Muna Alhammad

Research Interest

My main research interests lie at the interface between technology and people, in the areas of human-computer interaction, cognitive systems engineering, cloud computing, consumers behaviour, and information systems. Recently I have been engaged in research into acceptance of persuasive systems, electronic commerce, social media and health informatics. Beside my current research interest in the informatics field, I have been involved into research in the area of accounting, i.e. social corporate responsibilities and voluntary disclosure, as well as business leadership and management.

Professional & Research Experience

August 2017- Present	Assistant professor at King Saud University, Riyadh, Saudi Arabia
May 2017- present	Contractor trainer working with Alkhabeer Training Centre: delivered series of training courses to Alrajhi Bank managers.
July 2016- August 2017	Administrator staff at Al-Imam Muhammad Bin Saud Islamic University, Riyadh, Saudi Arabia
Oct 2011-July 2016	Voluntary supports various activity in the department of Business Informatics, Systems, and Accounting, Henley Business School, University of Reading. Kinds of covered activities are:

- o Providing support in supervising Informatics Master students.
- o Marking undergraduate essays in Informatics related models.
- o Offering workshops in varieties of subjects related to research methodology in general and information systems in particular for other PhD students.
- o Offering support for many of my follow researchers and help them in choosing the research topic, planning their research process, choosing the right methodology to collect the data, and how they could successfully analysis their data and evaluate their final outcomes.

Oct 2007- 2009	Computer Technician at Al-Imam Muhammad Bin Saud Islamic University, Riyadh, Saudi Arabia

Education

Oct 2011- July 2016	PhD in Informatics, Henley Business School, University of Reading, UK.
Oct 2010 to Dec 2011	Master of Science in Applied Informatics from Henley Business School, University of Reading - Reading, Berkshire, UK, a "merit" Academic Achievement Award
Oct 2009 to June 2010	English Pre-sessional course at the University of Reading Language Centre.
Sep 2002 to June 2007	Bachelor of Information System from the Department of Computer Science and Information Systems, Imam Muhammad Bin Saud Islamic University - Riyadh, Saudi Arabia, a "Very Good" Academic Achievement Award.

Mastered Key Research Techniques

- o Qualitative research: knowledgeable on how to properly conduct survey, interviews and focus groups as well as analysing qualitative data using thematic analysis and NVivo software.
- o Quantitative research: experienced in designing survey questionnaire and controlled web-based experiment as well as hypothesis testing and analysing quantitative data using Excel, SPSS and AMOS software.

Journals and International Conferences

- o Volunteer Reviewer for the European Journal of Information Systems (EJIS) from Sep 2012 to present (a three star journal).
- o Volunteer Reviewer for the 23rd European Conference on Information Systems (ECIS 2015) in Münster (top ranking conference "A").
- o Member of the committee organisers of the ICISO conference in 2014.
- o Reviewer for the *International Conference on Logistics, Informatics and Services Sciences* conference in 2014 & 2015.
- o Presenting work in progress paper about Online Persuasion for E-Commerce Websites in the 28th British HCI Conference (2014), Southport, UK (top ranking conference "A").
- o Presenting full paper about Culture, Cognition and E-Commerce Behaviour in the 14th International Conference on Informatics and Semiotics in Organisations (2013), Stockholm, Sweden.
- o Presenting full paper about "context relevant persuasive interaction and design: Consideration of human factors influencing B2C persuasive interaction", in The 35th International Conference on Information Technology Interfaces (2013), Cavtat, Croatia.
- o Presenting full paper about Persuasive Technology and Users Acceptance of E-Commerce: Exploring Perceived Persuasiveness, in The 2013 International Conference on Logistics, Informatics and Services Sciences (LISS'2013), Reading, UK.

Administrative Responsibilities

- o Organising Informatics PhD Research Conference on 2013/06/14
- o Ensuring that all systems works well through regular chick-up and provide maintenance when needed for the admission and students service offices at Imam Mohammad bin Saud University.
- o Provide required technical and software training for both new and existing staff members at Imam Mohammad bin Saud University.
- o Providing support in running workshops and invigilating exams in both the University of Reading and Imam Mohammad bin Saud University.
- o Students' advisor at Imam Mohammad bin Saud University.
- o Involved in the process of assessing academics to be recruited in the department of business informatics, systems, and accounting (BISA), Henley Business School, University of Reading, UK.

Training & Development

- o Attended train the trainer courses in April 2017.
- o Attended preparing to teach courses, provided by the University of Reading in 2014, in several area including: teaching and learning, marking and feedback, and small group teaching.
- o Attended leadership management course and awarded certificate in 2014.
- o Attended principles of research design model in 2012.
- o Several short courses, attended during 2011-2014 at the University of Reading, related to leadership and management, Informatics, research methodologies, qualitative data analysis, statistical data analysis, and using SPSS to analyse data.
- o Attended several seminars in numerous topics in the field of information systems, ICT, project management, business managements and accounting, enterprises resource planning and other related subjects.
- o Emotional Intelligence Course 4 March 2015.

Skills

- o Handling programming languages (C++, C, JAVA, JAVA SCRIPT, ASP.NET, C#, HTML, UML, SQL)

- o Handling Microsoft programs and others.
- o Expert in computer problem solving. Mastering the four skills of both Arabic and English language.
- o Hold the basic knowledge of French language.
- o Time management and leadership skills with mastering project management principles. Team-worker, active, social and self motivated personality.
- o Effective use of multi-media teaching tools.

