

# Colin David Conrad

## Curriculum Vitae

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Dalhousie University  
School of Information Management  
Kenneth C. Rowe Management Building  
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### EDUCATION

- 2015-2019    Doctor of Philosophy, Dalhousie University  
Thesis: A Neurophysiological Study of the Impact of Mind Wandering During Online Lectures  
Supervisors: Dr. Aaron Newman and Dr. Michael Bliemel
- 2013-2015    Master of Electronic Commerce, Dalhousie University  
Thesis: Predicting Political Donations using Data Driven Lifestyle Profiles Generated from N-Gram Analysis of Heterogeneous Online Sources.  
Supervisor: Dr. Vlado Keselj
- 2010-2011    Master of Arts, Queen's University  
Research Project: Making Sense of Moral Relativism  
Supervisor: Dr. David Bakhurst
- 2006-2010    Bachelor of Arts (Honours), Dalhousie University  
Research Project: Manufactured Conventions  
Supervisor: Dr. Duncan Macintosh

### ACADEMIC APPOINTMENTS

- 2019-  
present      Lecturer (probationary tenure-track), Dalhousie University, School of Information Management, Faculty of Management, Halifax, NS, Canada
- 2018-2019    Lecturer (limited term), Dalhousie University, Rowe School of Business, Faculty of Management, Halifax, NS, Canada

### PUBLICATIONS

#### Journal Articles

Conrad, C., Bliemel, M., & Ali-Hassan, H. (2019). The role of flow in learning distributed computing and mapreduce concepts using hands-on analogy. *Journal of Information Systems Education* 30(1), 57-66.

## **Published Peer Reviewed Conference Proceedings**

Conrad, C. and Bailey, L. (forthcoming). What Can NeuroIS Learn from the Replication Crisis in Psychological Science? *2019 NeuroIS Retreat*, spring 2019.

Conrad, C., Agarwal, O., Calix Woc, C., Chiles, T., Godfrey, D., Krueger, K., Marini, V., Sproul, A. and Newman, A. (forthcoming). On Using Python to Run, Analyze, and Decode EEG Experiments. *2019 NeuroIS Retreat*, spring 2019.

Conrad, C. and Newman, A. (2019). Measuring the impact of mind wandering in real time using an auditory evoked potential. Davis, F. D., Riedl, R., vom Brocke, J., Léger, P. M. and Randolph A. B. (eds.). In *Information Systems and Neuroscience* (pp. 37-45). Springer.

Conrad, C. and Newman, A. (2019). How attention networks can inform research in information systems. Davis, F. D., Riedl, R., vom Brocke, J., Léger, P. M. and Randolph A. B. (eds.) In *Information Systems and Neuroscience* (pp. 155-162). Springer.

Jankowska, M, Conrad, C., Harris, J. & Keselj, V. (2018). Combined n-gram and semantic approach to assignment feedback analysis and generation. In *Advances in Artificial Intelligence: 31st Canadian Conference on Artificial Intelligence, Canadian AI*. Springer.

Conrad, C., & Bliemel, M. (2016). Psychophysiological measures of cognitive absorption and cognitive load in e-learning applications. In *Proceedings of the 2016 International Conference on Information Systems*.

Conrad, C., Ali, N., Gao, Q. & Keselj, V. (2016). ELM: an extended matching method on record linkage analysis of disparate databases for profile data mining. In *Proceedings of the 18<sup>th</sup> IEEE Conference on Business Informatics*. IEEE.

Conrad, C., & Keselj, V. (2016). Predicting political donations using twitter hashtags and character n-grams. *Proceedings of the 18<sup>th</sup> IEEE Conference on Business Informatics*. IEEE.

## **Peer Reviewed Conference Presentations (without proceedings)**

Conrad, C. and Newman, A. (2019). *An ERP approach to measuring mind wandering during learning multimedia use*. Poster presented at the Annual Meeting of the Society for Neuroscience, October 2019.

Conrad, C. and Newman, A. (2019). *Neural markers of mind wandering during online learning sessions*. Poster presented at the Annual Meeting of the Cognitive Neuroscience Society, March 2019.

Conrad, C., Ali-Hassan, H. and Bliemel, M. (2015). *Hadoop Hands On: teaching MapReduce to business students through analogy*. 2015 Americas Conference on Information Systems Big Data and Analytics EdCon, August 2015.

## Research in Progress

Beaubien, L. and Conrad, C. (paper being written). Simplified web models for clinical applications. Summer 2019.

Conrad, C., Newman, A. and Bliemel, M. (paper being written). The effect of mind wandering in online education. Summer 2019.

Conrad, C. and Keselj, V. (data analysis). A reinforcement learning solution to EEG decoding of mind wandering experience during online lectures. Summer 2019.

## Other Knowledge Mobilization

Conrad, C. and Newman, A. (2019). The Psychophysiology of Mind Wandering During Online Lectures. *2019 Graham Goddard InHouse Conference*. Dalhousie University.

Charlebois, S., Harris, J., Tyedmers P., Bailey, M., Keselj, V., Conrad C., Grant G., Somogyi, S., Chamberlain, S. (2017). *Canada's Food Price Report 2017*. Dalhousie University.

