised masters level students and guided students in practicum experience.
- Associate Member of the Graduate Faculty and member of the Informatics Program Faculty.
- Maintained high student evaluations with an average teaching effectiveness score of 4.49 out of 5.
- Graduate courses: Information Organization, Information and Communication Technology, Practicum, Community Based Project Design.

#### **Tarrant County Community College, Fort Worth, Texas**

- Associate Professor of Computer Science, Fall 2016.
- Taught introductory Computer Science courses and conducted labs as a temporary faculty member.
- Collaborated with faculty on teaching plans and program evaluation.
- Participated in system level planning for curriculum and textbook selection.
- Undergraduate courses: Business Computer Applications, Introduction to Computing.

#### **Lipscomb University, Nashville, Tennessee**

- Adjunct Professor of Computing and Technology, Fall 2015 to Summer 2016.
- Designed and taught graduate courses in Software Engineering, Data Science, and Information Technology.
- Worked to bring a game development curriculum to life.
- Advised students in capstone experiences for Software Engineering, Information Security, and Information Technology cohorts.
- Mentored graduate students in research projects in Information Technology Management.

- Graduate courses: Big Data Management and Analytics, Information Technology Systems Integration and Architecture, Information Security Practicum, Information Technology Management Practicum, Software Architecture and Design, Software Maintenance and Evolution and Re Engineering, Software Engineering Practicum.

### **University of North Texas, Denton, Texas**

- Adjunct Professor of Information Science, Fall 2008 to Spring 2015.
- Designed and taught Data Mining and Knowledge Discovery.
- Assisted faculty in Website Development and Information Retrieval.
- Worked on information retrieval research through program design and development.
- Started as teaching assistant and research assistant.
- Blended graduate and undergraduate course: Data Analysis and Knowledge Discovery.

### **Service**

### **Institutional Leadership and University Service**

#### **Current**

- Tarleton State University, AI Council, 2025 to present.
- Tarleton State University, Cyberinfrastructure Exploratory Taskforce, 2026 to present.
- Tarleton State University, Dr. Sam Pack College of Business Scholarship Committee, 2023 to present.

#### **2026**

- Tarleton State University, Dr. Sam Pack College of Business Assurance of Learning and Curriculum Committee, 2025 to 2026.
- Tarleton State University, AI External Relations Task Force, 2024 to 2026.
- Tarleton State University, AI Fellow, Office of Strategic Insights, Spring 2026.

#### **2025**

- Tarleton State University, Dr. Sam Pack College of Business PhD in Business Task Force, 2024 to 2025.
- Tarleton State University, College of Business Faculty Recognition Committee, 2021 to 2025.
- Tarleton State University, Dr. Sam Pack College of Business Dean Search Advisory Committee, 2024 to 2025.

## **2024**

- Tarleton State University, Departmental MSIS Program Review Facilitator, 2023 to present.
- Tarleton State University, Experiential Learning Faculty Cohort, Center for Educational Excellence, 2024 to 2025.
- Tarleton State University, University First Day Materials Committee, 2023 to present.
- Tarleton State University, CIS Search Committee Member, Department Head Search, 2024 to present.

## **2023**

- Tarleton State University, College of Business Faculty Qualifications Committee, 2022 to 2023.
- Tarleton State University, College of Business Comparable Peers, Competitive Schools, and Aspirant Schools Taskforce, 2022 to 2023.
- Tarleton State University, Faculty Scholarship Cohort, Center for Educational Excellence, 2022 to 2023.
- Tarleton State University, Chair of CIS Search Committee R 056492, 2022 to 2023.
- Tarleton State University, Chair of CIS Search Committee R 054746, 2022 to 2023.
- Oral Presentation Judge, Pathways Student Research Symposium, Texas A&M University at Galveston, March 3, 2023.

## **2022**

- Tarleton State University, College of Business Comparable Schools Task Force, Fall 2022.
- Tarleton State University, Faculty Fellow, Experiential Learning, Center for Educational Excellence, 2021 to 2022.

## **2021**

- Tarleton State University, College of Business Strategic Planning Goal Co Champion, 2021.
- Tarleton State University, CIS Faculty Search Committee, Department of Marketing and CIS, 2021.
- Emporia State University, Student Learning Committee, School of Business, 2020 to 2021.
- Emporia State University, Graduate Program Committee, School of Business, 2020 to 2021.
- Emporia State University, Information Systems and Computer Science Disciplines Curriculum Committee, 2018 to 2021.

