

Aaron Baird
Associate Professor
Institute of Health Administration
Robinson College of Business
Georgia State University
Online Profile: <https://robinson.gsu.edu/profile/aaron-m-baird/>

Education

Ph.D., Information Systems, W. P. Carey School of Business, Arizona State University, 2012
M.B.A., Anderson College of Business, Regis University, 2004
B.S., Computer Science, Colorado Mesa University, 1999

Certifications

Certified Professional in Healthcare Information & Management Systems (CPHIMS), 2015

Honors and Awards

2019: Best Paper of the Year Award (for 2018) at *Information & Organization*

2017: *Early Career Award* from the *Association for Information Systems* (AIS) in December 2017 (<https://news.gsu.edu/2018/04/10/aaron-baird-receives-ais-early-career-award/>).

2016: *Recognized by the media* for participating in the rollout of the Azalea Health EHR in our Clinical Health Informatics classes (<http://www.marketwired.com/press-release/georgia-state-university-picks-azalea-health-ehr-for-education-tool-2179921.htm>), Fall 2016.

2016-2018: Received *Summer Research Grants* from the Robinson College of Business in 2016, 2017, 2018, and 2019

2017: Member of the team in our department that won the *CAHME/Cerner Award for Excellence in Healthcare Management Systems Education*, March 2017 (<https://news.gsu.edu/2017/03/03/cahme-cerner-award/>, <https://www.youtube.com/watch?v=ckQ49S64ZTQ>)

2016: *Best Reviewer* for the “IS in Healthcare” Track for the International Conference on Information Systems (ICIS), 2016, Dublin, Ireland

2016: Advisor for the undergraduate BIS (Bachelors in Interdisciplinary Studies) Clinical Health Informatics team that took *1st place* in the first *GSU Health IT Slam Competition*

2015: Advisor for the *GSU HIT Leadership Summit Hackathon* team that *won 1st place*

2014: Award for *best research-in-progress paper* at ICIS 2014 for our paper, “Health Information Technology in U.S. Hospitals: How Much, How Fast?”

2014: *SSRN Top Ten* recent download list (October 2014) for recent downloads of our paper “The evolving intellectual structure of the health informatics discipline: A multi-method investigation of a rapidly-growing scientific field”

2011-2012: Awarded the *Health Information Management and Systems Society (HIMSS) National Ph.D. Scholarship* and the *Arizona Health Information Management and Systems Society (AZ HIMSS) Annual Graduate Student Scholarship*, 2011.

Academic Experience

Associate Professor (2019 to present)

Assistant Professor (2012 to 2019)

Institute of Health Administration

Robinson College of Business, Georgia State University

Conduct research on the assimilation and use of health IT (including Electronic Health Records, patient portals, telestroke, mHealth, and online health communities). Research Associate for the Center for Health IT (CHIT), the Center for Process Innovation (CEPRIN), and the Social Media Intelligence Lab (SMIL). Secondarily appointed to the Department of Computer Information Systems. Teach courses focused on health information systems and digital health strategy to undergraduates and graduates and regularly contribute to health IT focused doctoral seminars. Collaborate with a variety of organizations including: WellStar, Island Health, Mayo Clinic, Pruitt Health, and Grady Health System.

Ph.D. Student / Candidate, Research and Teaching Associate (2008 to 2012)

Department of Information Systems

W. P. Carey School of Business, Arizona State University

Conducted research on health information systems (e.g., electronic health records, clinical analytics, personal health records, and patient portals); assisted with a variety of information systems and health information systems research projects; developed customized software for the distribution and allocation of H1N1 vaccines; and taught and assisted with classes in information systems, health administration, global innovation management, enterprise systems development, and applied projects / project management.

Professional Experience

University of California San Diego

Lead Web Developer / Architect (2007 – 2008), Programmer / Analyst (2003 - 2006)

Managed system implementation and integration for five, major departments. Responsibilities included project management, software development and procurement, and strategic planning.

Penton Media, Inc.

Senior Web Developer (2006 - 2007)

Developed and managed n-tier Content Management Systems (CMSs) that served as the basis for all content for the online versions of multiple B2B magazines.

