

Coel Conrad

Curriculum Vitae

Dalhousie University
Faculty of Management
Kenneth C. Rowe Management Building
6100 University Avenue
Halifax, NS, B3H 4R2, Canada

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Google Scholar Citations: [click here](#)
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Website: <https://coelconrad.com>
GitHub: <https://github.com/cdconrad/>

EDUCATION

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| 2015/9 - 2019/9 | Doctor of Philosophy in Interdisciplinary Studies, Dalhousie University |
| 2013/9 - 2015/9 | Master of Electronic Commerce, Dalhousie University |
| 2010/9 - 2011/9 | Master of Arts in Philosophy, Queen's University |
| 2006/9 - 2010/9 | Bachelor of Arts in Philosophy and Economics (Honours), Dalhousie University |

EMPLOYMENT

Academic appointments

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| 2024/7 - present | Associate Professor, Department of Information Science, Faculty of Management, Dalhousie University, Halifax, NS, Canada.
<u>Cross appointments:</u> Faculty of Computer Science, Department of Management Science and Information Systems, Department of Psychology & Neuroscience |
| 2019/7 - 2024/6 | Assistant Professor, Faculty of Management, Dalhousie University, Halifax, NS, Canada. |
| 2018/1 - 2019/4 | Instructor (limited term), Dalhousie University, Faculty of Management, Halifax, NS, Canada |
| 2015/9 - 2017/12 | Adjunct Instructor, Faculty of Computer Science, Dalhousie University, Halifax, NS, Canada |

Leadership appointments

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| 2024/1 – 2026/6 | Co-Director, College of Digital Transformation, Dalhousie University, Halifax, NS, Canada |
| 2023/1 - 2023/6 | Acting Director, Master of Digital Innovation Program, Dalhousie University, Halifax, NS, Canada. |

GRANTS & AWARDS

External grants awarded as the primary applicant

- 2024/6 NSERC Discovery (\$167 500; 100%). PI: Conrad, C. Neurophysiological feedback for innovation in soft skills training technologies
- 2023/3 CFI John Evans Leaders Fund (\$152 900; 100%). PI: Conrad, C. Principal Collaborator: Kabat-Farr, D. Cognition and Organizations Research Group (CORG) accessible remote work research facility.
- 2022/12 Mitacs Accelerate Entrepreneur (\$15 000; 100%). PI: Conrad, C. Student: Pashami, J. Partner: Springboard Atlantic. P2P social money exchange platform.
- 2022/4 Digital Research Alliance of Canada Data Champions Pilot Project (\$49 998; 100%). PI: Conrad, C. Collaborator: Abramson, D. Beyond the black box: Unlocking the potential of digital humanities.
- 2021/9 Mitacs Accelerate Entrepreneur (\$30 000; 100%). PI: Conrad, C. Student: Ogilvie, R. Partner: Talent Edge Inc. How do we measure emotional intelligence in remote team contexts?
- 2021/8 SSHRC Insight Development (\$56 760; 100%). PI: Conrad, C. Collaborators: Klesel, M., Oschinsky, F. and Newman, A. What is the role of mind wandering in work productivity when using remote workplace platforms?
- 2021/5 Mitacs Globalink Research Award (\$6 000; 100%). PI: Conrad, C. Student: Nissen, A. A neural investigation of trust in digital influencers.

Internal grants awarded as the primary applicant

- 2026/4 SSHRC Explore Grant (\$9074). PI: Conrad, C. Collaborator: Toze, S. Accessibility, Deaf Inclusion, and the Governance of Artificial Intelligence.
- 2025/12 Dalhousie Open Educational Resources Grant (\$13 994; 100%). PI: Conrad, C. Online Artificial Intelligence and Data Lessons, from a Management Perspective.
- 2025/1 Dalhousie Global Research Seed Fund (\$ 5000; 100%). PI: Conrad, C. Collaborator: Seeber, I. What effects do truthfulness scores in generative AI responses have on cognitive processing and beliefs?
- 2022/5 SSHRC Explore Grant (\$5 000; 100%). PI: Conrad, C. A visualization approach for better learning information systems.

2021/1	Dalhousie University Scholarship of Teaching and Learning Grant (\$2 989.88; 100%). PI: Conrad, C. Are short lectures better? An investigation of the impact of short design for asynchronous lectures.
2020/5	SSHRC Explore Grant (\$5 000; 100%). PI: Conrad, C. What factors lead to gainful university online community experiences during COVID-19?
2020/1	Dalhousie University Accessibility and Accommodations Fund (\$2 400; 100%). PI: Conrad, C. Video Tutorials to Support Diverse Technical Learning.

