

MATTHEW D. PICKARD

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Assistant Professor, Accounting
Anderson School of Management
University of New Mexico

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SUMMARY

Research **Topics:** Information disclosure, embodied conversational agents, persuasive technology

Methods: Behavioral experiments, surveys

Teaching Accounting information systems, databases, system analysis and design, data analysis, Excel, decision making

EDUCATION

2012 Ph.D. in Management Information Systems
University of Arizona

Dissertation: *Persuasive Embodied Agents: Using Embodied Agents to Change People's Behavior, Beliefs, and Assessments*

Committee: Jay Nunamaker (co-chair), Joe Valacich (co-chair), Judee Burgoon

2008 M.B.A. Operations Management & Information Systems
Brigham Young University

2002 B.S. Computer Engineering
Brigham Young University

1999 A.S. Electrical Engineering
Brigham Young University – Idaho (Ricks College)

ACADEMIC POSITIONS

2012 – Present Assistant Professor
University of New Mexico

2008 – 2012 Research Associate
University of Arizona

2007 – 2008 Research Assistant / Ph.D. Preparation Program
Brigham Young University

PUBLICATIONS

- Peer-Reviewed Journal Articles**
01. Pickard, M., Cokins, G. (2015). *From Bean Counters to Bean Growers: A Customer Profitability Analysis Example Illustrating the Call of Data Mining and Analysis for Accountants to Grow Their Role*, **Journal of Information System**, 29(3), 151-164.
 02. Brody, R., Pickard, M., Agins, J. (2015). *Avatars Interviewers: Tireless, Dedicated Investigative Partners*, **Fraud Magazine**, 30(4), pp. 22-27.
 03. Pickard, M. D., Burgoon, J. K. & Derrick, D. C. (2014). *Toward an Objective*

Linguistic-Based Measure of Perceived Embodied Conversational Agent Power and Likeability. **International Journal of Human-Computer Interaction**, 30(6), 495–516.

04. Lowry, P., Jenkins, J. Pickard, M., Twyman, N. and Bui, Q. (2014). *Proposing the Affect-Trust Infusion Model (ATIM) to Explain and Predict the Influence of High- and Low-Affect Infusion on Web Vendor Trust*, **Information & Management**, 51(5), 579-594.
 05. Pickard, M., Brody, R., Burns, M. (2013). *The Effect of Embodied Agents on Users' Behavior*, **Insights to a Changing World**, (1), 53-72.
 06. Pickard, M., Burns, M., Moffitt, K. (2013). *A Theoretical Justification of Embodied Conversational Agents (ECAs) to Augment Accounting-related Interviewing Processes*, **Journal of Information Systems**, 27(2), 159-176.
- Working Journal Articles**
01. Roster, C., Pickard, M., Chen, Y. *Revealing Sensitive Information in Personal Interviews: Is Self-Disclosure Easier with Humans or Avatars and Under What Conditions?*, submitted to **Computers in Human Behavior**.
 02. Pickard, M., Roster, C., Wilson, D. *Conceptualization and Development of a Risk-Oriented, Self-Report Measure for Sensitive Information Disclosure*, submitted to **Journal of Business and Psychology**.
 03. Pickard, M., Roster, C., Wilson, D. *You Want Sensitive Information? Let Me Talk to a Computer*.
- Academic Conference Articles & Presentations**
01. Roster, C. A., Pickard M. D., Chen Y. (May 12-14, 2015). *This is Sensitive – Let Me Talk to an Avatar: A Structured Abstract*. Academy of Marketing Science Annual Conference. Denver, CO.
 02. Pickard, M., Burns, M., Moffitt, K. (2012). *A Forensic Accountant's Second Life™: Toward Automated Interviewing for Forensic Accounting Investigations*. **American Accounting Association Information Systems Section Midyear Conference 2012**, Scottsdale, AZ.
 03. Pickard, M., Jenkins, J. (2011). *Embodied Agents and the Predictive Elaboration Model of Persuasion – Embodied Agents Tailored to Users' Need for Cognition*. **Hawaii International Conference on System Sciences (HICCS) Human-Computer Interaction (HCI) Minitrack**, Maui, Hawaii, USA.
 04. Lowry, P., Jenkins, J. Pickard, M., Twyman, N. and Bui, Q. (2011) *Proposing the Affect-Trust Infusion Model (ATIM) to Explain and Predict the Influence of High- and Low-Affect Infusion on Web Vendor Trust*. **JAIS Theory Development Workshop, International Conference on Information Systems (ICIS)**, Shanghai, China.
 05. Pickard, M. (2011) *Proposal: Maximizing the Persuasiveness of Computerized Embodied Agents through Reinforcement Learning*. Presented at the **semi-annual CITEr Meeting**, Tucson, AZ.
 06. Pickard, M., Burns, M., Jenkins, J. (2011). *Persuasive Embodied Agents Tailored to Users' Self-Esteem and Tendency to Self-Monitor*. **Pre-ICIS Workshop on Human-Computer Interaction (HCI) in MIS**, Shanghai, China (abstract only).
 07. Moffit, K., Pickard, M. (2010) *Final Report: Integrating Agent99, LIWC and building an accessible platform for future tool building*. Presented at the **semi-annual CITEr Meeting**. Morgantown, WV.
 08. Burns, M., Elder, K., Pickard, M., Chowdery, I., Moffit, K., & Zhao, J. (2009). *Proposing a Vendor-Independent Service-Oriented Architecture (SOA) Maturity Model*. **MISQ-Executive pre-AMCIS Writing for Practitioners Workshop**,

