

John D. Johnson
Utah State University
Management Information Systems
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Education

PhD, Texas A&M University, 1987.
Major: Economics
Dissertation Title: The sensitivity of the cost of living to changes in the prices of monetary assets : a variable consumer preference approach

BA, Weber State University, 1983.
Major: Economics
Supporting Areas of Emphasis: French

Previous Professional Positions

Academic - Post Secondary

Professor of Management Information Systems, Utah State University. (August 2012 - Present).

Professor and Head, Management Information Systems, Utah State University. (August 2006 - July 2012).

Associate Professor of Management Information Systems, The University of Mississippi. (August 1990 - August 2002).

Assistant Professor of Economics and Finance, The University of Mississippi. (August 1988 - August 1990).

Visiting Assistant Professor of Economics, Southern Methodist. (August 1987 - August 1988).

Professional

FNC Technical Scholar and Co-Founder, FNC Inc. (June 2004 - Present).

Chief Technology Officer and Co-Founder, FNC Inc. (August 2002 - June 2004).

Development Activities Attended

Conference, "Partners in Business Information Technology Conference," Hunstman School, Logan, UT, United States. (February 26, 2015).

Conference, "Partners in Business Information Technology Conference," Hunstman School, Logan, UT, United States. (February 25, 2014).

Conference, "Partner's in Business IT Seminar," Jon M. Huntsman School of Business, Logan, UT. (February 6, 2013).

Workshop/Seminar, "Doing Business in Korea," Snell and Wilmer, 15 W south temple ste 1200. , Salt Lake City, UT. (February 9, 2012).

Conference, "Partner's in Business IT Seminar," Jon M. Huntsman School of Business, Logan, UT. (February 8, 2012).

Conference, "Partner's in Business IT Seminar," Jon M. Huntsman School of Business, Logan, UT. (January 26, 2011).

TEACHING

Teaching Experience

Utah State University

BUS 2000, Foundations for International Program, 1 course.

BUS 2250, INTRO INTERNSHIP, 5 courses.

BUS 4250, ADVANCED INTERNSHIP, 7 courses.

MIS 4950, SENIOR HONORS THESIS, 1 course.

MIS 5150, Special Topics: Emerging Technologies in Management Information Systems, 9 courses.

MIS 5700, Internet Management and Electronic Commerce, 15 courses.

MIS 5700,6700, Internet Management and Electronic Commerce, 5 courses.

MIS 5950, Independent Readings, 6 courses.

MIS 6050, ADV WEB MGMT IS DEV, 1 course.

MIS 6110, Workshop, 1 course.

MIS 6250, Graduate Internship, 19 courses.

MIS 6600, BUS TEACHING INTERN, 3 courses.

MIS 6700, IS STRAT/E-COMMERCE, 3 courses.

MIS 6950, Independent Readings, 17 courses.

MIS 6970, MASTER'S PAPER, 1 course.

MIS 7250, GRAD RSRCH INTERN, 2 courses.

MIS 7950, INDEPENDENT READINGS, 2 courses.

MIS 7970, DOCTORAL DISSERTATION, 3 courses.

MIS 7990, Continuing Graduate Advisement, 5 courses.

Directed Student Learning

Doctoral Advisory Committee Chair, Management Information Systems. (September 2010 - Present).

Advised: Courad Jason

Supervised Research/URF, "IDENTIFICATION OF STOCK MARKET TRENDS THROUGH ANALYSIS OF TWITTER INFLUENCERS," Management Information Systems. (May 2012 - August 2012).

Advised: Andreas Freymann

Dissertation Committee Member, "Diffusion of End-User Computing: A Quantitative Analysis," Management Information Systems. (August 1996).

Advised: Chittibabu 1.Govindarajulu

RESEARCH

Published Intellectual Contributions

Book Chapters

- Kitchens, F. L., Johnson, J., Gupta, J. N. D. (2002). *Predicting Automobile Insurance Losses Using Artificial Neural Networks* (pp. 167-189). Hersey, PA: Idea Group Pub.: Neural Networks in Business: Techniques and Applications edited by Michael A Vine, Kate A Smith, and Jatinder N D Gupta.
- Dorsey, R. E., Johnson, J. (1997). *Evolution of Dynamic Reconfigurable Neural Networks: Energy Surface Optimality Using Genetic Algorithms* (pp. 185-202). Lawrence Erlbaum Associates, Hillsdale, NJ: D.S. Levine, W.R. Elsberry (Eds.), Optimality in Biological and Artificial Networks.
- Dorsey, R. E., Johnson, J., Mayer, W. J. (1994). *A Genetic Algorithm for the Training of Feedforward Neural Networks* (pp. 93-111). JAI Press, Greenwich, CT: A.B. Whinston and J.D. Johnson, Editors, Advances in Artificial Intelligences in Economics, Finance and Management.
- Johnson, J., Hawley, D. D. (1994). *Artificial Neural Networks: Past, Present and Future. An Overview of the Structure and Training of Artificial Learning Systems* (vol. 1). JAI Press, Greenwich, CT: A.B. Whinston and J.D. Johnson, Editors, Advances in Artificial Intelligences in Economics, Finance and Management.
- Dorsey, R. E., Johnson, J., Van Boening, M. V. (1994). *The use of artificial neural networks for estimation of decision surfaces in first price sealed bid auctions* (pp. 19-40). Kluwer Academic Publishing, Netherlands: W.W. Cooper, A.B. Whinston (Eds.), New Direction in Computational Economics.