Grants awarded as a co-applicant or collaborator

2026/07	Mitacs Business Strategy Internship grant (\$90 000; 50%). PI: Elsharkawi, E. Collaborators: Conrad, C., Yar Khan, S., Malik, S., and Rahman, K. M., Alaagi Inc.
2026/6	SSHRC Insight Development grant (\$76 893; 0%). PI: Kabat-Farr, D. Collaborators: Cloutier, A., Labelle-Deraspe, R., Conrad, C., and Cortina, L. Can Humorous Short-Form Videos Influence Responses to Gender Harassment at Work?
2024/11	Hessen Ministry of Economics, Energy, Transport and Housing (€223 500; 0%). PI: Klesel, M. Co-investigators: Conrad, C. Neuro XAI.
2024/10	Defence Research and Development Canada (\$300 000; 25%). PI: Ramey, S. Co-investigators: Beaubien, L., Conrad, C., Goldstein, J., Miller, A., Reust, M., Cao, S., Rehman, U., Zhang, M. Artificial Intelligence Emergency Response Resource Allocation and Decision Support (AI-ERADS)
2022/5	SSHRC Insight Development Grant (\$67 498; 0%). PI: Wranik, W. D. Collaborators: Caron, I., Kabat-Farr, D., and Conrad, C. Governing under uncertainty: Does public service motivation shield against burnout and boost job satisfaction?
2021/7	Mitacs Accelerate Cluster Grant (\$80 000; 0%). PI: Keselj, V. Co-applicant: Conrad, C. Students: Latifi, S., Gawai, H. and Jariwala, G. Partner: IGT Inc. An AI Approach to VLT Games Modeling.
2020/9	Dalhousie University Dean's Collaborative Grant (\$7 500; 33%). PI: Mongeon, P., Co-applicants: Cloutier, A. and Conrad, C. The mental health crisis in academia: Tracking mental health signals from academics' tweets.

Awards and scholarships

2025/5	Emerging Scholar Research Impact Award, Faculty of Management, Dalhousie University, Halifax, Canada.
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2024/7	Top 10 Most Cited Article 2022-2023, British Journal of Educational Technology, United Kingdom.
2019/6	Best Reviewer Award, 2019 NeuroIS Retreat, Vienna, Austria.
2017/9	Killam Scholarship (Doctoral), Dalhousie University, Halifax, NS, Canada.
2016/9	Postgraduate Scholarship (Doctoral), Natural Sciences and Engineering Research Council of Canada, Ottawa, ON, Canada.
2015/9	Nova Scotia Research and Innovation Graduate Scholarship Dalhousie University, Halifax NS, Canada.
2013/10	First Prize, Halifax Startup Weekend 2013.
2011/9	Graduate Philosophy Scholarship, Queen's University.
2006/9	L. A. & Edith Upham Scholarship, Dalhousie University.

RESEARCH

Note: Names of student coauthors are designated as follows: U=undergraduate; G=graduate, underlined=supervised or mentored by me during the output.

Peer-reviewed papers published in journals

Conrad, C., Nissen, A., ^UMasoumi-Ravandi, K., ^URamchandani, M., ^UFecury Braga, R., and Newman, A. (2025). Do Truthfulness Notifications Influence Perceptions of AI-Generated Political Images? A Cognitive Investigation with EEG. *Computers in Human Behavior: Artificial Humans* 4(8).

<https://doi.org/10.1016/j.chbah.2025.100185>

Nissen, A., Conrad, C., Seeber, I., and Newman, A. (2025) Why Do We Follow Virtual Influencer Recommendations? Three Theoretical Explanations from Brain Data Tested with Self-Reports.

Journal of the Association for Information Systems, 26(4). <https://aisel.aisnet.org/jais/vol26/iss4/5/>

Conrad, C., and Heggie, C. (2024). Legal and ethical challenges raised by advances in brain-computer interface technology. *Canadian Journal of Law and Technology*, 21(2).

<https://digitalcommons.schulichlaw.dal.ca/cjlt/vol21/iss2/1/>

Conrad, C., ^GMoylan, R. and ^GO. Diaz, G. (2024). University life has gone digital: Influences of institutional mobile social network use during the Covid-19 emergency. *Library Hi Tech* 42(2), 696-710.

