

# Arturo Heyner Cano Bejar

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## ACADEMIC EMPLOYMENT

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### Postdoctoral Scholar

*Department of Information Systems*

*W. P. Carey School of Business, Arizona State University, AZ, USA*

*Aug, 2022 - Present*

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## EDUCATION

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### National Tsing Hua University, Hsinchu, Taiwan

*Degree of Doctor of Philosophy in Service Science*

*May, 2022*

Dissertation Title: The Dual Nature of Privacy Control: A Review, Framework, and Two Empirical Studies

Committee: Dr. Soumya Ray – National Tsing Hua University (Supervisor)  
Dr. Jennifer Claggett – Wake Forest University  
Dr. Tien Wang – National Cheng Kung University  
Dr. Shih-Chieh Hsu – National Sun Yat-Sen University  
Dr. Pei-Yu Pai – National Cheng Chi University

### National Yang Ming Chiao Tung University), Hsinchu, Taiwan

*Master of Science in Business Administration*

*Sept, 2016*

### National University of San Antonio Abad of Cusco, Cusco, Peru

*Bachelor of Science in Biology*

*Feb, 2012*

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## RESEARCH INTERESTS

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DOMAIN	METHOD	CONTEXT
Technology Acceptance, Use, Resistance, and Diffusion	SEM Techniques: PLSPM, CBSEM, and RI-CLPM	Social Media
IT Resistant Behaviors	Quasi-Natural Experiments: Logistic Regression	mHealth Platforms
Privacy, Control, and Culture		Smartphone Ecosystems
		Recommendation Systems

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## CONFERENCE PRESENTATIONS & REFEREED CONFERENCE PROCEEDINGS

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“Clearing the Black Box: Personalization Transparency and Regulatory Focus in Recommendation Systems” with P.Y. Kuo and S. Ray. In the Proceedings of *DIGIT 2021 Workshop*, Virtual, Dec 2021. <https://aisel.aisnet.org/digit2021/2>

“Understanding Divisive Social Media Discourse as Threat to Domain Self-Esteem and Knowledge Inertia” with S. Ray. *Workshop on Information Technologies and Systems (WITS) under Poster Presentation*, Virtual, Dec 2021.

“The Dual Nature of Privacy Control in Social Networking Services” with S. Ray, *to appear in Proceedings of the Workshop on Information Technologies and Systems (WITS) under Dissertation Proposal*, Virtual, Dec 2020.

“Why Can’t We Be Civil? How Threatened Self-Esteem and Inertia Lead to Divisive Online Discourse.” with S. Ray. *In the Proceedings of the International Conference on Service Science and Innovation (ICSSI)*, Taiwan, Oct 2020.

“What do You Have to Hide? The Dual Nature of Privacy Control in Social Networking Services” with S. Ray, and K.L. Chang. *MISQ 2020 Virtual Author Development Workshop 2020*.

“Who Cares About Privacy? The Dual Nature of Privacy Control in Social Networking Services” with S. Ray, and K.L. Chang *In the proceeding of the DIGIT 2019 Workshop*, Munich, Germany, <https://aisel.aisnet.org/digit2019/13/>

“Transparency and Control in Recommendation Systems: From Social Science to Data Science and Back Again.” with S. Ray. *In the Proceedings of the TSWIM International Conference 2019*, Taipei, Taiwan.

“What Should We Watch Tonight? Reintroducing Recommendation Systems to Social Science Through the Lens of Power and Transparency” with S. Ray. *In the Proceedings of the INFORMS International Conference 2018*, Taipei, Taiwan.

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## PAPERS UNDER REVIEW

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Cano-Bejar, A.H., Ray, S. and Huang, Y.S., “Fighting for the Status Quo: Threat to Tech Self-Esteem and Opposition to Competing Smartphones.” **3<sup>rd</sup> Round of Revisions at *Information & Management***.

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## WORKING PAPERS

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Cano-Bejar, A.H. and Ray S. “A Blessing in Disguise: Primary and Secondary Privacy Control in Social Networking Services” Targeted for *Journal of Management Information Systems*.

Cano-Bejar, A.H., Ow, T.T. and O'Neill B., "Fully-Fledged Online Retailers: Security Signals, Trust and Usefulness in E-Commerce Platforms" Targeted for *Journal of Information Management*

Cano-Bejar, A.H., Kuo P.Y. and Ray, S. "Towards a New Perspective of Fit in Recommendation Systems" Targeted for *Information Systems Research*.