Conrad, C. Measuring mind wandering during human-computer interactions (2018). *2018 Dalhousie Computer Science Inhouse Conference*. Dalhousie University

Conrad, C. Psychophysiological measures of cognitive absorption and cognitive load in e-learning applications (2016). *2016 Dalhousie Computer Science Inhouse Conference*. Dalhousie University.

## AWARDS AND HONOURS

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|-----------|---|
| 2019      | Best Reviewer Award, NeuroIS Retreat 2019, Vienna, Austria.   |
| 2017      | Killam Scholarship (Doctoral), Dalhousie University, Halifax, NS, Canada (\$30 000, syndicated with NSERC).                       |
| 2016-2019 | Post-Graduate Scholarship (Doctoral), Natural Sciences and Engineering Research Council of Canada, Ottawa, ON, Canada (\$63 000). |
| 2015      | Nova Scotia Research and Innovation Graduate Scholarship Dalhousie University, Halifax NS, Canada (\$15 000).                     |
| 2013      | First Prize, Halifax Startup Weekend 2013   |
| 2011      | Departmental funding, Queen's University (\$18 000).  |
| 2006-2010 | L.A & Edith Upham Scholarship, Dalhousie University (\$18 000).   |

## **TEACHING EXPERIENCE**

### **Graduate Courses**

- 2019 INFO 5590 – Information Management Systems, Faculty of Management, Dalhousie University.
- 2018 ECMM 6020 – Business Issues in Electronic Commerce, Faculty of Management, Dalhousie University.
- 2015-2017 ECMM 6000 – Overview of Electronic Commerce, Faculty of Computer Science, Dalhousie University.

### **Undergraduate Courses**

- 2018-2019 COMM 3511 – Management Information Systems, Rowe School of Business, Dalhousie University.

## **ACADEMIC SERVICE**

### **Committees for Professional Service**

- 2019 2019 NeuroIS Retreat Program Committee

### **Conference Reviews**

- 2019 European Conference on Information Systems (ECIS)
- 2018 Canadian Council for Small Business and Entrepreneurship (CCSBE) 2018
- 2018 18<sup>th</sup> ACM Symposium on Document Engineering (DocEng)
- 2017-2018 Americas Conference on Information Systems (AMCIS)

### **Service at Dalhousie University**

- 2015-2018 Mentor, Norman Newman Centre for Entrepreneurship
- 2017 Coordinator, Shiftkey Labs Django Hackathon
- 2017 Instructor, Shiftkey Labs Summer Internship Program
- 2016 Recruitment Initiative Coordinator, Master of Electronic Commerce Program

## **COMMUNITY OUTREACH**

- 2014-2019 Member, Global Shapers Community (World Economic Forum)
- 2018 Project Co-Chair, Nova Scotia International Entrepreneurship Competition
- 2017-2018 Treasurer, IDPhD Student Society, Dalhousie University
- 2017 Project Co-Chair, Immigrant Women Entrepreneur Showcase, Halifax, Canada
- 2017 Volunteer Coordinator, ACM SIGKDD 2017 Conference
- 2016 Conference Co-Chair, Dalhousie Computer Science Inhouse Conference (DCSI)

## **IN THE MEDIA**

- Dec 6, 2018 Breaking down the divide between academics and the public at large. *CBC Information Morning*. <https://www.cbc.ca/listen/live-radio/1-27-information-morning-ns/clip/15645489-breaking-down-the-divide-between-academics-and-the-public-at-large>

## **OTHER TRAINING**

- 2018 Dalhousie University Interdisciplinary PhD Public Scholars Training Program
- 2017 NeuroIS Retreat Training Course
- 2016 ERPsim Certified Instructor (Level 1)
- 2016 Propel ICT Launch Startup Accelerator Program
- 2015 SAP HANA Native Application Development Workshop (SAP UA)
- 2014 Launch Dal Summer Startup Accelerator

## **OTHER WORK EXPERIENCE**

- 2014-2018 Principal, Innovate UI (IT and software consulting), Halifax, NS, Canada
- 2015-2017 Adjunct Lecturer (part-time), Dalhousie University, Halifax, NS, Canada
- 2013-2017 Research Assistant (part-time), Dalhousie University, Halifax, NS, Canada

2011-2017 Teaching Assistant (part-time), Dalhousie University, Halifax, NS, Canada

2010-2011 Teaching Assistant (part-time), Queen's University, Kingston, ON, Canada

### **PROFESSIONAL MEMBERSHIPS**

Society for Neuroscience (SFN)

Association for Information Systems (AIS)

SAP University Alliances

Canadian Artificial Intelligence Association (CAIAC)

### **TECHNICAL AND OTHER RELATED SKILLS**

Brain Products actiCHamp EEG Systems

Python (Django, Scikit-Learn, MNE, NLTK, NumPy, Pandas, PsychoPy, Jupyter)

R (RStudio)

JavaScript (jQuery, D3)

SAP technologies (Hana, OpenUI, Fiori, Lumira, Predictive Analytics, Business Objects)