

David J. Lucas  
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## Education

PhD	Texas Tech University 2016 Information Systems and Quantitative Sciences
MBA	Texas Tech University 2011 MIS Focus
BS	Texas A&M University 2002 Major: Computer Science Minor: Business Administration

## Research

### *Papers*

- Freybote, J., Andeson, J., Lucas, D. J., Seiler, M., & Simon, L. (Forthcoming) Using Artificial Intelligence to Identify Strategic Mortgage Default Attitudes. *Journal of Real Estate Research*.
- Firth, D. R., Triche, J., & Lucas, D. J. (2021) A Framework for Teaching an Undergraduate Data Analytics Class. *International Journal of Information and Operations Management Education*, 7(1), 27-44.
- Walden, E., Cogo, G. S., Lucas, D. J., Moradiabadi, E., & Safi, R. (2018). Neural correlates of multidimensional visualizations: An fMRI comparison of bubble and three-dimensional surface graphs using evolutionary theory. *MIS Quarterly*, 42(4), 1097-1116.

### *Conferences*

- Triche, Jason, and Lucas, David J. "A Framework for Teaching the Undergraduate Data Analytics Course". Twenty-fourth Americas Conference on Information Systems. New Orleans, August 2018.
- Safi, Roozmehr, Walden, Eric A, Cogo, Gabriel, Lucas, David J., and Moradiabadi, Elshan. "An Evolutionary Explanation of Graph Comprehension using fMRI." Gmunden Retreat on NeuroIS 2015, Gmunden, Austria. May 2015.
- Lucas, David J., Walden, Eric A., Cogo, Gabriel, Moradiabadi, Elshan, and Safi, Roozmehr. "Neural Correlates of 4-D visualizations: A Comparison of Balloon Races and 3-D Surface Graphs" Big XII + MIS Research Symposium, Ames, IA. April 2015.
- Lucas, David J. and Jones, Donald R. "Blinded by Helpfulness – An Empirical Study" Big XII + MIS Research Symposium, Norman, OK. April 2014.

## *Book Chapters*

Safi, Roozmehr, Walden Eric A., Cogo, Gabriel, Lucas, David J., and Moradiabadi, Elshan. (2015). An Evolutionary Explanation of Graph Comprehension using fMRI. In *Information Systems and Neuroscience – Gmunden Retreat on NeuroIS 2015* (pp. 117-122). Cham, Switzerland: Springer International Publishing.

## *Dissertation*

Lucas, David J. (2016). *Understanding The Effects of Textual Representational Alignment on User Search and Stopping Behavior*. (Doctoral dissertation)

## *Working Papers*

Lucas, David J., Rutner, Paige, and Delgadillo, Francisco. “Spatial Learning for Smart Room Layouts.”

Jones, Donald R. and Lucas, David J. “Investigating Analogical Reasoning in Graph Sensemaking.”

## *Professional Presentations*

Lucas, David J. “Quality Assurance & Security” Advanced Security Training II, Texas Tech Univ. (2010)

Lucas, David J. and East, Daniel. “Top Exploited Application Vulnerabilities”, Advanced Security Training I, Texas Tech Univ. (2010)

Lucas, David J. and East, Daniel. “Planning for the Secure Application”, Advanced Security Training I, Texas Tech Univ. (2010)

Lucas, David J. and Kiernat, Kate. “IRTS: Not Something Your Cat Coughed Up.”, Southwest Association of College & University Housing Officers, Houston, TX (2006)

## **Teaching**

### ***Teaching Interest***

1. Business Intelligence
2. Software Development
3. Data Analytics
4. Databases

## ***Summary***

I have taught technical based courses at both the undergraduate and graduate level. These courses are designed to use extensive hands-on learning methodologies to maximize student learning of difficult and highly technical material. My student evaluations of teaching have averaged 4.56 on a 5-point scale during my career.

## ***Courses Taught During Career***

### Undergraduate

Business Intelligence (Undergraduate)  
Data Analytic Tools (Python)  
Business Analytics  
Data Mining  
Project Management  
Introduction to Production and Operations Management  
Information Technology Basics

### Graduate

Business Intelligence  
Scripting Languages (Python)

### **Professional Consulting**

Heartland Partners LLC. Frisco, Texas	Spring 2017 – Fall 2018
Actively applying expertise in data clean, data structuring, and query building to help Heartland Partners realize the potential wealth of knowledge contained in their data.	

### **Service Activities**

<i>Role</i>	<i>Activity</i>
Doctoral Dissertation Committee Member	Committee Member for Tim Kaskela (May 2019-August 2020) Committee Member for Okan Arslan (Sept 2018-Current) Committee Member for Tejas Gohokar (August 2020-Current)
Master's Thesis Committee Member	Committee Member for Jeremy Overby (Nov 2018-June 2019)
Director of Data Science	Director of Data Science for ISQS Texas Tech University, June 2019 - Current
Assistant Director of Data Science	Assistant Director of Data Science for ISQS Texas Tech University, June 2018 – May 2019
RAWLs GPAC Committee Member	June 2018-Current
Interim Undergraduate Adviser	Undergraduate Adviser for Department of ISQS Texas Tech University, September 2018 – June 2019, June 2020-December 2020
Undergraduate Adviser	Undergraduate Adviser for Department of ISQS Texas Tech University, December 2018 - January 2019
Rawls UPAC Committee Member	-September 2018 – January 2019 -June 2020-December 2020
ISQS Scholarship Committee	Texas Tech University, June 2018-May 2019, June 2020 - Current

## Conference Service

Session Chair	Association for Information Systems Conference (AMCIS) 2017
Reviewer	Association for Information Systems Conference (AMCIS)
	International Conference on Information Systems (ICIS)
	Information System Frontiers (ISF)
	Big XII+ MIS Symposium

## Academic Awards and Fellowships

<i>Title</i>	<i>Year</i>
Ohio University Research SEED Grant	2017
ISQS Doctoral Teaching Award	2016
ISQS Doctoral Teaching Award	2015
Helen DeVitt Jones Excellence in Graduate Teaching Award	2014
ISQS Doctoral Teaching Award	2014
Rawls Scholarship	2012-2016

## Professional Work Experience

Application Development & Support Texas Tech University	Programmer/Analyst III (2009-2012)
<ul style="list-style-type: none"><li>• Created new design for software download portal used by more than 30,000 users.</li><li>• Revised software development methods eliminating errors from software deployment.</li><li>• Responsible for Data Integration design and methodology for office projects.</li><li>• Aided in design of database design projects.</li></ul>	

Enterprise Software Initiatives Texas A&M University Systems	System Analyst I (2006-2009)
<ul style="list-style-type: none"><li>• Responsible for design and development of payroll and human resources fact areas in data warehouse containing more than 80 million rows each.</li><li>• Designed methodology for minimizing downtime when errors occurred during data warehouse loading.</li><li>• Responsible for report creation from a large data warehouse.</li></ul>	

Department of Student Life Texas A&M University	System Analyst I (2003-2006)
<ul style="list-style-type: none"><li>• Responsible for overseeing two graduate assistant workers and timely code review/guidance in office practices for creating applications</li><li>• Responsible for database creation and design including the Incident Reporting and</li></ul>	

Tracking System (IRTS) and AggieSearch systems.

- Implementation of application upgrade from classic ASP and Visual Basic 6 com objects to ASP.net.
- Created training materials and presented training information to users of the IRTS System.