

Sonia Camacho

Assistant Professor

Supply Chain Management & Technology Area

Joined the School in 2006

Academic Background

2014	PhD in Business Administration, McMaster University. Hamilton, ON, Canada.
2006	MBA, Management, Universidad de los Andes. Bogotá, Colombia.
2004	B.A., Systems Engineering, Universidad Nacional de Colombia (2004). Bogotá, Colombia.

Teaching Experience

COURSES TAUGHT IN RECENT YEARS

GRADUATE

Information & Management (Teaching Assistant. MBA courses. McMaster University)

Data Mining & Business Intelligence (Teaching Assistant. MBA courses. McMaster University)

UNDERGRADUATE

Information Systems Workshop (UASM)

Management Information Systems (UASM)

Academic Activities

REFEREE FOR PEER REVIEWED JOURNALS AND CONFERENCES

The International Conference on Information Resources Management (Conf-IRM).

Pre-ICIS workshop on HCI.

Mediterranean Conference on Information Systems (MCIS).

International Conference of Information Systems (ICIS).

Hawaii International Conference on System Sciences (HICSS).

European Conference of Information Systems (ECIS).

Administrative Sciences Association of Canada (ASAC) conference.

Americas Conference on Information Systems (AMCIS).

Revista de Ingeniería (Universidad de los Andes).

Journal of Electronic Commerce Research (JECR).

Journal of Management Information Systems (JMIS).

Information Systems Management (ISM).

International Journal of Electronic Commerce (IJEC).

Academia Revista Latinoamericana de Administración (ARLA).

ARTICLES IN ACADEMIC JOURNALS

- 2014 Upadhyaya, S., Vann, R. J., Camacho, S., Baker, C. N., Leary, R. B., Mittelstaedt, J. D., & Rosa, J. A. (2014). Subsistence Consumer-Merchant Marketplace Deviance in Marketing Systems Antecedents, Implications, and Recommendations. *Journal of Macromarketing*, 34(2), 145 – 159.
- 2010 Trujillo, C. A., Barrios A., Camacho S., and Rosa, J.A. (2010). “Low socioeconomic class and consumer complexity expectations for new product technology”. *Journal of Business Research*, 63(6), 538 - 547.

ARTICLES IN PROFESSIONAL / TRADE JOURNALS

- 2010 Camacho, S., and Soto, J. P. (2010). “Rol de la tecnología en comercio minorista” (The role of technology in retailers), *Portafolio*, pp. 21.
- 2009 Barrios, A., and Camacho., S. (2009) “Brecha digital, un obstáculo más allá de infraestructura” (Digital divide, an obstacle beyond infrastructure), *Portafolio*, pp. 15.
- 2009 Camacho, S., and Barrios, A. (2009) “¿Cómo utilizan las empresas Internet?” (How do companies use Internet?), *Portafolio*, pp. 15.

CONFERENCE PAPERS

- 2017 Herrera, A., Ávila, O., and Camacho, S. (2017). “Social Media Malware: Determinants of Users’ Intention to Share Potentially Infected Posts”. Poster presented at the 22nd Americas Conference on Information Systems. Boston, US. August 10 - 12.
- 2016 Camacho, S. (2016). “Social Media Malware: Determinants of Users’ Intention to Share Potentially Infected Posts”. Poster presented at the 22nd Americas Conference on Information Systems. San Diego, CA, United States. June 23 - 24.
- 2016 Camacho, S., and Barrios, A. (2016). “Tell Me Who You Are, and I Will Show You What You Get’ - the Use of Individuals’ Identity for Information Technology Customization”. Paper presented at the 18th International Conference on Human-Computer Interaction. Toronto, ON, Canada. July 19 - 22.
- 2016 Camacho, S., Hassanein, K., and Head, M. (2016). “Understanding technorruptions: a second hand users’ perspective”. Paper presented at the 13th European, Mediterranean, and Middle Eastern Conference on Information Systems. Krakow, Poland. June 23 - 24.
- 2015 Camacho, S., Hassanein, K., and Head, M. (2015). “Understanding the Effect of Techno-Interruptions in the Workplace”. Paper presented at the 3rd World Conference on Information Systems and Technologies. Azores, Portugal. April 1 - 3.
- 2014 Camacho S., Hassanein, K., and Head, M. (2014). “Understanding the Factors that Influence the Perceived Severity of Cyber-Bullying”. Paper presented at: HCI International. Crete, Greece. June 22 - 27.
- 2014 Teubner, T., Adam, M. T. P., Camacho, S., and Hassanein, K. (2014). “Understanding Resource Sharing in C2C Platforms: The Role of Picture Humanization”. Paper presented at: Australasian Conference on Information Systems. Auckland, New Zealand. December 8 - 10.
- 2013 Camacho S., Hassanein, K., and Head, M. (2013). “Second hand technostress and its determinants in the context of mobile device interruptions in work meetings”. Paper presented at: International Conference on Mobile Business. Berlin, Germany. June 10 - 13.
- 2013 Camacho S., Hassanein, K., and Head, M. (2013). “The impact of cyberbullying on users’ continuance intention: the roles of perceived cyberbullying severity and coping mechanisms”.

Paper presented at: European Conference on Information Systems. Utrecht, Netherlands. June 5 - 8.

- 2008 Barrios, A., Camacho S., Trujillo, C. A., and Rosa, J. (2008). "Economic factors and technology categorization as determinants of complexity expectation of new product technologies among low-income consumers". Paper presented at The Second Subsistence Marketplaces Conference: Sustainable Consumption and Commerce for a Better World. Chicago, IL, United States. June 13 - 15.

Participation in Boards, Committees and Associations

Academic Member, AIS SIGeBiz (Special Interest Group on e-Business).

Academic Member, AIS SIGHCI (Special Interest Group on Human-Computer Interaction).

Academic Member, Association for Information Systems (AIS).

Scholarships and Academic Distinctions

- 2009 Best evaluated professor by undergraduate students, August, 2008 - July, 2009. Received on December 10, 2009. Awarded by School of Management, Universidad de los Andes.
- 2014 Best Reviewer Award, 13th Annual Pre-ICIS HCI Research in MIS Workshop, 2014. Received on December 14, 2014. Awarded by Special Interest Group on Human-Computer Interaction, Association for Information Systems.
- 2015 Best Reviewer Award, 14th Annual Pre-ICIS HCI Research in MIS Workshop, 2015. Received on December 13, 2015. Awarded by Special Interest Group on Human-Computer Interaction, Association for Information Systems.