Data Systems & Solutions (a joint venture between SAIC and Rolls-Royce)

Programmer / Analyst (2002 - 2003)

Created multi-tier, web-based software that graphed trends of engine data collected during flights and gave mechanics the ability to run sophisticated statistical analyses.

WebCreate.com, Inc.

Lead Web and Database Programmer / Analyst (2000 - 2002)

Managed all web and database projects, network architecture, design, and proposals for 50+ clients. Specialized in n-tier, multi-platform development.

Mesa Developmental Services

MIS Administrator (1999 - 2000), Technical Support (1996 - 1999)

Coordinated and managed budgeting and planning, software development, network design, and technical support.

Research

Primary Research Interests

Health IT and Health Informatics
Health IT Assimilation and Use

Health IT in Social and Strategic Networks
Delegation to and from ISs

Works Published

1. Chen, L., Baird, A., and Rai, A. "Mobile Health (mHealth) Channel Preference: An Integrated Perspective of Approach-Avoidance Beliefs and Regulatory Focus." *Journal of the Association for Information Systems*, Forthcoming.
2. Chen, L., Baird, A., and Straub, D. "An Analysis of the Evolving Intellectual Structure of Health Information Technology Research: An Information Systems (IS) Perspective." *Journal of the Association for Information Systems*, Forthcoming.
3. Chen, L., Baird, A., and Straub, D. "Fostering Participant Health Knowledge and Attitudes: An Econometric Study of a Chronic Disease-Focused Online Health Community." *Journal of Management Information Systems*, 2019 (36:1), 194-229.
4. Chen, L., Baird, A., and Straub, D. "Why Do Participants Continue to Contribute? Evaluation of Usefulness Voting and Commenting Motivational Affordances within an Online Knowledge Community." *Decision Support Systems*, 2019 (118), 21-32.
5. Singh, R., Baird, A., and Mathiassen, L. "Collaboration Risk Management in IT-Enabled Asymmetric Partnerships: Evidence from Telestroke Networks." *Information & Organization*, 2018 (28:4), 170-191. (*Best paper of the year award*, for 2018, at *Information & Organization*)
6. Baird, A., Angst, C., and Oborn, E., "Health Information Technology," in *MIS Quarterly Research Curations*, Ashley Bush and Arun Rai, Eds., <http://misq.org/research-curations>, June 20, 2018.
7. Davidson, E., Baird, A., and Prince, K. "Opening the Envelope of Health Care Information Systems Research." *Information & Organization*, 2018 (28:3), 140-151.
8. Baird, A., Davidson, E., and Mathiassen, L. "Reflective Technology Assimilation: Facilitating Electronic Health Record Assimilation in Small Physician Practices." *Journal of Management Information Systems*, 2017 (34:3), 664-694.
9. Baird, A., Miller, C., T. S. Raghu, and Sinha, R. K. "Product Line Extension in Consumer Software Markets in the Presence Of Free Alternatives," *Information Systems Research*, 2016 (27:2), 282-301.
10. Baird, A. and T. S. Raghu. "Associating Consumer Preferences with Business Models for Digital Services," *European Journal of Information Systems*, 2015 (24), 4-22.
11. Baranick, E., Baird, A. and Vinze, A. "An Economic Framework for Transitioning to Capacity Building," *Global Public Health*, 2015 (10:1), 15-27.
12. Contributed to the Health IT section of Chapter 3, "Quality, Technology, and Medical Malpractice" of: Askin, E., and Moore, N. *The Health Care Handbook: A Clear and Concise*

Guide to the United States Health Care System, 2nd Edition. Washington University, St. Louis, 2014.