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## OTHER SERVICES

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Method Evaluator of the SEMinR package in the R Platform - Evaluation and testing of PLS and CBSEM models, <https://github.com/sem-in-r/seminr>

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## AWARDS, GRANTS & FELLOWSHIPS

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2021	Jason Thatcher Student Scholarship Award 2021 to participate in the pre-ICIS Workshop DIGIT 2021.
2021	Bar-Ilan University Research Exchange Visit Scholarship 2021, Israel.
2021	NTHU Pilot Program Scholarship for Research Visits 2021. National Tsing Hua University. Taiwan.
2021	ISS International Visiting Award 2021. Institute of Service Science. National Tsing Hua University. Taiwan.
2020	CTM Doctoral Students Research Award 2020. College of Technology Management. National Tsing Hua University.
2020	ICIS 2020 India Registration Grant Program.
2019	Inaugural DIGIT Student Scholarship Award 2019 to participate in the pre-ICIS Workshop DIGIT 2019 in Munich, Germany.
2019	Jason Thatcher Student Scholarship Award 2019 to participate in the pre-ICIS Workshop DIGIT 2019 in Munich, Germany.
2019	GRAND ID: 108PGFA0400741 - Ministry of Science and Technology (Taiwan) to participate in the pre-ICIS Workshop DIGIT 2019 and ICIS 2019 Conference in Munich, Germany.
2016-2020	Scholarship award of outstanding student at National Tsing Hua University, Taiwan.
2015	Award of Outstanding Participation as Media and Art Designer, GMBA Department, National Chiao Tung University, Taiwan.
2014-2016	Scholarship award of outstanding student at GMBA, National Chiao Tung University, Taiwan.
2010-2011	Scholarship award for one academic year at the School of Civil Engineering, Polytechnic University of Valencia, Spain.

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## ACADEMIC SERVICES

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### *As a Reviewer*

2022	Hawaii International Conference on System Sciences (HICSS)
2022	International Conference on Information Systems (ICIS).
2022	Information & Management
2022	European Conference on Information Systems (ECIS)

2021	Journal of Organizational Computing and Electronic Commerce (JOCEC).
2021	International Conference on Information Systems (ICIS).
2021	Information & Management (Elsevier Recognition: Certificate of Reviewing.)
2020	DIGIT 2020 Workshop.
2019	DIGIT 2019 Workshop, Munich, Germany.

### ***As a Participant***

2021	MIS Quarterly Virtual Reviewer Development Workshop ICIS 2021.
2020	MIS Quarterly Virtual Reviewer Development Workshop ICIS 2020.
2019	MIS Quarterly Reviewer Development Workshop ICIS 2019, Munich, Germany.

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## **TEACHING INTERESTS**

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- Business Analytics Using Computational Statistics
- Programming for Business Applications
- Management Information Systems Theory
- Research Methods

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## **INVITED PRESENTATIONS**

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*"MIS Quarterly Author Development Workshop – My Experience". – April 9<sup>th</sup>, 2022: Faculty and Graduate Level (PhD)*

ISS Brown Bag Series

Institute of Service Science - National Tsing Hua University

*"The Dual Nature of Privacy Control in Social Networking Services: A Review, Framework, and Empirical Study". – November 9<sup>th</sup>, 2021: Faculty and Graduate Level (PhD)*

PhD Seminar

The Graduate School of Business Administration – Bar-Ilan University, Israel.

*Doctoral Sharing - June 22<sup>nd</sup>, 2021: Graduate Level (PhD)*

PhD Seminar I: 7/7 participants qualified the talk as proficient.

Institute of Service Science - National Tsing Hua University

*"A Blessing in Disguise: Secondary and Primary Privacy Control in Social Networking Services" – April 12<sup>th</sup>, 2021: Graduate level (PhD)*

The Interdisciplinary Brownbag - Interdisciplinary Research Office

College of Technology Management - National Tsing Hua University

*"A Blessing in Disguise: Secondary and Primary Privacy Control in Social Networking Services" – March 4<sup>th</sup>, 2021*

CTM Award Ceremony

College of Technology Management - National Tsing Hua University

*Behavioral Control and Conceptual Modeling for Research - November 16<sup>th</sup>, 2020: Graduate Level (Master)*

Design for Behavior Change: 17/17 participants qualified the class as proficient

Institute of Service Science - National Tsing Hua University

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## TEACHING ASSISTANTSHIP

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*Business Analytics Statistical Modeling – 2017: Graduate Level (Master)*

Prof. Soumya Ray

Institute of Service Science - National Tsing Hua University

*Statistics for Business – 2015: Graduate Level (Master)*

Prof. Jin-Su Kang

Global MBA Department - National Chiao Tung University

*Soil Respiration – 2012: Undergraduate level (Bachelor)*

Prof. Elsa Gladys Aguilar Ancori

Professional School of Biology - National University of San Antonio Abad of Cusco

*Soil Respiration – 2010 (Laboratory)*

Prof. Antonio Luis Lidón Cerezuela and Prof. Luis Lado

Edaphology Department - Polytechnic University of Valencia

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## LANGUAGES

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*Spanish:* Native Proficiency

*English:* Professional Proficient (TOEFL, FCE, ECCE, UNSAAC Graduation Certificate)

*Chinese:* Intermediate (TOCFL)

*French:* Intermediate (Alliance Française Diploma)

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## OTHER ACHIEVEMENTS

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*Award to the Most Potential Business Idea - 2015*

HACKATHON IBM Group

National Chiao Tung University

*Acknowledgment Diploma for Revalorization and Preservation of the Andean Culture and High Institutional Identification - 2007*

Non-Governmental Organization - Informatic Club Virtual World (CIMUVI).