Community and Social Contribution

- o Part time Teacher for Year 1 & 2 students of the Saudi School in Reading 2010.
- o Member of the Saudi Student club in Reading and I have been awarded a plaque certificate for voluntarily supporting and helping other members of the Saudi community to settle in the UK and provide them with academic advise.
- o One of the developers for "Guide to Reading, UK" to help new students settle in Reading.
- o Regular volunteer at Hillside Primary School – looking after pupils in trips outside school campus, supporting pupils in class during reading and enrichment lessons, presenting and organising Saudi corner in diversity ceremony.
- o Mother for two kids aged 10 and 7; looking after them, teaching and preparing them to be active members to positively contribute to the society.

References

- o Dr. Stephen R. Gulliver, Business Informatics, Systems, and Accounting, Henley Business School, University of Reading, Reading, UK, RG6 6UD, email: s.r.gulliver@henley.reading.ac.uk
- o Dr. Keiichi Nakata, Business Informatics, Systems, and Accounting, Henley Business School, University of Reading, Reading, UK, RG6 6UD, email: k.nakata@henley.reading.ac
- o Dr. Vaughan Michell, Business Informatics, Systems, and Accounting, Henley Business School, University of Reading, Reading, UK, RG6 6UD, email: v.a.michell@henley.ac.uk

Appendix 1: Review of my scientific career

PhD Thesis- The Design of Persuasive E-Commerce Websites: Understanding Culturally Effective E-Commerce Motivations and Design

Throughout my study I have been fascinated with the way users interact with e-commerce websites and what actually drive them to conduct business with such unknown e-commerce website though many other websites selling the same product with even the same price are available. During my PhD I tackled the important question of how distinct persuasive features assimilated and implemented in the design of e-commerce websites impacts consumer's perceptions and acceptance of user's purchasing online from an e-commerce websites and which of these persuasive features actually contribute in forming users satisfaction level across different cultural backgrounds? To achieve this we analysed the effects of cultural characteristics on users' preference of persuasive design features. The Persuasive Systems Design (PSD) model was used as an evaluation method to support the qualitative extraction and evaluation of persuasive features implemented in some successful e-commerce websites. The identified persuasive features were then quantitatively measured using Kano's model of customer satisfaction to identify which of these features actually contribute in forming customer's satisfaction level across different cultures. The results are then used to develop the set of design guidelines for designing persuasive e-commerce website. We then investigated how implementation of a set of design guidelines influences customer's perceptions and behaviour towards purchasing from e-commerce websites. The set of guidelines was then validated qualitatively and quantitatively using experiment design. The results of both qualitative and quantitative tests validate our developed design guideline,

and the effectiveness of the guideline to develop effective persuasive e-commerce website. We conclude by presenting insights into the relative importance of persuasive features, i.e. those contributing to user's perceptions of website persuasiveness for customers of different cultural values.

Master Dissertation- Develop an Assessment Method for Decision Making on E-Government Readiness for Moving to Cloud Computing.

This research provided a tool that could help high-level management on government sectors to assess their services and make informed decision on services capability to move to cloud computing through consideration of security, privacy, and trust issues associated with such service. This is particularly important as government data and services is very sensitive and accessing or saving such data on third party servers could threaten the national security of this particular country. Hence, this research developed an assessment tool to assess such service and make the decision based on service sensitivity and security requirement level.

First-degree graduation project topic- Designing and developing online project management tools

This project was about analysing existing on-line project management tools and identifies stakeholders' requirements in order to proceed with designing the system. The system was then practically designed and developed to provide companies and business with online environment that allows them to identify project users with giving them different access level based on their privileges, linking users with particular tasks, share files, have online meeting, etc.

Appendix 2: Scientific publications

1. Alhammad, M.M., et al., *Culture, Cognition and E-Commerce Behaviour*, in *the 14th International Conference on Informatics and Semiotics in Organisations (ICISO)*. 2013, SciTePress: Stockholm, Sweden
2. Alhammad, M.M. and S.R. Gulliver, *Context relevant persuasive interaction and design: Consideration of human factors influencing B2C persuasive interaction*, in *The 35th International Conference onInformation Technology Interfaces (ITI)*. 2013: Cavtat, Croatia. p. 161,166.
3. Alhammad, M.M. and S.R. Gulliver, *Persuasive Technology and Users Acceptance of E-Commerce: Exploring Perceived Persuasiveness*, in *The 2013 International Conference on Logistics, Informatics and Services Sciences (LISS'2013)*. 2013, Springer: Reading, UK.
4. Alhammad, M.M. and S.R. Gulliver, *Persuasive Technology and Users Acceptance of E-commerce: Users Perceptions of Website Persuasiveness.* Journal of Electronic Commerce in Organisation (JECO), 2014. **12**(2).
5. Alhammad, M.M. and S.R. Gulliver, *Consideration of Persuasive Technology on Users Acceptance of E-Commerce: Exploring Perceived Persuasiveness.* Journal of Computer and Communication (JCC), 2014.
6. Alhammad, M.M. and S.R. Gulliver, *Online Persuasion for E-Commerce Websites* in *The 28th British HCI Conference*. 2014: Southport, UK.
7. Nadee, W., et al., *Dual Semiosis Analysis Model - Managing Customer-focused Service Innovation*, in *The 12th International Joint Conference on Computer Science and Software Engineering (JCSSE)*. 2015: Thailand.
8. Wannatawee, P., M. AlHammad, and S.R. Gulliver, *Technology Acceptance and Care Self-management: Consideration in context of Chronic Care Management*, in *Handbook of Research on Patient Safety and Quality Care through Health Informatics*, I.E. 9781466645479, Editor. 2014.

9. Wiafe, I., et al., *Analyzing the Persuasion Context of the Persuasive Systems Design Model with the 3D-RAB Model*, in *The 7th International Conference on Persuasive Technology*. 2012, Springer: Linköping, SWEDEN.