13. Baird, A., and Nowak, S. "Why Primary Care Practices Should Become Digital Health Information Hubs for their Patients," *BioMed Central (BMC) Family Practice*, 2014 (15:190), 1-5.
14. Baird, A., Furukawa, M., Rahman, B., and Schneller, G. "Corporate Governance and the Adoption of Health Information Technology within Integrated Delivery Systems," *Health Care Management Review*, 2014 (39:3), 234-244.
15. Baird, A., T. S. Raghu, North, F., and Edwards, F. "When Traditionally Inseparable Services are Separated by Technology: The Case of Patient Portal Features Offered by Primary Care Providers," *Health Systems*, 2014 (3:2), 143-158.
16. Baird, A. "Making the Case for Leveraging the Patient Centered E-Health (PCEH) Context to Expand Information Systems Theory," *Communications of the Association for Information Systems*, 2014 (34), 365-380.
17. Rai, A., Chen, L., Pye, J., and Baird, A. "Understanding Determinants of Consumer Mobile Health (mHealth) Usage Intentions, Assimilation, and Channel Preferences," *Journal of Medical Internet Research*, 2013 (15:8 e149), 1-20.
18. Baird, A., Furukawa, M., and T. S. Raghu. "Understanding Contingencies Associated with the Early Adoption of Customer-Facing Web Portals," *Journal of Management Information Systems*, 2012 (29:2), 293-324.
19. Baird, A., T. S. Raghu, and Tulledge-Scheitel, S. "The Role of Policy in the Prevention of Personal Health Record (PHR) Market Failure," *Journal of Information Technology and Politics*, 2012 (9:2), 117-132.
20. Baird, A. and Riggins, F. "Planning and Sprinting: Use of a Hybrid Project Management Methodology within a CIS Capstone Course," *Journal of Information Systems Education*, 2012 (23:3), 243-258.

Working Papers and Papers under Review

1. Baird, A. and Maruping, L. "Toward a Theory of Delegation in Human-IS Artifact Interactions: An Agentic Perspective."
2. Chen, L., Baird, A., and Straub, D. "A Linguistic Signaling Model of Social Support Exchange in Online Health Communities."
3. Baird, A., Kibbe, B., and Lesandrini, J. "An Argument for Mitigating Orientation Biases in Best Practice Advisories."
4. Singh, R., Baird, A., and Mathiassen, L. "Managing Innovation-Operation Tensions in IT-Enabled Health Services: A Pragmatic Ambidexterity Approach"
5. Choi, H., Keil, M., and Baird, A. "How do we nudge people to meet a 150 MVPA health activity recommendation?"
6. Pye, J., Rai, A., and Baird, A. "Health Information Technology in U.S. Hospitals: How Much, How Fast?"

Conferences and Workshops

1. Baird, A. and Maruping, L. "Toward a Theory of Delegation in Human-IS Artifact Interactions: An Agentic Perspective," *MIS Quarterly Next Generation Theory Special Issue Workshop*, University of Maryland, Washington, DC, 2019.
2. Baird, A. and Maruping, L. "Distributing Agency between Users and Information System (IS) Artifacts: Toward a Theory of User-Artifact Delegation," *Post-ICIS MIS Quarterly Next Generation Theory Special Issue Workshop*, San Francisco, CA, 2018.
3. George, A., Ramesh, B., and Baird, A. "Contextualized Theorization in Gamification: An Environmental Enrichment Perspective," *Post-ICIS MIS Quarterly Next Generation Theory Special Issue Workshop*, San Francisco, CA, 2018.
4. Chen, L., Baird, A., and Straub, D. "Why Do Users Participate in Online Communities? The Effects of Motivational Affordances, Comments, and Peer Contribution on Continuance," *Americas' Conference on Information Systems (AMCIS)*, New Orleans, LA, 2018.
5. Baird, A. and Riggins, F. "A Resource Complementarity View (RCV) of Value Creation in the Context of Connected Smart Devices," *Hawaii International Conference on System Sciences (HICSS) 49*, 2016.
6. Baird, A., T. S. Raghu, and Rai, A. "Toward a Theory of Persuasive IS Artifact Design," *JAIS Theory Development Pre-ICIS Workshop*, Fort Worth, TX, 2015.
7. Rai, A., Baird, A., and Pye, J. "Impacts of Value-Based Goals and Care Coordination on U.S. Hospital Effectiveness," *Patient-Centric Healthcare Management in the Age of Analytics Conference at Indiana University*, Oct. 9-10, 2015.
8. Pye, J., Rai, A., and Baird, A. "Health Information Technology in U.S. Hospitals: How Much, How Fast?" *International Conference on Information Systems (ICIS)*, Auckland, New Zealand, 2014. (Winner of best research-in-progress paper award).
9. Rai, A., Chen, L., and Baird, A. "Consumer use of mobile health (mHealth): An integrated individual and local influence mechanisms evaluation," *Workshop on Health IT and Economics (WHITE)*, Washington, D.C., 2013.
10. Baird, A., Rai, A., T. S. Raghu, and Sambamurthy, V. "Toward a persuasive design theory of information systems," *Center for Process Innovation (CEPRIN) Workshop, Atlanta, GA*, 2013.
11. Singh, R., Baird, A., and Mathiassen, L. "Absorptive capacity co-creation of IT value: Evidence from two telestroke networks," *Center for Process Innovation (CEPRIN) Workshop, Atlanta, GA*, 2013.
12. Chen, L., Rai, A., and Baird, A. "The influence of individual- and regional- innovativeness and health risks on healthcare channel preferences," *Center for Process Innovation (CEPRIN) Workshop, Atlanta, GA*, 2013.
13. Baird, A., North, F., Edwards, F., and T. S. Raghu. "Patient perceptions of personal health records and patient portals," *Workshop on Health IT and Economics (WHITE)*, Washington, D.C., 2013.
14. Baird, A., Furukawa, M., and T. S. Raghu. "Early adoption of patient portals by U.S. hospitals," *Americas' Conference on Information Systems (AMCIS)*, Detroit, MI, 2011.