<https://doi.org/10.1108/LHT-12-2021-0458>

Conrad, C. D., ^GAziz, J. R., ^UHenneberry, J. M. and Newman, A. J. (2022). Do emotions influence safe browsing? Towards an electroencephalography marker of affective responses to cybersecurity notifications. *Frontiers in Neuroscience* 16.

<https://doi.org/10.3389/fnins.2022.922960>

Conrad, C., Deng, Q., Caron, I., Shkurska, O., Skerrett, P., and Sundararajan, B. (2022). How student perceptions about online learning difficulty influenced their satisfaction during Canada's Covid-19 response. *British Journal of Educational Technology* 53(3), 534-557. <https://doi.org/10.1111/bjet.13206>

Beaubien, L., Conrad, C., ^GMusic, J. and Toze, S. (2021). Web applications improve clinical acceptance of treatment outcome projections. *JMIR Formative Research* 5(7), e22110. <https://doi.org/10.2196/22110>

Conrad, C. and Newman, A. (2021). Measuring mind wandering during online lectures assessed with EEG. *Frontiers in Human Neuroscience* 14. <https://doi.org/10.3389/fnhum.2021.697532>

Klesel, M., ^GOschinsky, F., Conrad, C., and Niehaves, B. (2021). Does the type of mind-wandering matter? Extending the inquiry about the role of mind-wandering in the IT use experience. *Internet Research* 31(3), 1018-1039. <https://doi.org/10.1108/INTR-05-2020-0262>

Conrad, C., Bliemel, M., & Ali-Hassan, H. (2019). The role of flow in learning distributed computing and mapreduce concepts using hands-on analogy. *Journal of Information Systems Education* 30(1), 57-66. <https://aisel.aisnet.org/jise/vol30/iss1/6>

Peer-reviewed papers published in conference proceedings

^G~~Gone, P.~~, Conrad, C., Keselj, V., Sherren, K., and Smit, M. (forthcoming). Development and Evaluation of an NLP Tool for Social Science Research Leveraging Open-Source Large Language Models. *Proceedings of the 28th International Conference on Human-Computer interaction*.

^GManzke, L., Conrad, C., Marchildon, P., Raisinghani, M., and Xie, R. (2025) Artificial Intelligence in the Classroom: Can GenAI Teach Effectively? *Proceedings of the 2025 Americas Conference on Information Systems (AMCIS)*. <https://aisel.aisnet.org/amcis2025/paperathon/paperathon/2>

^G~~Shakeeb, H.~~ and Conrad, C. Sounding Trustworthy: AI-Generated Audio Outperforms Video and Images in Political Communication (2025). *Proceedings of the 2025 Americas Conference on Information Systems (AMCIS)*. https://aisel.aisnet.org/amcis2025/sig_aiaa/sig_aiaa/3

^G~~Fereidoonian, S.~~ and Conrad, C. How Privacy Calculus Drives Fatigue-Induced Disclosure in Generative AI (2025). *Proceedings of the 2025 Americas Conference on Information Systems (AMCIS)*. <https://aisel.aisnet.org/amcis2025/sigadit/sigadit/42>

Conrad, C., ^U~~Baokye, N.~~ and Newman, A. Do We Perceive Virtual Teachers as Human? An N400 Experiment Proposal (2025). *NeuroIS Retreat 2025 Proceedings*. <https://www.neurois.org/wp-content/uploads/2025/05/NeuroIS-Retreat-2025-Preprint-Proceedings.pdf>

^G~~Beresford, J.~~, and Conrad, C. (2024). Beresford, J., & Conrad, C. (2024). Can Mind Wandering Be Measured Using the Unicorn Hybrid Black? A Pilot Study. In *NeuroIS Retreat* (pp. 127-135). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-71385-9_10

^GNissen, A., Conrad, C. and Newman, A. (2023). Are You Human? Investigating the Perceptions and Evaluations of Virtual Versus Human Instagram Influencers. *2023 CHI Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3544548.3580943>

Conrad, C., Klesel, M., Oschinsky, F., ^GMayhew, K., ^GO'Neil, K., and ^GUsai, F. (2023). Quality is more important than quantity: Social presence and workplace ergonomics control predict perceived remote work performance. *Proceedings of the 56th Hawaii International Conference on System Sciences*. <https://hdl.handle.net/10125/102711>

^GGawai, H., Conrad, C., and Keselj, V. (2022). It's more than memes: User risk appetite and app enjoyment predict simulated mobile trading app behavior. In *CONF-IRM 2022 Proceedings*. <https://aisel.aisnet.org/confirm2022/16>

