

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	May 2023
	BA in Business Analytics Department of Economics and Business Cornell College, Mount Vernon, IA	May 2018
RESEARCH INTERESTS	AI in Healthcare, Health Informatics, Human-Computer Interaction, Healthcare IT Management, Design Science Research, Immersive Technologies, Management Education	
PUBLICATIONS	<p>Durneva, P., LeRouge, C., & Lisetti, C. (2024). Designing Virtual Characters in Digital Health Technologies: A Self-presence Perspective. <i>AIS Transactions on Human-Computer Interaction</i>, 16(3), 339-363. https://doi.org/10.17705/1thci.00209</p> <p>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, <i>International Journal of Medical Informatics</i>, 176. https://doi.org/10.1016/j.ijmedinf.2023.105113</p> <p>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, <i>JMIR mHealth and uHealth</i>, 10(6), e34685. https://doi.org/10.2196/34685</p> <p>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, <i>Public Health</i>, 209. https://doi.org/10.1016/j.puhe.2022.05.012</p> <p>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. <i>Journal of Medical Internet Research</i>, 23(9), e26869. https://doi.org/10.2196/26869</p> <p>Hertelendy, A., McNulty, E., Mitchell, C., Gutberg, J., Lassar, W., Durneva, P., & Rapp, D. (2021). Crisis leadership: The new imperative for MBA curricula. <i>The International Journal of Management Education</i>, 19(3). https://doi.org/10.1016/j.ijme.2021.100534</p> <p>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. <i>Journal of Medical Internet Research</i>, 22(7), e18619. https://doi.org/10.2196/18619</p> <p>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. <i>Journal of Medical Internet Research</i>, 21(7), e14430.</p>	

<https://doi.org/10.2196/14430>

**TEACHING
EXPERIENCE**

University of Memphis

August 2023-present

Instructor and Course Redesigner for Web Analytics (graduate)
(Overall Evaluation for Fall 2023 is 4.7/5.0;
Overall Evaluation for Spring 2024 is 4.8/5.0)

Instructor for Business Machine Learning I (graduate)
(Overall Evaluation for Fall 2023 is 4.8/5.0
Overall Evaluation for Spring 2024 is 4.5/5.0)

Florida International University

January 2021-April 2022

Instructor for Business Statistics and Analysis I (undergraduate)
(Overall Evaluation for Spring 2022 is 4.52/5.00)

Teaching Assistant for Business Statistics and Analysis I (undergraduate)
(Overall Evaluation for Spring 2021 is 4.99/5.00)

**CONFERENCE
PRESENTATIONS**

Durneva, P. & Chen, M. (2024, August 15-17). Critical Review of Digital Health Equity: Challenges in Conceptualization and Operationalization [Paper presentation]. *Americas Conference on Information Systems (AMCIS)*. Salt Lake City, Utah.

https://aisel.aisnet.org/amcis2024/soc_inclusion/social_inclusion/6

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., Bhattacharjee, 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., Bhattacharjee, 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/treoaicis2019/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

Polina Durneva – Curriculum Vitae

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>

Haydon, K., LeRouge, C., **Durneva, P.**, Campo, M.P.D., Torres, G., & Brown, D. Evaluating the Needs and Characteristics of Individuals with Low Socioeconomic Status Using Digital Health Technology to Address Health-Related Social Needs: A Mixed Methods Study with Patients and Providers. (Finalizing for submission to JMIR)

GRANTS AND AWARDS	CustomGPT.ai Research Grant , \$3000	2024
	Communities of Research Scholars Grant (PI), University of Memphis, \$2500	2023-2024
	Dissertation Year Fellowship, FIU	2022-2023
	Doctoral Student Service Award, AIS	2022
	Health Informatics Education Grant (Co-PI), \$5000	2021-2022
	ICIS Registration Grant, AIS	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

INDUSTRY EXPERIENCE	OGx Consulting , Centennial, CO Business Consulting Summer Fellow	June 2023 – July 2023
	Pfizer , Moscow, Russia Project Assistant	June 2018-July 2018
	Teacher Created Materials , Huntington Beach, CA Finance and Operations Intern	May 2017-July 2017
	Grayling , Moscow, Russia Future Tech Intern	June 2015

SERVICE	Member Master’s (Curriculum) Program Committee at the University of Memphis	January 2024 – present
	Vice President AIS Doctoral Student College	January 2022 – December 2022
	Journal Reviewer Journal of Medical Internet Research, The DATA BASE for Advances in Information Systems, Journal of Healthcare Informatics Research, Journal of Management Information Systems, Business & Information Systems Engineering, Information Systems Journal, Health Systems	

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), International Conference on Design Science Research in Information Systems and Technology (DESRIST), American Medical Informatics Association (AMIA)

OTHER

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

Languages: English, Russian