TEACHING EXPERIENCE

- 2013 – Present** MGMT 794 – Excel for Decision Making
University of New Mexico
- Developed course curriculum teach advanced Excel-based decision making including tools such as PowerPivot and Excel-based Monte Carlo simulations.
 - Overall instructor rating: **4.1/5.0**
- 2012 – Present** MGMT 449 – Intro to Accounting Information Systems
University of New Mexico
- Developed course curriculum (including a game) to teach transaction cycles, systems documentation, and database design and query
- Overall instructor rating: **4.5/5.0**
- 2012 – Present** MGMT 549 –Accounting Information & Control Systems
University of New Mexico
- Developed course curriculum (including a game) to teach transaction cycles, systems documentation, and database design and query
 - Overall instructor rating: **4.5/5.0**
- Spring 2014** MGMT 594 – Forensic Analytics
University of New Mexico
- Taught basic forensic analytic techniques such as application of Benford’s Law
 - Overall instructor rating: **4.3/5.0**
- Spring 2012** Graduate Certificate in College Teaching (CCT)
University of Arizona
- The CCT is a 10-credit supplemental graduate program designed to prepare graduate students to become excellent, learner-centered teaching professionals.
 - Program included pedagogical training, critical self-assessment, and a mentored teaching development practicum in conjunction with my MIS teaching assignments.
- Summer 2011** MIS 373 – Introduction to Operations Management
University of Arizona
- Overall teaching effectiveness rating: **4.6/5.0**
 - MIS Department Nomination for 2011 Eller College Teach Award for Graduate Students
- 2009-2010** Technical Instructor
Raytheon Missile Systems
- Improved the skills of 50+ employees through the design and deliver of Perl classes for task automation. Skills taught include spreadsheet automation, web-page scraping, and regular expressions.
- 2009** Teaching Assistant for MIS 531 – Enterprise Database Management
- 2002-2004** Customer Education Instructor
National Instruments
- Improved the technical skills of 90 customers in 12 one-week courses.
 - Overall customer satisfaction for courses taught: **4.6/5.0**
- 2000-2002** Engineering Intern / Instructor
National Instruments
- Boosted company’s reputation on BYU’s campus by training 100 students and 5 professors. Original training program was discontinued by BYU. Responded by freelancing new training for an expanded set of students.

RESEARCH GRANTS

- 2012 Pickard, M., Flor, N., Luo, X., *Developing a Technology-based Interviewing System*

for Self-Disclosure, awarded by UNM Research Allocation Committee for \$5,600.

2009 Moffitt, K., Jenkins, J., Pickard, M., Burgoon, J.K., *SPLICE: Building an accessible platform for future linguistic tool building*, awarded by Center for Identification Technology Research for \$37,000.

2008 Moffitt, K., Humpherys, S., Burgoon, J.K., Pickard, M., & Burns, M., *Evaluating and integrating speech recognition software into Agent99 software for real-time deception detection*, awarded by The Center for Identification Technology Research for \$50,000.

SERVICE

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|--------------------------------|---|
| Community Presentations | <ol style="list-style-type: none">01. <u>Pickard, M.</u> (August 2015). <i>Avatar-Based Automated Interviewing: Why People May Disclose More to Avatar Interviewers than to Human Interviewers</i>. 2015 NM Homeland Security Conference. Albuquerque, NM.02. <u>Pickard, M.</u> (March 31, 2015). <i>Practical Predictive Analytics</i>. The Association of Government Accountants (AGA) Professional Development Training. Albuquerque, NM.03. <u>Pickard, M.</u> (September 2014). <i>Avatar-Based Automated Interviewing: Why People May Disclose More to Avatar Interviewers than to Human Interviewers</i>. Anti-Terrorism Advisory Council. Albuquerque, NM.04. <u>Pickard, M.</u> (October 2014). <i>Animated Avatars for Auditing</i>. Institute of Internal Auditors. Albuquerque, NM. |
| Reviewer | <p>Journal of Information Systems, 2015.
AIS Section Mid-Year Meeting, 2015.
BYU Accounting Research Symposium, 2014.
AAA, Forensic and Investigation Accounting (FIA) Section 2013.
European Journal of Information Systems (EJIS), 2013.
Hawaii International Conference on System Sciences (HICSS) 2013.
BYU Accounting Research Symposium, 2012.
Pre-ICIS Workshop on Human-Computer Interaction (HCI) in MIS 2011, Shanghai, China.
Information Systems Research 2010</p> |
| Professional Service | <p>AAA FIA Track Coordinator for Southwest Region, 2013-2014.</p> |