Refereed Journal Articles

- Mills, R. J., Beaulieu, T., Johnson, J. (2017). Examining Micro-Level (SQL) Curriculum-Oriented and Promotional IS Enrollment Strategies. *Journal of Computer Information Systems*, 57(4), 299-308.
- Mills, R. J., Dupin-Bryant, P., Johnson, J., Beaulieu, T. (2016). Examining learning styles and perceived benefits of analogical problem construction on SQL knowledge acquisition. *Journal of Information Systems Education*, 26(3), 203-218.
- Quinn, T. S., Flesher, T. K., Johnson, J., Flesher, F. L. (2014). Neural Networks: An Interdisciplinary Tax Research Methodology. *Journal of Accounting and Finance*, 14(1), 51-74.
- Kim, Y., Tran, V., Johnson, J. (2013). Assessing the ripple effects of viral marketing among users on the social network with trust and distrust metrics. *Expert Systems with Applications*, 40(9), 3500-3511.
- Kim, Y., Lee, H., Johnson, J. (2013). Churn management optimization via sequential quadratic programming with controllable marketing variables and associated management costs. *Expert Systems with Applications*, 40(6), 2198-2207.
- James, T., Barkhi, R., Johnson, J. (2006). Platform Impact on Performance of Parallel genetic Algorithms: Design and Implementation Considerations. *Engineering Applications of Artificial Intelligence*, 19(8), 843-856.

- Fish, K. E., Johnson, J., Dorsey, R. E., Blodgett, J. G. (2004). Using an Artificial Neural Network Trained with a Genetic Algorithm to Model Brand Share. *Journal of Business Research*, 57(1), 79-85.
- Li, X., Johnson, J. (2002). Evaluate IT investment opportunities using real options theory. *Information Resources Management Journal*, 15(3), 32-47.
- Hwang, C. P., Alidaee, B., Johnson, J. (1999). A Tour Construction Heuristic for Traveling Salesman Problem. *Journal of Operational Research Society*, 50, 797-809.
- Sexton, R., Dorsey, R. E., Johnson, J. (1999). Beyond Backpropagation: Using Simulated Annealing for Global Optimization for Neural Networks. *Journal of End User Computing*, 11(3), 3-10.
- Sexton, R., Johnson, J., Dorsey, R. E. (1999). Optimization of Neural Networks: A Comparative Analysis of the Genetic Algorithm and Simulated Annealing. *European Journal of Operational Research*, 114(3), 589-601.
- Barney, D. K., Graves, O. F., Johnson, J. (1999). The farmers home administration and farm debt failure prediction. *Journal of Accounting and Public Policy*, 18(2), 99-139.
- Sexton, R. S., Alidaee, B., Dorsey, R. E., Johnson, J. (1998). Global Optimization for Artificial Neural Networks: A Tabu Search Application. *European Journal of Operational Research*, 106(2-3), 570-584.
- Sexton, R. S., Johnson, J., Dorsey, R. E. (1998). Toward Global Optimization of Neural Networks: A comparison of the Genetic Algorithm and Backpropagation. *Decision Support Systems*, 22(2), 171-186.
- Ball, J. F., Dorsey, R. E., Johnson, J. (1997). Non linear Optimization on a Parallel Intel i860 RISC Based Architecture. *Computational Economics*, 10(3), 279-294.
- Morrison, J. R., Barnes, J. H., Johnson, J., Summers, K., Szeinbach, S. L. (1997). Predicting Total Health Care Costs of Medicaid Recipients: An Artificial Neural Systems Approach. *Journal of Business Research*, 40(3).
- Morrison, J., Johnson, J., Summers, K. (1996). Predicting Treatment Costs Associated with the Use of Oral Cephalosporins by Medicaid Recipients: An Artificial Neural Systems Approach. *Journal of Research in Pharmaceutical Economics*, 7(3), 17-34.
- Caporaletti, L. E., Dorsey, R. E., Johnson, J., Powell, W. A. (1994). A decision support system for in-sample simultaneous equation systems forecasting using artificial neural systems. *Decision Support Systems*, 11(5).
- Slotte, D. J., Johnson, J. (1993). Consumer Behavior and Changes in the Prices of Monetary Aggregates. *Journal of Economic and Social Measurement*, 19, 1-19.
- Johnson, J. (1991). On Inexpert Systems and Natural Intelligence in Military Operations Research: a Reply. *INTERFACES*, 21(4).
- Slotte, D. J., Basmann, R. L., Hayes, K. J., Johnson, J. (1990). A General Functional Form for Approximating the Lorenz Curve. *Journal of Econometrics*, 43, 77-90.
- Hawley, D. D., Johnson, J., Raina, D. (1990). Artificial Neural Systems: A New Tool for Financial Management. *Financial Analysts Journal*.