15. Baird, A., Furukawa, M., and T. S. Raghu. "Hospital analytics adoption: Determinants of choice and performance impacts," *Americas' Conference on Information Systems (AMCIS)*, Detroit, MI, 2011.
16. Baird, A., North, F., and T. S. Raghu. "Personal Health Records (PHRs) and the future of the physician-patient relationship," *iConference*, Seattle, Washington, 2011.
17. Baird, A., and T. S. Raghu. "Consumer perceptions of Personal Health Record (PHR) privacy and security," *4th Annual Workshop on Information Assurance Research and Education*, Information Assurance Center, Arizona State University, 2011.
18. Baird, A., Furukawa, M., and T. S. Raghu. "Adoption of patient-centric information systems by ambulatory care providers," *Workshop on Health IT and Economics (WHITE)*, Washington, D.C., 2010.
19. Baird, A. and T. S. Raghu. "Are EMR and clinical analytics systems impacting hospital quality and efficiency?" *Claremont Graduate University Spring Health Informatics Workshop*, 2010.

Teaching

Teaching Interests

Health Information Systems / Informatics
Digital Health Strategy

Doctoral Courses in Health IT
Applied Capstone / Residency Courses

Courses Taught

Health Information Systems (both graduate and undergraduate)
Introduction to the U.S. Health Services System (undergraduate)
Directed Readings (doctoral)
Introduction to Information Systems (undergraduate)
Intermediate Web Authoring and Programming (undergraduate)

Courses Supported / Assisted

CIS Doctoral Seminar (doctoral)
Health Administration Administrative Residency (graduate)
Health Sector Information Management (graduate)
Business Process Workflow and Analysis (graduate)
CIS Capstone Course: Enterprise Systems Development (undergraduate)
CIS Capstone Course: Practicing Real-World Skills (undergraduate)
Global Innovation Management (undergraduate)
Honors Introduction to Information Systems (undergraduate)

Service

Research / Publication Related Service

2019: Organizational Communication and Information Systems (OCIS) division of Academy of Management: Participant in oversight committee for web site migration and modernization
2019 to present: Editorial Board for Information & Organization
2017 to present: Editorial Board for IEEE Transactions on Engineering Management

2018: Panelist for the National Science Foundation (NSF) Smart and Connected Communities (S&CC) program at the NSF in Washington, D.C.

2014-2019: Associate Editor (AE) for the ICIS 2014, 2016, 2017, and 2019 “IS in Healthcare” Tracks

2017: Session Chair at the Conference for Health IT and Analytics, November 2017.

