



Curriculum Vita
Dec 2025

Instructor: Son Bui, Associate Professor
Academic Department: Marketing, Management, and Management Science

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EDUCATION

Ph.D., Management Information Systems
University of Memphis, 2016

M.S., Information System Management
Brigham Young University, 2011

B.S., Information System Management
Brigham Young University, 2011

TEACHING EXPERIENCE

Sep. 2023 – Now, Associate Professor, Marketing, Management & Management Science

Sep. 2016 – Aug 2023, Assistant Professor, Marketing & Business Analytic

PUBLICATIONS

Randolph-Seng, B. Atinc, Y., Bui, S., & Malik, Z. (2024). "Big Data and the disillusioned employee: Inside the ethical Internet of Things". Technological Forecasting and Social Change, <https://www.sciencedirect.com/science/article/abs/pii/S0040162524000672>.

Bui, S., Le-Nguyen, K., Bui, Q., Jacks, T. & Palvia, P. (2022). "IT Workplace Preferences, Job Demands, and Work Exhaustion". Journal of Computer Information Systems, <https://www.tandfonline.com/doi/full/10.1080/08874417.2021.2001770>

Bui, S., Kettinger, W., & Park, I. (2022). "Identity Sharing and Adaptive Personalization Influencing Online Repurchases". Journal of Computer Information Systems, <https://www.tandfonline.com/doi/full/10.1080/08874417.2021.1919939>

Bui, S., & Bui, Q. (2019). "An Empirical Investigation of Equity-based crowdfunding Campaigns in the United States". Lecture Notes in Business Information Processing, 357, pp. 111-123

Morgan, C.P., Gillenson, M.L., Zhang, X., Bui, S.N., and Lee, E. (2016) "ATCG: An Automated Test Case Generator," Journal of Information Technology Management, 27(3), pp. 112-120

Hou, L., Xue, L., Bui, S. N. and Kettinger, W. (2016) "System Sourcing and Information Processing Capability in Supply Chains: A Study of Small Suppliers," Information Technology & Management, 17(4), pp. 379-391

Bui, S. N., Shrivastava, M., Lee, E., and Dhaliwal, J. (2015) "A Case Study of Testing a WebBased Application Using an Open-Source Testing Tool," Journal of Information Technology Management, 26(1), pp. 19-30

RESEARCH GRANTS AND AWARDS

2021-2025, ISACA Scholarship and Research Award, ISACA, \$91,500

2024, NCSAC and TXHCC Scholarship and Research Award, NCSAC and TXHCC, \$3,000

2023, Texas A&M President GAR, TAMUC, \$50,000

2022, THECB grant 'Accelerating Credentials of Purpose and Value Grant Program', Texas Higher Education, \$134,600

2021, Teaching Innovation Award – Senate recognition award for professional excellence, TAMUC, \$1,000

2020, Dr. Augustine "Chuck" Arize Award - the highest university honor for junior faculty, TAMUC, \$1,000

2018-2019, Uber Air Taxi project funded by Bell Flight Inc., \$40,000