## **2020**

- Emporia State University, Dean's Advisory Committee, School of Business, 2018 to 2020.

- Emporia State University, Computer Science Faculty Search Committee Chair, Accounting Information Systems and Finance Department, 2020.
- Emporia State University, General Education Advisory Committee, Chair and Member, 2019 to 2020.

## **2018**

- Texas Woman's University, Curriculum Committee Member, School of Library and Information Studies, 2017 to 2018.
- Texas Woman's University, Final Exam Committee Member, School of Library and Information Studies, 2017 to 2018.
- Federation of North Texas Area Universities Graduate Student Research Symposium, Faculty Judge, March 23, 2018.

## **2015**

- Excelsior University, Alumni Advisory Board President, 2013 to 2015.
- Excelsior University, Alumni Advisory Board Member, 2011 to 2015.
- Excelsior University, Board of Trustees Member, 2013 to 2015.

## **2014**

- University of North Texas, Graduate Student Council Treasurer, 2008 to 2014.
- University of North Texas, Graduate Student Council Member, 2008 to 2014.

## **2012**

- University of North Texas, Professional Leadership Program Mentor, College of Business, 2011 to 2012.
- University of North Texas, University Libraries Committee Alumni Representative, 2010 to 2012.
- University of North Texas, Information Technology Council Member, 2007 to 2012.

## **2011**

- University of North Texas, One Book, One Community Committee Member, 2009 to 2011.

## **2010**

- University of North Texas, Staff Council Executive Member, 2009 to 2010.
- University of North Texas, Staff Council Member, 2008 to 2010.

## **2009**

- University of North Texas, Distinguished Lecturer Committee Member, 2008 to 2009.

- University of North Texas, Code of Conduct Committee Member, 2007 to 2009.

## **Professional Leadership and Memberships**

### **Current**

- Beta Gamma Sigma, Member, 2025 to present.
- Decision Sciences Institute, Member, 2016 to present.
- Decision Sciences Institute, Information Management Committee Member, 2024 to 2026.
- Decision Sciences Institute, Data Science, Machine Learning, and AI Specific Interest Group, Chair, 2024 to present.
- Decision Sciences Institute, Disruption and Resilience Specific Interest Group, Member Services Representative, 2024 to present.
- Decision Sciences Institute, Inaugural Ignite Featured Session Chair, 2026.
- Higher Education Data Warehousing Forum, Forum Member, 2009 to present.
- International Council on Knowledge Management, Member and Reviewer, 2010 to present.
- Phi Kappa Phi, Member, 2011 to present.
- Phi Kappa Phi, University of North Texas Chapter President, 2011.
- Southwest Decision Sciences Institute, Past President, 2026 to present.
- Southwest Decision Sciences Institute, Member, 2016 to present.
- The Unix Heritage Society Inc. (TUHSI), Founding Member, 2026 to present.

### **2026**

- Federation of Business Disciplines, Director of Marketing, 2024 to 2026.
- Southwest Decision Sciences Institute, President, 2025 to 2026.

### **2025**

- Education for Information: Interdisciplinary Journal of Information Studies, Editor, 2017 to 2025.
- Southwest Decision Sciences Institute, President Elect, 2024 to 2025.

### **2024**

- Southwest Decision Sciences Institute, Program Chair, 53rd Annual Meeting, Galveston, April 10 to 13, 2024.

### **2023**

- Denton County Homeless Coalition, Member, 2017 to 2023.

- Excelsior University, Internet Technology Faculty Advisory Committee, 2022 to 2023.
- Southwest Decision Sciences Institute, Program Chair Elect, 2022 to 2023.
- Southwest Decision Sciences Institute, Track Chair, Enterprise Systems, Information Security and Privacy, 2020 to 2023.

## **2021**

- Optimist Club of Emporia, Member, 2018 to 2021.
- Southwest Decision Sciences Institute, Council Member, 2018 to 2021.

## **2020**

- Institute for Operations Research and the Management Sciences, Member, 2017 to 2020.

## **2019**

- Southwest Decision Sciences Institute, Proceedings Editor, 2019.
- Texas Library Association, Member, 2017 to 2019.
- Texas Library Association, Innovation Lab Chair Elect, 2017 to 2019.
- Texas Library Association, Automation and Technology Round Table Treasurer, 2017 to 2019.
- Texas Library Association, Conference Program Committee Member, 2019.

## **2018**

- Education for Information: Interdisciplinary Journal of Information Studies, Social Media Editor, 2017 to 2018.