Conrad, C., Klesel, M., ^GMayhew, K., ^GO'Neil, K., Oschinsky, F. M., & ^GUsai, F. (2022). Is Our Ability to Detect Errors an Indicator of Mind Wandering? An Experiment Proposal. In *2022 NeuroIS Retreat* (pp. 105-112). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-031-13064-9_11

Conrad, C., & Newman, A. J. (2022). Towards mind wandering adaptive online learning and virtual work experiences. In *2022 NeuroIS Retreat* (pp. 261-267). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-031-13064-9_27

^GO. Diaz, G., and Conrad, C. (2021). Online communities and dating apps: The effects of social presence, trust, and Covid-19. *Proceedings of the 2021 Americas Conference on Information Systems (AMCIS)* 1139. https://aisel.aisnet.org/amcis2021/social_computing/social_computing/2

^GGone, P. and Conrad, C. (2020). An investigation of differences in sentiment from tweets related to COVID-19 between Canada and US residents. *Proceedings of the International Conference on Knowledge Management (ICKM)*. <https://digital.library.unt.edu/ark:/67531/metadc1813479/>

^GGodfrey, D., Findlay, C., ^GMulchandani, D., ^GSubramanilyer, R., Conrad, C., and Newman, A. (2020). Information systems applications for a tri-hybrid SSVEP, P300 and N170 brain-computer interface. In *2020 NeuroIS Retreat* (pp. 291-297). Springer. https://doi.org/10.1007/978-3-030-60073-0_34

Klesel, M., Schlechtinger, M., Oschinsky, F., Conrad, C. and Niehaves, B. (2020). Detecting mind wandering episodes in virtual realities using eye-tracking. In *2020 NeuroIS Retreat* (pp. 164-171). Springer. https://doi.org/10.1007/978-3-030-60073-0_18

Conrad, C., Agarwal, O., ^GWoc, C. C., Chiles, T., ^GGodfrey, D., ^UKrueger, K., ^UMarini, V., ^USproul, A. & Newman, A. (2020). On using python to run, analyze, and decode EEG experiments. In Davis F. D., Riedl R., vom Brocke J., Léger P. M., Randolph A., Fischer T. (eds), *Information Systems and Neuroscience* (pp. 287-293). Springer. https://doi.org/10.1007/978-3-030-28144-1_32

Conrad, C., & ^GBailey, L. (2020). What can NeuroIS learn from the replication crisis in psychological science? In Davis F. D., Riedl R., vom Brocke J., Léger P. M., Randolph A., Fischer T. (eds), *Information Systems and Neuroscience* (pp. 129-135). Springer. https://doi.org/10.1007/978-3-030-28144-1_14

Conrad, C., ^GAziz, J., ^USmith, N. and Newman, A. (2020). What do users feel? Towards affective EEG correlates of cybersecurity notifications. In *Information Systems and Neuroscience* (pp. 153-162). Springer. https://doi.org/10.1007/978-3-030-60073-0_17

Conrad, C. and Newman, A. (2019). How attention networks can inform research in information systems. In Davis, F. D., Riedl, R., vom Brocke, J., Léger, P. M., and Randolph A. B. (eds.), *Information Systems and Neuroscience* (pp. 155-162). Springer. https://doi.org/10.1007/978-3-030-01087-4_19

Conrad, C. and Newman, A. (2019). Measuring the impact of mind wandering in real time using an auditory evoked potential. In Davis, F. D., Riedl, R., vom Brocke, J., Léger, P. M., and Randolph A. B. (eds.), *Information Systems and Neuroscience* (pp. 37-45). Springer. https://doi.org/10.1007/978-3-030-01087-4_5

Jankowska, M, Conrad, C., Harris, J. & Keselj, V. (2018). N-gram based approach for automatic prediction of essay rubric marks. In *Advances in Artificial Intelligence: 31st Canadian Conference on Artificial Intelligence, Canadian AI*. Springer. https://doi.org/10.1007/978-3-319-89656-4_30

Conrad, C., Ali, N., Gao, Q. & Keselj, V. (2016). ELM: an extended matching method on record linkage analysis of disparate databases for profile data mining. In *Proceedings of the 18th IEEE Conference on Business Informatics*. IEEE. <https://doi.org/10.1109/CBI.2016.9>

Conrad, C., & Keselj, V. (2016). Predicting political donations using twitter hashtags and character n-grams. *Proceedings of the 18th IEEE Conference on Business Informatics*. IEEE. <https://doi.org/10.1109/CBI.2016.42>