2012 – present: Ad-hoc journal reviewer for: MIS Quarterly (MISQ), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Management Science (MS), European Journal of Information Systems (EJIS), Information and Management (I&M), Communications of the ACM (CACM), Journal of the American Medical Informatics Association (JAMIA), Information Technology and Management (ITM), Health Systems (HS), Journal of Biomedical Informatics (JBI), Journal of Information Systems Education (JISE), Communications of the AIS (CAIS), Decision Support Systems (DSS), Journal of Business Logistics (JBL), Healthcare: The Journal of Delivery Science and Innovation (HJDSI), and the Journal of Information Technology and Politics (JITP)

2014: Reviewer for the book “A Practitioner’s Guide to Health Informatics” for publication consideration by Springer (2014)

2014: Program committee member for the “HCI in Health and Wellness Workshop,” a joint pre-conference workshop conducted by SIGHCI and SIG-Health, AMICS 2014, Savannah, Georgia.

2009 to present: Ad-hoc conference reviewer for several conferences including ICIS, CHITA, AoM (for both OCIS and HCM divisions), HICSS, AMCIS, and INFORMS/CIST.

Dissertation committee co-chair for:

- Hyoungyong Choi, Department of Computer Information Systems, Robinson College of Business, Georgia State University: Plans to propose in 2019
- Langtao Chen, Department of Computer Information Systems, Robinson College of Business, Georgia State University (completed doctoral work in December 2015): Assistant Professor, Missouri University of Science and Technology, 2016

Dissertation committee member for:

- Kambiz Saffarizadeh, Department of Computer Information Systems, Robinson College of Business, Georgia State University: Plans to defend in Spring of 2020
- Amber (Xinying) Liu, Department of Computer Information Systems, Robinson College of Business, Georgia State University: Plans to propose in Summer 2019
- Amrita George, Department of Computer Information Systems, Robinson College of Business, Georgia State University: Plans to defend in Summer of 2019: Assistant Professor, Marquette University, 201
- Esther Chance, Executive Doctorate of Business (EDB) Program, Robinson College of Business, Georgia State University, Class of 2019
- Jessica Helsten, Executive Doctorate of Business (EDB) Program, Robinson College of Business, Georgia State University, Class of 2019

- Alan Yang, Department of Computer Information Systems, Robinson College of Business, Georgia State University (completed doctoral work in July 2018): Assistant Professor, University of Nevada Reno, 2018
- Jessica Pye, Center for Process Innovation, Robinson College of Business, Georgia State University (completed doctoral work in December 2017): Assistant Professor, Arizona State University, 2017
- Liwei Chen, Center for Process Innovation, J. Mack Robinson College of Business, Georgia State University (completed doctoral work in May 2016): Assistant Professor, University of Cincinnati, 2016

Pedagogical Service

2017-2019: Faculty advisor for the Career Engagement “VOICE” program directed by Phyllis Parker. Assisted students with resume writing, interviewing, and elevator pitch skill building.

2016: Faculty advisor for the “HIT Slam Competition” sponsored by the Center for Health IT (1st place winners: <http://snhp.gsu.edu/2016/10/10/undergraduate-bis-students-win-health-slam/>)

2015: HIT Hackathon Challenge Adviser for the GSU team (1st place winners: <http://robinson.gsu.edu/news/hit-summit2015/>)

2014: Stanford University and Carnegie Mellon University Open Learning Initiative (OLI) “Healthcare Information and Management Systems” curriculum design and development as part of the CAHIMS preparation initiative funded by the National Science Foundation (NSF)

2014-2015: Contributor to the “Project Catalyst” strategic planning initiative focused on reimagining Robinson College of Business undergraduate experience

2013-2014: Committee member on the Institute of Health Administration “Master of Science in Health Administration (MSHA)” degree redesign

Industry Service

2015-2016: Professional and Student Development Committee Chair, Georgia Health Information Management and Systems Society (GA HIMSS) Board of Directors

2012-2013: Contributing Member, Provider Value Proposition Task Force, HIMSS

2010-2012: Student Representative, Arizona Health Information Management and Systems Society (AZ HIMSS) Board of Directors

Department, College, University Service

2019: Future of the Institute of Health Administration Task Force, Committee Member

2019-2020: Participated in the CAHME reaccreditation process for our department.

