Marco Alfredo Villarreal, PhD, MSIS, MBA, BBA
1001 Leadership Place
Killeen, TX 76549
Curriculum Vitae

EDUCATION

Ph.D. Business Administration (2008)
University of Texas-Pan American (AACSB accredited), Edinburg, Texas

Dissertation Title
The Effect of Executive Risk Behavior on the Alignment of Business Strategy with the Information Technology / Information Systems

Master of Science in Information Systems (1998)
Texas A&M International, (AACSB accredited), Laredo, Texas

Master of Business Administration (1997)
Texas A&M International, (AACSB accredited), Laredo, Texas

Bachelor of Business Administration (1986)
Texas A&M International, (AACSB accredited), Laredo, Texas

ERP/SAP Certification (2013, completion summer of 2014)
Georgia Southern University (AACSB accredited), Statesboro, Georgia

SCHOLARLY ACTIVITIES

Refereed Journal Articles

Andoh-Baidoo, F.; **Villarreal, M.**; Koong, K.; Cornejo, H.; Schmidt, N.; Colunga, H.; Meza,R. (2011) "Key Competencies for Global Project Managers: A Study of the United Kingdom and India", *International Journal of Business and Systems Research* (IJBSR), Vol. 5, No. 3pp. 223 - 243.

Andoh-Baidoo, F., **Villarreal, M.**, Liu, L. and Wudah-Martey, P. (2010) "An Exploratory Study to Examine the Success of Electronic Banking Systems Implementation in a Developing Nation", *International Journal of Electronic Finance*, Vol. 4, No. 3 pp. 221 - 235.

Refereed Conference Proceedings

Crossler, R., **Villarreal, M.** and Andoh-Baidoo, F. "A Preliminary Study Examining the Security Practices of Hispanic College Students" Accepted for presentation and inclusion in the *Proceedings of the South West Decision Sciences Institute*, Houston, Texas, March 2011.

Andoh-Baidoo, F., **Villarreal, M.**, Liu, L. and Wuudah-Martey, P. "User's Perceptions of Information System Implementation Systems in Banking Institutions in a Developing Nation" Accepted for presentation and inclusion in the *Proceedings of the Sixteenth Americas Conference on Information Systems, Lima, Peru, August 12-15, 2010.*

Villarreal, M., Ozuna, T. and Tanguma, J. "CIO Executive Risk Behavior Model" Accepted for presentation and inclusion in the *Proceedings of the Fifteenth Americas Conference on Information Systems*, San Francisco, California August 6th-9th 2009

Villarreal, M. "Executive Risk Behaviors Influence on the Decision Making Process" Accepted for presentation and inclusion in the *Proceedings of the South West Decision Sciences Institute*, Oklahoma City, OK, February 2009

Villarreal, M. and Rydl, L. "Mexico's View of U.S. E-Goods" Accepted for presentation and inclusion in *Proceedings of International Applied Business Research Conference*, Acapulco, Mexico March 2001

Shell, R., Rydl, L and **Villarreal, M.** "Online Micro-Niche Marketing" Accepted for presentation and inclusion in *Proceedings of International Applied Business Research Conference*, Acapulco, Mexico March 2001

Villarreal, M. and Rydl, L. "Dilemma Of Online Commerce For Small Business" Accepted for presentation and inclusion in *Proceedings of International Applied Business Research Conference*, Acapulco, Mexico March 2000

Work in Progress

"SAP in the Natural and Gas Industry" Target: Business Process Management Journal (BPMJ).

"A Review of Mobile Application Research" Target: International Journal of Mobile Communications (IJMC).

"The Competitive Advantage of Green Computing" with Students: Martinez, Marlon; Aquino, Christian and Trevino, Carlos Target: Communications of the ACM.

