

Bright Frimpong

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Assistant Professor of Information Systems and Data Science
Department of Business Administration
Williams School of Commerce, Economics, and Politics
Washington and Lee University

Education

PhD Information Systems , <i>University of Texas Rio Grande Valley</i>	08/2019 – 05/2023 Edinburg, U.S.A
MBA Information Systems , <i>Georgia Southern University</i>	08/2017 – 05/2019 Statesboro, U.S.A
MS Marketing , <i>University of Tampa</i>	01/2016 – 07/2017 Tampa, U.S.A
BA Management Studies , <i>University of Cape Coast</i>	08/2010 – 05/2014 Cape Coast, Ghana

Honors and Awards

Kauffman Fellow 🔗, <i>AIS Entrepreneurial Innovation Fellowship</i>	11/2022
HICSS Doctoral Fellow , <i>HICSS 56</i>	10/2022
PhD Student Excellence Award in Research , <i>RCVCOBE, UTRGV</i> <ul style="list-style-type: none">• Award Winner for the MIS Concentration• Overall Award Winner for the Ph.D. Program	05/2022
Best Paper Nominee , <i>HICSS 54</i>	01/2021
Deans Award for Academic Excellence , <i>Business School, UCC</i>	10/2013

Teaching

Course Instructor , <i>Williams School of Commerce - Washington and Lee University</i> <ul style="list-style-type: none">• BUS 306 - <i>Data Visualization</i>• BUS 202 - <i>Fundamentals of Business Analytics</i>	09/2023 – present
Course Instructor , <i>RCV Business School - University of Texas Rio Grande Valley</i> <ul style="list-style-type: none">• INFS 2300 - <i>Data Modeling Management Tools</i>• INFS 3390 - <i>Management Information Systems</i>	01/2022 – 05/2023
Teaching Assistant , <i>University of Cape Coast</i> <ul style="list-style-type: none">• Served as a teaching assistant under (Dr. Edna Okorley) for Business School<ul style="list-style-type: none">• (average class size of 280 students)	08/2014 – 07/2015

Journal Publications

Moqbel, M., **Frimpong, B.**, & Zhang, L. (2026). The Paradoxical Impact of Smartphone Addiction on Innovative Performance: A Conservation of Resources Theory Perspective.

- *Information Systems Frontiers (ISF)*.

Frimpong, B., Ayaburi, E., & Andoh-Baidoo, F. K. (2025). Achieving Reward-based Crowdfunding Project Success: An Examination of Value Congruence.

- *Journal of the Association for Information Systems (JAIS)*

Frimpong, B., Ayaburi, E., & Andoh-Baidoo, F. K. (2025). Harambee as a decolonial digital fundraising approach.

- *Information Systems Journal (ISJ)*

Frimpong, B., Ayaburi, E. Andoh-Baidoo F.K., Wang X. & Xiao, N. (2024). Impact of Campaign Bundling on the Success of Donation-Based Crowdfunding.

- *International Journal of Electronic Commerce (IJEC)*

Frimpong, B., Mohammed, F., Larson, M. K., & Anderson, H.J. (2024). Take my word for it! The Role of Projected Certainty Signaling and Certainty Alignment in Reward Crowdfunding Outcomes.

- *Journal of Business Venturing Insights (JBVI)*

Anderson Jr., H., Amponsah-Odei, S., **Frimpong, B.**, Stejskal, J. and Febiri, F. (2024). Innovation choices in modern times: the interplay of technology and nontechnology approaches with a spotlight on the moderation effect of research systems.

- *International Journal of Entrepreneurial Venturing. (IJEV)*

Afum, E., Agyabeng-Mensah, Y., Sun, Z., **Frimpong, B.**, Kusi, L. Y., & Acquah, I. S. K. (2020). Exploring the link between green manufacturing, operational competitiveness, firm reputation and sustainable performance dimensions: a mediated approach.

- *Journal of Manufacturing Technology Management (JMTM)*

Refereed Conference Proceedings

Daunt, A. and **Frimpong, B.** (2025). "Do Rewards Matter? Exploring Sentiment Homophily and Investor Decisions in Crowdfunding"

- Presented at the 85th Annual Meeting of the Academy of Management. Copenhagen, Denmark.

Owusu, G., Liao, Q., and **Frimpong, B.** (2024). *Towards a Privacy-Preserving Healthcare Analytics for Neurological Diseases Management.*

- Presented at the 30th Americas Conference on Information Systems (AMCIS-2024). Salt Lake City-Utah.