2018-2019: Committee member on the “Associate/Full Tenure-Track Professor” Search Committee for our department (Institute of Health Administration)

2017-2018: Committee member on the “Clinical Informatics Program Director” Search Committee for the Byrdine F. Lewis College of Nursing and Health Professions

2016-2017: Committee member on the “Clinical Health Informatics Instructor” Search Committee for the Byrdine F. Lewis College of Nursing and Health Professions

2015-2016: Committee member on the Robinson College of Business Undergraduate “Analytics Task Force”

2015-2016: Committee member on the Institute of Health Administration “Clinical Professor of Health Administration” Search Committee

2013-2014: Committee member on the Robinson College of Business “Big Data” Associate or Full-Professor Search Committee

2014: Committee member on the Byrdine F. Lewis College of Nursing and Health Professions “Clinical Informatics Program Director” Search Committee

2014-2015: Committee member on the “Clinical Informatics Program Curriculum Committee” for the Byrdine F. Lewis College of Nursing and Health Professions

2012 to present: Participant in the continuous improvement process as part of the Institute of Health Administration’s Commission on Accreditation of Healthcare Management Education (CAHME) accreditation.

2015: Participated in the AACSB accreditation process in Spring 2015 for the Robinson College of Business.

Industry Collaborations

2019 – Present: WellStar

Evaluating sources of bias and potential ethical considerations of Best Practice Advisories (BPAs) in Clinical Decision Support (CDS) systems.

2015 – 2016: Island Health Care

Analysis of productivity and quality data related to remote patient monitoring (RPM) use and corresponding nursing scheduling tactics.

2014 – 2015: Pruitt Health

Development of survey instrument for assessing automated pill packaging, routing, and dispense workflows.

2013 – 2016: Grady Health System

Oversight of graduate internships and undergraduate applied capstone projects.

2012 – 2013: Mayo Clinic

Research project: “Perceptions of patient portal features offered by primary care providers”

2009 – 2010: Maricopa County Department of Public Health

Design and development of software to assist the Maricopa County Department of Public Health with the allocation of scarce resources (vaccines) during the H1N1 outbreak.

Speaking Engagements and Research Presentations

2019: Georgia State University People @ Work Research Group

2018: Joint work with doctoral students was presented at the following universities (by the doctoral students and/or co-authors): University of Cambridge, University of Nevada Reno, Wichita State, Marist College, Marquette University, University of Houston, and California State LA.

2017: Joint work with doctoral students was presented at the following universities (by the doctoral students and/or co-authors): Arizona State University; Lehigh University; Missouri University of Science and Technology.

2016: Joint work with doctoral students was presented at the following universities (by the doctoral students and/or co-authors): Georgia State University; Temple University; University of Cincinnati; University of Georgia; Missouri University of Science and Technology; Florida International University; University of South Florida.

2015: School of Public Policy, Georgia Tech; Legislative Health Policy Certificate Program for the Georgia State Legislature; Department of CIS, Georgia State University.

2014: Association for Information Systems Journal Club; School of Interactive Computing, Georgia Tech.

2013: University of Georgia; HIMSS Provider Value Proposition Task Force

2012: Georgia State University; Trinity University; Dignity Health.

Continuing Education

2015: CPHIMS Certification Course, Georgia HIMSS

2014: HL7 Fundamentals Course, 4-month online course, Health Level Seven International

2014: Introduction to Panel Data Using Stata, 6-week online course, Stata Corp.

2013: Invited participant in the Academy of Management Health Care Management (HCM) Division Professional Development Workshop for Emerging Scholars, Orlando, FL, August 2013.

2012: Invited participant in the ICIS 2012 Jr. Faculty Consortium, Orlando, FL, December 2012.

2011: Invited participant in the OCIS 2011 Doctoral Consortium at the Academy of Management Annual Meeting, San Antonio, TX, August 2011.

2011: Invited participant in the AMCIS 2011 Doctoral Consortium, Detroit, MI, August 2011.

2011: Latent Class Analysis (LCA), 3-day course, Arizona State University, 2011

Professional Memberships

Association of Information Systems (AIS)

Academy of Management (AoM)

Healthcare Data and Analytics Association (HDAA)

Healthcare and Information Management Systems Society (HIMSS)

Technology Association of Georgia (TAG)