PRIMARY RESEARCH INTERESTS

ERP/SAP
Wireless/Mobile Issues
Mobile Learning
Cloud Computing

WORK EXPERIENCE

Academic Positions

2014-current	Assistance Professor, Department of Computer Information Systems, Texas A&M University Central Texas, Killeen, TX
2012 - 2014	Lecturer Full-Time, Department of Computer Information Systems and Quantitative Methods, University of Texas –Pan American, Edinburg, TX
Fall 2012	Adjunct Faculty (online courses), Division of Business, Texas A&M University – San Antonio, San Antonio, TX
Spring 2012	Adjunct Faculty (online courses), Division of Business, Texas A&M University – San Antonio, San Antonio, TX
Fall 2011	Adjunct Faculty (online course), College of Business, University of Texas – Pan American, Edinburg, TX
Spring 2011	Adjunct Faculty (online courses), Division of Business, Texas A&M University – San Antonio, San Antonio, TX
2009-2010	Senior Lecturer, Department of Computer Information Systems and Quantitative Methods, University of Texas –Pan American, Edinburg, TX
2008-2009	Visiting Professor, Department of Computer Information Systems and Quantitative Methods, University of Texas –Pan American, Edinburg, TX
2003-2008	Lecturer Full-Time, Department of Computer Information Systems and Quantitative Methods, University of Texas –Pan American, Edinburg, TX
2002-2003	Researcher Part-time, Computer Information Computer Center, Edinburg, TX
2000-2002	Lecturer Full-Time, Department of Computer Information Systems and Quantitative Methods, University of Texas –Pan American, Edinburg, TX
1998-2000	Full-Time Lecturer, South Texas College, McAllen, Texas

INSTRUCTIONAL ACTIVITIES

Courses Taught
TAMUCT
CISK 518 – Quantitative Concepts
CISK 476 – Network Administration
CISK 450 – Management Information Systems
CISK 445 - Network and Systems Security
CISK 348 – Network Architecture Design
CISK 346 – PC Technology
CISK 341 – Advanced VB Programming
CISK 331 – Visual Basic Programming

CISK 303 Programming Logic and Design
CISK 300 Computer Tech and Impact
ACCK 450 – Management Information Systems (Cross listed with CISK 450)
MGTK 450 – Management Info Systems (Cross listed with CISK 450)

UTPA
CIS 3390 - Management Information Systems (Regular and Online)
CIS 3380 - Project Management
CIS 3308 - Advanced Programming with Visual Basic
CIS 3198 - Business Analysis and Communication (Online)
CIS 2310 - COBOL Programming
CIS 2308 - Introduction to Programming with Visual Basic
CIS 1301 - Computer Information Systems (Regular and Hybrid course)
CIS 1201 - Introduction to Information Systems and Technology (Regular and Hybrid course)
CIS 1101 - Introduction to Office Software (Hybrid course)

TAMUSA
CISA 3358 - Management Information Systems (Online) – includes an intro to SAP section

PROFESSIONAL SERVICE

Session Chair
- Southwest Decision Sciences Institute (SWDSI), March 2011
- Southwest Decision Sciences Institute (SWDSI), February 2009

Reviewer
- Academy of Management (AOM)
- International Journal of Services and Standards (IJSS)
- The European Journal of Information Systems (EJIS)
- European Conference on Information Systems (ECIS)
- Americas Conference on Information Systems (AMCIS)
- Southwest Decision Sciences Institute (SWDSI)

DEPARTMENT SERVICE

- CIS Undergraduate Recruitment – New Technology Track, Spring 2010-current
- Student Advisor – Banner/DreamWorks
- CIS & Quantitative Methods Dept. - Core Curriculum Committee member, Fall 2012-14
- CIS & Quantitative Methods Dept. - Computer lab installation coordinator, Spring 2010
- CIS 1101, 1201 and 1301 online coordinator, 2003 - 20012
- Committee member CIS undergraduate program review – Spring 2009 - current

PROFESSIONAL MEMBERSHIP

- Association for Information Systems (AIS)
- Decision Sciences Institute (DSI)
- Federation of Business Disciplines (FBD)
- Southwest Decision Sciences Institute (SWDSI)

COMPUTER SKILLS

Systems: SAP, Banner, Blackboard
Languages: VB, C, COBOL, PHP, MYSQL and HTML
Applications: Microsoft Office Suite, SPSS, AMOS, MS Project, Visio, Adobe Photoshop, Adobe Dreamweaver, Adobe Premier

TRAINING

- SAP Certification – summer of 2014
- Blackboard (UTPA Certified w/badges) – Hybrid and Online courses
- MyITLab – Online student training system
- Student Assessment Management (SAM) – Online student training system

HONORS & AWARDS

- 2002-2003 - Researcher Scholarship, International Trade & Technology Center - UTPA
- 1998-1999 - Teaching Assistant - UTPA