Frimpong, B. *A Dual-Platform Examination of the Relationship Between Cognitive-Experiential Values and Project Success.*

- Presented at the 57th Hawaii International Conference on System Sciences (**HICSS-2024**)

Frimpong, B., and Treku, D. N. *Getting off the Digital Divide? Not so Fast! Exploring the Viability of Digital-divide-based Crowdfunding Models.*

- Presented at the 57th Hawaii International Conference on System Sciences (**HICSS-2024**)

Frimpong, B., Ahmad, F., and Olajuwon, O. I., "Understanding Crowdfunding Backer-Founder Goal Alignment: Examination Of Self Construal Theory,"

- Presented at the American Marketing Association, San Francisco. -August 2023-. (**AMA 2023**)

Anderson, H. J., Stejskal, J., Odei-Amponsah, S., and **Frimpong, B.** *Technological and Non-technological Innovation: Open Innovation Decisions and The Moderating Role of Research Systems.*

- Presented at the 2023 IEEE International Conference on Engineering, Technology and Innovation (ICE/ITMC) (pp. 1-7). IEEE.

Frimpong, B. Ayaburi, E. Andoh-Baidoo F.K., Wang X. (2023). *Enhancing Project Success by Minimizing Information Asymmetry in Donation Crowdfunding: The Role of Community Pot Mechanism and Third-Party Endorsements*

- Presented at the 56th Hawaii International Conference on System Sciences (HICSS-2023)

Frimpong, B., and Fatimah, M. (2022). *Unraveling Cyberloafing Paradox: A Targeted Approach for Managing Cyberloafing.*

- Presented at the 28th Americas Conference on Information Systems (AMCIS-2022). Minneapolis, Minnesota.

Frimpong, B., and Jun, S. (2021). *Individual Privacy Empowerment: Exploring the trade-offs between Information Sensitivity and Compensation.*

- Presented at the 54th Hawaii International Conference on System Sciences (HICSS-2021).
- Nominated for Best Paper Award

Frimpong, B., and Chen, L. (2021). *The Effects of Data Breaches on Public Companies: A Mirage or Reality?.*

- Presented at the Future of Information and Communication Conference (FICC-2021) (pp. 674-683). Springer, Cham.

Frimpong, B., and Jun, S. (2020). *Individual Privacy Empowerment in Electronic Service:*

- Presented at the 26th Americas Conference on Information Systems (AMCIS-2020). Online.

Refereed Workshops and Symposiums

Frimpong, B., Guduru, R., Bautista, C., and Andoh-Baidoo, F.K. *The Perils and Promises of Big Data Research in Operations Management and Supply Chain Management.*

- Presented at the Production and Operations Management Society (POMS 2021) Conference
- Presented at the Center for Applied Research and Innovation in Supply Chain–Africa (CARISCA' 2021) Supply Chain Research Summit.

Frimpong, B., and Nan, X. *The Moderating Effect of Telecommuting on ISP Precautionary Behavior.*

- Presented at the 2021 Dewald Roode Workshop on Information Systems Security Research, IFIP WG8.11/WG11.13. (DRW IFIP 2021).

Frimpong, B., Ayaburi, E. W., Andoh-Baidoo, F. K., & Lee, J. U. (2020). *Accepting Privacy Scheme in the Presence of Consumer Privacy Fatalism: The Elaboration Likelihood Model and Fear Appeals.*

- Presented at the 2020 Dewald Roode Workshop on Information Systems Security Research, IFIP WG8.11/WG11.13. (DRW IFIP 2020)

Service

University Service

- *Member*, University Athletics Committee
- *Member*, Community-Based Learning Committee
- *Member*, Social Impact Committee for the Williams School

- *Panel Member, Fall/Winter Academy- Maximizing MLK Week*

Professional Service

Panel Member, AIS Doctoral Student College 2023

- *Program Event titled "IS Job Market Unveiled: Navigating the IS Academic Job Market with Finesse" [↗](#)*

Conference Session Chair

- *Emergent Research for Engaged Learning Track - AMCIS 2022*

Volunteer, AMICS 2022

Academic Service, Adhoc Reviewer

Journals:

- Information Technology and People (ITP)
- Information Processing and Management (IPM)
- Information and Communication Technologies for Development (ICT4D)
- Internet Research Journal
- Information Systems Frontiers (ISF)
- Information Systems Management Journal (ISMJ)

Conferences:

- International Conference on Information Systems (ICIS)
- Hawaii International Conference on System Sciences (HICSS)
- Americas Conference on Information Systems (AMCIS)
- European Conference of Information Systems (ECIS)
- AMA Summer Conference
- The Middle East & North Africa Conference for Information Systems (MENACIS)
- Dewald Roode Workshop on Information Systems Security Research