POLINA DURNEVA

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CURRENT EMPLOYMENT	**Assistant Professor of Management Information Systems** Fogelman College of Business and Economics University of Memphis	August 2023 - present
EDUCATION	**PhD in Business Administration** Department of Information Systems and Business Analytics Florida International University, Miami, FL GPA: 3.92/4.00 Dissertation: "The Biopsychosocial Relevance of Digital Health Technologies for Self-Management of Chronic Conditions: Instrument Development and Validation" (Supervised by Dr. Cynthia LeRouge and funded by Health Informatics Education Grant) Dissertation committee members: Dr. Lina Bouayad, Dr. Weidong Xia, Dr. Tala Mirzaei, Dr. Weirui Wang	May 2023
	BA in Business Analytics Department of Economics and Business Cornell College, Mount Vernon, IA GPA: 3.84/4.00	May 2018
RESEARCH INTERESTS	Health Informatics, Human-Computer Interaction, Healthcare IT Management, AI in Healthcare, Design Science Research, Immersive Technologies, Management Education	
PUBLICATIONS	Cousins, K., Hertelendy, A., Chen, M., **Durneva, P.,** & Wang, S. (2023). Building resilient hospital information technology services through organizational learning: Lessons in CIO leadership during an international systemic crisis in the United States and Abu Dhabi, United Arab Emirates, *International Journal of Medical Informatics,* 176. https://doi.org/10.1016/j.ijmedinf.2023.105113 LeRouge, C., **Durneva, P.,** Lyon, V., & Thompson, M. (2022). Health Consumer Engagement, Enablement, and Empowerment in Smartphone-Enabled Home-Based Diagnostic Testing for Viral Infections: Mixed Methods Study, *JMIR mHealth and uHealth*, 10(6), e34685. https://doi.org/10.2196/34685 Hertelendy, A., Chekijian, S., McNulty, E., Mitchell, C., Grimes, J., **Durneva, P,** Voskanyan, A., Nazarian, V., & Ciottone, G. (2022). Crisis Leadership: A Case for Inclusion in Accredited Master of Public Health Program Curricula, *Public Health,* 209. https://doi.org/10.1016/j.puhe.2022.05.012 Dharanikota, S., LeRouge, C., Lyon, V., **Durneva, P.,** & Thompson, M. (2021). Identifying Enablers of Participant Engagement in Clinical Trials of Consumer Health Technologies: A Qualitative Study of flu@home. *Journal of Medical Internet Research*, 23(9), e26869. https://doi.org/10.2196/26869 Hertelendy, A., McNulty, E., Mitchell, C., Gutberg, J., Lassar, W., **Durneva, P,** & Rapp, D. (2021). Crisis leadership: The new imperative for MBA curricula. *The International Journal of Management Education*, 19(3). https://doi.org/10.1016/j.ijme.2021.100534 **Durneva, P.,** Cousins, K., & Chen, M. (2020). The Current State of Research, Challenges, and Future Research Directions of Blockchain Technology in Patient Care: Systematic Review. *Journal of Medical Internet Research*, 22(7), e18619. https://doi.org/10.2196/18619	

LeRouge, C., **Durneva, P.,** Sangameswaran, S., & Gloster, A-M. (2019). Design Guidelines for a Technology-Enabled Nutrition Education Program to Support Overweight and Obese Adolescents: Qualitative User-Centered Design Study. *Journal of Medical Internet Research*, 21(7), e14430. https://doi.org/10.2196/14430

CONFERENCE PAPERS AND POSTERS

Durneva, P., Ma, Y., Marakas, G., & Aguirre-Urreta, M. (2022, August 10-14). Being There: Spatial Presence in Immersive Environments [Paper presentation]. *Americas Conference on Information Systems (AMCIS)*. Minneapolis, Minnesota. https://aisel.aisnet.org/amcis2022/sig_hci/sig_hci/17

Durneva, P. & LeRouge, C. (2022, January 4-7). Designing Personally Relevant Avatars for Digital Health Interventions: The Biocultural Perspective of Presence [Paper presentation]. *Hawaii International Conference on System Sciences (HICSS-55)*. Virtual Conference. http://dx.doi.org/10.24251/HICSS.2022.466

