

# Rasha Alahmad

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## EDUCATION

### University of Michigan

Ann Arbor, MI

Ph.D. in Information

Expected 4/2022

Dissertation Title: Artificial Intelligence and IT identity: Towards a Comprehensive Understanding of Human-Machine Integration in the Workplace

Advisor: Lionel P. Robert Jr.

Committee Members: Manju Ahuja, Nigel Melville, Xi Jessie Yang

### Central Michigan University

Mount Pleasant, MI

M.S. in Information Systems

2016

### Qassim University

Buraydah, Saudi Arabia

M.S. in Business Administration

2010

B.Sc. in Computer Science

2005

## RESEARCH INTERESTS

My research focuses on understanding the challenges of human-machine integration and cooperation. Specifically, I study the interdependencies and alignments between Artificial Intelligence and individuals in the workplace. I ask questions about mutual adaptation, machine involvement and embeddedness in the work system, individual identity, and personality effect on adjustment to the machine. To do so, I revise and expand existing theories and concepts of technology use to provide a more nuanced understanding of individuals' alignment with AI.

## MANUSCRIPTS UNDER REVIEW

- Marquis, E., Pierce, C., Kim, S., **Alahmad**, R., Robert, L. P. (2021). Control and Emotional Labor in the Platform Economy. *R& R at Management Information Systems Quarterly (MISQ)*

## WORKING PAPERS

1. **Alahmad**, R., Robert, L. P., Ahuja, M. Capturing the Complexity of Cognitive Computing Systems: Co-Adaptation Theory for Individuals. [*In preparation for submission to MISQ*]
  - The paper presented at ACM SIGMIS-CPR'2021
2. **Alahmad**, R., Robert, L. P., Ahuja, M. Automated Management in the Workplace: Towards A New Framework for Understanding AI Managers Impact on Employee Productivity and Satisfaction. [*Target Journal: MISQ*]
3. **Alahmad**, R., Robert, L. P., Ahuja, M. Explore the Innovative Use of Artificial Intelligence: A Perspective of Technology Embeddedness. [*Target Journal: MISQ*]

## REFEREED PUBLICATIONS

- Robert, L. P., **Alahmad**, R., Kim, S., Esterwood, C., You, S., and Zhang, Q. (2020). A Review of Personality in Human Robot Interactions, *Foundations & Trends in Information Systems*, 4(2), 107–210.
- Robert, L. P., Pierce, C., Marquis, E., Kim, S. and **Alahmad**, R. (2020). Designing Fair AI for Managing Employees in Organizations: A Review, Critique, and Design Agenda, *Human-Computer Interaction*, 35(5-6) 545-575.

## RESEARCH IN PROGRESS

1. **Alahmad, R.**, Aligning AI Systems' Adaptation with Employees' Adaptation: A Look at the Dynamism of Co-adaptation [Stage: *Conceptual development*]
  - Presented at MIT Computational Organization Science in June 2021
2. **Alahmad, R.**, Technology Use and Adaptation Concepts: A Meta-Analysis and Literature Review [Stage: *Conceptual development*]
3. **Alahmad, R.**, Kim, S., Marquis, E., Pierce, C., Robert, L. P. Information Symmetry as a Key Determinant of Perceived Organizational Support in Online Platforms. [Stage: *Conceptual development, Data Collected*]

## CONFERENCE PUBLICATIONS

1. **Alahmad, R.** and Robert, L. P. (2021). Capturing the Complexity of Cognitive Computing Systems: Co-Adaptation Theory for Individuals, Proceedings of the 2021 *ACM Conference on Computers and People Research (SIGMIS-CPR '21)*, June 30, 2021, Virtual Event, Germany.
2. **Alahmad, R.** and Robert, L. P. (2020). Artificial Intelligence (AI) and IT Identity: Antecedents Identifying with AI Applications, Proceedings of the 26th *Americas Conference on Information Systems, (AMCIS 2020)*, Aug 13-15, Salt Lake City, UT.
3. Marquis, E., Kim, S., **Alahmad, R.**, Pierce, C., Robert, L. P. 2018. Behavioral Control and Emotional Labor among Gig Economy Workers, Proceedings of the 21th *ACM Conference on Computer Supported Cooperative Work and Social Computing Companion (CSCW 2018)*, Jersey City, NJ.
4. Kim, S., Marquis, E., **Alahmad, R.**, Pierce, C., & Robert, L. (2018). The Impacts of Platform Quality on Gig Workers' Autonomy and Job Satisfaction, Proceedings of the 21th *ACM Conference on Computer Supported Cooperative Work and Social Computing Companion (CSCW 2018)*, November 3–7, 2018, Jersey City, NJ.
5. **Alahmad, R.** & Robert, L. (2018). Technology Affordances and IT Identity, Proceedings of the Twenty-third DIGIT Workshop, San Francisco, USA, December (*ICIS 2018*).
6. **Alahmad, R.**, Pierce, C., Carter, M., & Robert, L. (2018). The Impact of Enterprise Social Media Identity on Job Performance and Job Satisfaction, Proceedings of the 24th *Americas Conference on Information Systems (AMCIS 2018)*, Aug 16-18, New Orleans, LA.
7. Robert, L. P., Ye T., **Alahmad, R.**, Pierce, C. (2017). Effect of Dispersion, Electronic Communication & Transactive Memory Systems on Team Performance, in the 77th *Academy of Management Conference, (AOM 2017)*, August 4-8, Atlanta, GA.
8. Ye T., Pierce, C., **Alahmad, R.**, Robert, L. P. (2017). Race and Rating on Sharing Economy Platforms: The Effect of Race Similarity and Reputation on Trust and Booking Intention in Airbnb, Proceedings of the 38th *International Conference on Information Systems (ICIS 2017)*, Dec 10-13, Seoul, Korea.