Conference Proceedings

Olsen, D., Bartkus, K., Ugray, Z., Johnson, J. (2010). *The Business Intelligence Group: An Innovative Approach to Collaborative Research in MIS*. St Louis, MO: BI Congress II.

Kim, Y., Manley, M., Johnson, J. (2007). *Towards an Intelligent Property Valuation Model: An Exploratory and Conceptual Study*. AIS: Proc. of 13th Americas Conference on Information Systems.

Presentations Given

Johnson, J. (Keynote Address), 2014 Information Technology Conference, "Tableau", Partners in Business, Eccles Conference Center. (February 25, 2014).

Johnson, J., Partners in Business 29th Annual Information Technology Conference, "'Big Data' Analytics Meets Politics", Jon M. Huntsman School of Business, Logan, UT. (February 6, 2013).

Johnson, J., Wharton Business School, "Big Data Analytics and the Political Process", Philadelphia, PA. (January 28, 2013).

Johnson, J., Wharton Business School, "Big Data and the Political Process", San Francisco, CA. (November 5, 2012).

Olsen, D., Bartkus, K., Ugray, Z., Johnson, J., Business Intelligence Congress II, "The Business Intelligence Group: An Innovative Approach to Collaborative Research in MIS", BI Congress, St. Louis. (December 11, 2010 - December 12, 2010).

Contracts, Grants and Sponsored Research

Other

Johnson, J. (Co-Principal), Dorsey, R. E. (Co-Principal), Parsons, G. R. (Co-Principal), "The Application of Artificial Neural Networks for Modeling Marine Fish Stocks," Sponsored by Department of Commerce NOAA Sea Grant, Federal, \$119,402.00. (1994 - 1995).

Johnson, J. (Co-Principal), Dorsey, R. E. (Co-Principal), Edmister, R. O. (Co-Principal), "Financial Distress Prediction Using Multi-Layered Feed Forward Neural Nets," Sponsored by The Research Foundation, The Institute of Chartered Financial Analysts, Private, \$10,000.00. (1993 - 1994).

Johnson, J. (Co-Principal), Dorsey, R. E. (Co-Principal), Parsons, G. R. (Co-Principal), "The Application of Artificial Neural Networks for Modeling Marine Fish Stocks," Sponsored by Department of Commerce NOAA Sea Grant, Federal, \$15,000.00. (1993).

Johnson, J. (Co-Principal), Malone, R. P. (Co-Principal), Dorsey, R. E. (Co-Principal), "The Use of Incentive Based Real Time Decision Environments for Postsecondary Social Science Education," Sponsored by Fund for the Improvement of Post Secondary Education, Department of Education, Federal, \$138,183.00. (1990 - 1992).

Awards and Honors

Professor of the Year, Weber County Republican Party. (February 26, 2015).

2011 Farrington Distinguished Entrepreneur Award, University of Mississippi School of Business. (2011).

Recognition of Excellence, Microsoft. (2009).

Research Currently in Progress

"ScreenTile.com" (On-Going).

ScreenTile currently under development. Is a new open source Business Intelligence (BI) framework I am developing to help our reputation as a leader in the BI area. The angularjs framework is used on the front end. NOSQL databased mongoDB and elasticsearch are used to manage the bigdata on the backend. Node.js is the server side language framework for the server side. Advanced visualization techniques are used to develop drag and drop widgets.

"SCOPE - SHINGO CULTURAL ONLINE PERFORMANCE EVALUATION" (On-Going).

SCOPE is a web-based framework for surveying company compliance to the Shing principles. It is developed using the ASP MVS framework.

SERVICE

Editorial and Review Activities

Editorial Board Member, "International Journal of Internet and Enterprise Management (IJIEM)," Geneve, Switzerland: Inderscience Publishers. (2003 - Present).

Editor, "Quarterly Journal of Electronic Commerce: An International Journal,," Greenwich: Information Age Publishers. (January 2000 - December 2002).

Editor, "Advances in Artificial Intelligence in Economics, Finance and Management," Greenwich: JAI Press. (1994).

General Service

College

Committee Member. (August 2006 - Present).

Committee Member, Executive Committee. (August 2006 - Present).

Consulting

Technical/Professional Work, FNC Inc, Oxford, MS. (January 1, 2009 - December 31, 2016).