Durneva, P. (2021, December 11-15). Shedding Light on Biopsychosocial Relevance of Digital Health Technologies. [TREO talk]. *International Conference on Information Systems (ICIS)*. Austin, Texas. https://aisel.aisnet.org/treos_icis2021/13

Durneva, P. (2021, August 9-13). Leveraging the Biopsychosocial Model of Health to Assess Perceived Relevance of Digital Health: Scale Development [TREO talk]. *Americas Conference on Information Systems (AMCIS)*, Virtual Conference. https://aisel.aisnet.org/treos_amcis2021/5/

Durneva, P. & LeRouge, C. (2021, August 9-13). Exploring the Role of Virtual Presence in Using Digital Tools to Support Middle-Aged Adults Manage Obesity and Overweight [Paper presentation]. *Americas Conference on Information Systems (AMCIS)*, Virtual Conference. https://aisel.aisnet.org/amcis2021/healthcare_it/sig_health/12/

Durneva, P. (2021, June 14-17). Biopsychosocial Digital Health Interventions for Chronic Pain Management: Rapid Scoping Review. [Poster presentation]. *AcademyHealth,* Virtual Conference. https://academyhealth.confex.com/academyhealth/2021arm/meetingapp.cgi/Paper/46851

Bouayad, L., Bhattacherjee, A., Agrawal, M., Dharanikota, S., & **Durneva, P.** (2020). Technology Personalization in Health Applications for Patients with Autism Spectrum Disorder: Artifact Design and a Controlled Experiment. In S. Hofmann, O. Müller, & M. Rossi (Eds.), Designing for Digital Transformation. Co-Creating Services with Citizens and Industry. *DESRIST 2020.* Lecture Notes in Computer Science (Vol. 12388, pp. 75–80). Springer, Cham. https://doi.org/10.1007/978-3-030-64823-7_8

Durneva, P. & LeRouge, C. (2020, November 14-18). Exploring the Role of Virtual Presence in Patient's Engagement with mHealth [Poster presentation]. *American Medical Informatics Association (AMIA) Symposium*, Virtual Conference. http://knowledge.amia.org/72332-amia-1.4602255/t005-1.4604904/t005-1.4604905/3411603-1.4605644/3409438-1.4605641

Lyon, V., LeRouge, C., **Durneva, P**., & Thompson, M. (2020, November 14-18). Consumer Engagement in Smartphone Supported Home-based Diagnostic Testing for Communicable Virus: Exploring flu@home [Paper presentation]. *American Medical Informatics Association (AMIA) Symposium*, Virtual Conference. https://knowledge.amia.org/72332-amia-1.4602255/t004-1.4605866/t004-1.4605867/3407319-1.4606027/3415601-1.4606024?qr=1

Dharanikota, S., Lyon, V., **Durneva, P.,** LeRouge, C., & Thompson M. (2020, November 14-18). Enablers of Trial Engagement for Home Diagnostic Test-Supported by Smartphone (HDT-smart) - The Case of flu@home [Poster presentation]. *American Medical Informatics Association (AMIA) Symposium*, Virtual Conference. http://knowledge.amia.org/72332-amia-1.4602255/t005-

1.4604904/t005-1.4604905/3414848-1.4605680/3413839-1.4605677

Bouayad, L., **Durneva, P.**, Dharanikota, S., Bhattacherjee, A., Agrawal, M., & Luther. S. (2020, November 14-18). Technology Personalization in Health Applications for Patients with Autism Spectrum Disorder [Poster presentation]. *American Medical Informatics Association (AMIA) Symposium*, Virtual Conference. http://knowledge.amia.org/72332-amia-1.4602255/t005-1.4604904/t005-1.4604905/3410557-1.4605764/3416685-1.4605761

Durneva, P. (2020, August 10–14). To Share or Not to Share: Optimal Value of Insurance Rewards for Sharing Data Generated from Wearable Devices for Hypertensive Patients [TREO talk]. *Americas Conference on Information Systems (AMCIS),* Virtual Conference. https://aisel.aisnet.org/treos_amcis2020/14/