## TRANSLATION PUBLICATIONS

2012

- 37signals Teams. *Getting Real*. Translated by **Rasha Alahmad** & Salwa Alqasime. Arabic version of the book published on <http://gettingreal.37signals.com/toc.php>
- Mathis, Robert & Jackson, John. *Human Resource Management* (Eleventh Edition) Chapter 13: Variable Pay and Executive Compensation. Translated by **Rasha Alahmad**

## TEACHING EXPERIENCE

- SI 539 Web Design: Responsiveness and Accessibility, University of Michigan **Winter 2021**
  - Teaching Evaluation: 4.7/5
- SI 339 Web Design, Development, and Accessibility, University of Michigan **Fall 2020**
  - Teaching Evaluation: 4.7/5
- High School Computer Teacher, Different Schools in Saudi Arabia **2006-2010**

- CS 212 Data Structures and Algorithms, Qassim University

2005

## PROFESSIONAL ACTIVITIES AND SERVICE

Served as a Conference Session Chair for

- New Technologies with Novel Applications
- Chatbots and Conversational Agents

AMCIS 2021

ICIS 2020

Reviewer

- *Journals*
  - Management Information Systems Quarterly
  - Transactions on Human Computer Interaction
  - Information & Management Journal
  - Journal of Managerial Psychology
- *Conferences*
  - Academy of Management (AOM) 2019
  - European Conference on Information Systems (ECIS) 2021
  - Americas Conference on Information Systems (AMCIS) 2019,2020
  - International Conference on Information Systems (ICIS) 2017, 2019, 2021
  - Conference on Human Factors in Computing Systems (CHI) 2018
  - Computer Supported Cooperative Work (CSCW) 2018, 2019

## PROFESSIONAL MEMBERSHIPS

- Association of Information Systems (AIS)
- Academy of Management (AOM)
- Institute for Operations Research and the Management Sciences (INFORMS)

## MENTORING

- Sangmi Kim, PhD, UMSI

2017-2018

## CERTIFICATIONS AND TRAINING

- MIT Computational Organization Science 2021
- Polynomial Regression with Response Surface Analysis, CARMA 2019
- Intro to Meta-Analysis, CARMA 2019
- TERP10 SAP Certification 2015
- Third Annual ERPsim Competition (Textron Company Team) 2015
  - Participated in the ERPsim is a continuous-time simulation program to teach ERP concepts
- Lean Six Sigma Green Belt Certification 2014

## PRESENTATIONS

1. **Alahmad**, R. Robert, L. P. *Capturing the Complexity of Cognitive Computing Systems: Co-Adaptation Theory for Individuals*. Presented at ACM Conference on Computers and People Research (2021)
2. **Alahmad**, R. Robert, L. P. *Artificial Intelligence (AI) and IT Identity: Antecedents Identifying with AI Applications*. Presented at Americas Conference on Information Systems (2020)
3. **Alahmad**, R. Robert, L. *Technology Affordances and IT Identity*. Presented at International Conference on

Information Systems DIGIT Workshop (2018).

4. **Alahmad**, R., Pierce, C., Carter, M., Robert, L. *The Impact of Enterprise Social Media Identity on Job Performance and Job Satisfaction*. Presented at Americas Conference on Information Systems (2018)

## PERSONAL

- *Languages*: Arabic (native), English (fluent), Spanish (basic)
- *Programming*: HTML/CSS, R, Visual Basic .Net, SQL, Perl
- *Software*: SPSS, LISREL, IBM AMOS, Dedoose, SmartPLS, SAP NetWeaver Business Warehouse

## REFERENCES

Dr. Lionel P. Robert

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Dr. Manju Ahuja

Professor of Information Systems

College of Business

University of Louisville

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Assistant Professor of Industrial and Operations Engineering

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