## **2012**

- American Society for Information Science and Technology, Member, 2009 to 2012.
- American Society for Information Science and Technology, Chapter Assembly Director.
- American Society for Information Science and Technology, Board Member.
- American Society for Information Science and Technology, Deputy Chapter Assembly Director.
- American Society for Information Science and Technology, Chair of the Knowledge Management Special Interest Group.

## **2011**

- Higher Education Data Warehousing Forum, Board Member, 2009 to 2011.

## **2010**

- International Council on Knowledge Management, International Advisory Council Organizing Committee Member, 2010.

## **Consulting and Other Work Product**

### **2026**

- Continued expert witness and forensic consulting services, including technical analysis, litigation support, and deposition testimony.

### **2025**

- Provided expert witness and forensic consulting services, including technical analysis, expert report preparation, and litigation support.

### **2024**

- Reviewed the Cybersecurity and Outreach Center and School of Business and Technology programs at Emporia State University, assessing curriculum and organizational effectiveness.

### **2020**

- Collaborated on development of an Excel Subject Guide with faculty and library staff, offering publicly available tutorials and resources on Excel, including Pivot Tables and V Lookups.

### **2019 to 2021**

- Worked with Economics faculty to design and develop a scenario based financial planning and modeling tool for a local land developer, enabling multi year cost, revenue, and funding analysis.

## **Professional Experience**

- Founder and Principal, SenTech Software, Godley, Texas, 1998 to present. Provides occasional consulting on software architecture, system design, technology assessment, and infrastructure, supporting organizations in leveraging technology effectively.
- Leader, Software Development / Global Manager, Underwriters Laboratories Workplace Health and Safety, Franklin, Tennessee, 2012 to 2015. Directed research, development, and product delivery for the Workplace Health and Safety business unit. Led a globally distributed team of architects, software engineers, UX designers, developers, and QA specialists to deliver large scale software systems. Established a global delivery group that remains operational today. Began tenure as Senior Director of Software Development.
- Director of Decision Support, University of North Texas, Denton, Texas, 2006 to 2012. Created and led the Decision Support department, working under the system chancellor's direction while reporting to the AVP of Finance. Engaged directly with institutional executive leadership and the Board of Regents to develop system wide performance metrics and deliver high level reporting, dashboards, and analytic insights supporting strategic decision making. Built a team capable of translating complex institutional data into actionable intelligence. Began as an analyst.

- Consultant, Focus Technologies, now Motio, Plano, Texas, 2004 to 2006. Engaged with clients including Verizon, Northrop Grumman, and the Defense Information Systems Agency on business intelligence, data analysis, and secure reporting implementations. Consulted on enterprise deployments of IBM Cognos ReportNet, including report design, data modeling, and Framework Manager optimization. Work exposed me to cybersecurity considerations in enterprise and federal contexts, shaping early experience in secure, large scale information systems.
- Chief Architect, Postfuture, now Postfuture Harte Hanks, Richardson, Texas, 1999 to 2001 and 2002 to 2004. Joined the founding team as lead technical architect for enterprise wide digital marketing and email platforms, supporting global campaigns for Microsoft, Best Buy, and other major clients. Solely responsible for system architecture and design, while personally implementing the majority of the code. Initiated early research and development in psychometric profiling of user interactions with marketing content, then scaled the platform to support dynamic content delivery, email template management, and sophisticated tracking mechanisms. Developed the first XML based transactional mail system for Best Buy and implemented early adoption of SPF email validation protocols. Established secure, privacy compliant systems with anti spam safeguards, providing the technical foundation for sustained global marketing operations.

### **Awards, Honors, and Professional Development**

- Emporia State University, Assessment Champion Award, 2021.
- ACUE Certificate in Effective College Instruction, June 2018.
- Dale Carnegie Graduate, 2011.
- Underwriters Laboratories, Mark of Excellence, 2013.
- IBM Cognos Information Champion for exceptional contributions in Business Analytics, 2012.
- IBM Cognos Information Champion for exceptional contributions in Business Analytics, 2011.
- IBM Cognos Information Champion for exceptional contributions in Information Management, 2010.
- American Society for Information Science and Technology, New Leaders Award, 2011.
- University of North Texas, Texas Center for Digital Knowledge Scholarship, 2011.
- University of North Texas, Department of Library and Information Sciences Scholarship, 2011.
- University of North Texas, Student Government Association Raupe Travel Grant, 2011.
- University of North Texas, Toulouse Graduate School Travel Stipend, 2011.
- University of North Texas, Academic Achievement, 2009 to 2011.