Durneva, P. & Chen, M. (2020, August 10–14). Electronic Health Records Functionalities and Quality of Care: Conceptual Model and Research Agenda [TREO talk]. *Americas Conference on Information Systems (AMCIS)*, Virtual Conference. https://aisel.aisnet.org/treos_amcis2020/12/

Durneva, P. & LeRouge, C. (2020, August 10–14). Reinforcing Health Management Intervention Effects with mHealth [Paper presentation]. *Americas Conference on Information Systems (AMCIS),* Virtual Conference. https://aisel.aisnet.org/amcis2020/healthcare_it/healthcare_it/13/

Durneva, P. (2020, May 22). Creative Organizational Climate and Implementation of Agile Project Management in Traditional Development Organizations: Does Creativity Matter? [Paper presentation]. *Special Interest Group on Systems Analysis and Design (SIG SAND) Symposium.* Virtually in West Palm Beach, FL, United States. https://sigsand.com/creative-organizational-climate-and-implementation-of-agile-project-management-in-traditional-development-organizations-does-creativity-matter/

Hah H, **Durneva P.** (2019, December 15-18). The Effect of Mobile Trust on IT Service Avoidance: An Instrumental Variable Approach [TREO talk]. *International Conference on Information Systems (ICIS).* Munich, Germany. https://github.com/mschermann/treoaticis2019/blob/master/1113-doc.pdf

Durneva, P., LeRouge, C., & Sangameswaran, S. (2019, November 16-20). Leveraging Technology to Promote Healthy Cooking Literacy and Kitchen Confidence for Overweight and Obese Adolescents [Poster presentation]. *American Medical Informatics Association (AMIA) Symposium*, Washington DC, United States. https://knowledge.amia.org/69862-amia-1.4570936/t007-1.4573510/t007-1.4573511/3203593-1.4574304/3199306-1.4574301?qr=1

WHITE PAPERS	**Durneva, P.** (2023). *AI Unleashed: Implications for Data Governance* [White Paper]. OGx Consulting. https://www.weareogx.com/ai-unleashed-implications-for-data-governance/

GRANTS AND AWARDS	Dissertation Year Fellowship, FIU	2022-2023
	AIS Doctoral Student Service Award	2022
	Health Informatics Education Grant (Co-PI)	2021-2022
	Registration Grant, ICIS	2021
	Dissertation Evidence Acquisition Fellowship, FIU	2021
	Cornell Fellowship, Cornell College	2017

Presidential Scholarship, Cornell College   2014-2018

Future Leaders Exchange Program Grant, US Department of State   2013-2014

TEACHING EXPERIENCE	**Florida International University**	January 2021-April 2022

Instructor for Business Statistics and Analysis I (undergraduate)
(Overall Evaluation: 4.52/5.00)

Teaching Assistant for Business Statistics and Analysis I (undergraduate)
(Overall Evaluation: 4.99/5.00)

INDUSTRY EXPERIENCE	**OGx Consulting,** Centennial, CO	June 2023 – July 2023

Business Consulting Summer Fellow

Pfizer, Moscow, Russia   June 2018-July 2018
Project Assistant

Teacher Created Materials, Huntington Beach, CA   May 2017-July 2017
Finance and Operations Intern

Grayling, Moscow, Russia   June 2015
Future Tech Intern

COMMUNITY SERVICE	**Vice President**	January 2022 – December 2022

AIS Doctoral Student College

Journal Reviewer
Journal of Medical Internet Research, The DATA BASE for Advances in Information Systems, Journal of Healthcare Informatics Research, Frontiers in Digital Health

Conference Reviewer
Americas Conference on Information Systems (AMCIS), European Conference on Information Systems (ECIS), International Conference on Information Systems (ICIS), Hawaii International Conference on System Sciences (HICSS), American Medical Informatics Association (AMIA), International Conference on Design Science Research in Information Systems and Technology (DESRIST)

OTHER   **Software:** Dedoose, Mathematica, Minitab, NVivo, Python, R, SAS, SmartPLS, SPSS, STATA, Tableau

                Languages: English, Russian