Conrad, C., & Bliemel, M. (2016). Psychophysiological measures of cognitive absorption and cognitive load in e-learning applications. In *Proceedings of the 2016 International Conference on Information Systems*. <https://aisel.aisnet.org/icis2016/Human-ComputerInteraction/Presentations/9/>

Peer-reviewed book chapters

Conrad, C. (2025). How awareness of a user's cognitive state can improve human-AI teams. In Coursaris, C. K., Beringer, J., Léger, P. M., and Öz, B. (eds.). *The Design of Human-Centered Artificial Intelligence Solutions for the Workplace*. Springer. https://doi.org/10.1007/978-3-031-83512-4_16

Patents

Cepuran, B., Jankowska, M., Conrad, C., Harris, J., and Keselj, V. (2024; pending). Systems and methods for electronic prediction of rubric assessments. U.S. Patent Application No. 20240379020.

Peer-reviewed conference abstracts, posters, and presentations without an archived paper

^GHare, M., ^GRiddle, P., ^GChaves Baquero, J., Toze, S., and Conrad, C. Digitizing the humanities: The future of teaching and learning in higher education. *Consortium of Higher Education Researchers*, August 2023.

Conrad, C. (2023). Legal and ethical challenges raised by advances in brain-computer interface technology. *From Inequality to Justice: Law and Ethics of AI & Technology Conference*, June 2023.

Fry, J., Rochlin, N. Pecoskie, J., and Conrad, C. (2023). “We are the Champions”: Exploring a Data Champions Pilot in the Canadian Context. *International Association for Social Science Information Service & Technology Conference*, June 2023.

^ULeger, S., Newman, A. and Conrad, C. (2022). The science of YouTube: The role of enjoyment and mind wandering. *2022 Meeting of the Canadian Society of Brain and Behaviour and Cognitive Science*, July 2022.

Conrad, C. (2022). Measures and impacts of mind wandering when using online learning software. *2022 Meeting of the Canadian Society of Brain and Behaviour and Cognitive Science*, July 2022.

Mongeon, P., Taylor, S. and Conrad, C. (2022). On achieving greater research impact through interdisciplinary collaboration in Canada. *2022 Meeting of the Administrative Sciences Association of Canada*, June 2022.

Conrad, C. and Newman, A. (2019). An ERP approach to measuring mind wandering during learning multimedia use. Poster presented at the Annual Meeting of the Society for Neuroscience, October 2019.

Conrad, C., Ali-Hassan, H. and Bliemel, M. (2015). Hadoop Hands On: Teaching MapReduce to business students through analogy. Abstract presented at the 2015 Americas Conference on Information Systems Big Data and Analytics EdCon, August 2015.

Other knowledge mobilization

Conrad, C., Nissen, A., Masoumi-Ravandi, K., Ramchandani, M., Braga, R. F., Newman, A. (2025). *How Can We Determine What's Real? A Cognitive Assessment of User Trust Towards AI-Generated Images of Politicians* [Data set]. Borealis. <https://doi.org/10.5683/SP3/4KOHSI>

Conrad, C., Klesel, M., Oschinsky, F., Mayhew, K., O'Neil, K., and Usai, F. (2023). *Project Homework part 1: Social presence and workplace ergonomics survey* [Data set]. Borealis. <https://doi.org/10.5683/SP3/EENFSD>

^GNissen, A., Conrad, C. and Newman, A. (2022). *Are you human? Investigating the perceptions and evaluations of virtual versus human Instagram influencers* [Data set]. Borealis. <https://doi.org/10.5683/SP3/4UJ2P6>

Conrad, C. (2022). *Identifying brain correlates of cybersecurity notifications* [Data set]. Borealis. <https://doi.org/10.5683/SP3/RDXI6P>

Charlebois, S., Harris, J., Tyedmers P., Bailey, M., Keselj, V., Conrad C., Grant G., Somogyi, S., Chamberlain, S. (2017). *Canada's Food Price Report 2017*. Report. Dalhousie University.

TEACHING

Current teaching

Enterprise Web Applications. Bachelor of Management and Master of Information fourth year/graduate elective. 2 units, 20-30 per unit (2024/1 - present)

Management Software and Technology. Bachelor of Management first year core. 2 units, 100-150 students per unit students total (2023/9 - present)

Business Analytics. Master of Information and Master of Management elective. 3 units, 30-80 students per unit (2020/1 - present).

Digital Transformation. Master of Digital Innovation first year core. 4 units, 30-80 students per unit (2020/1 - present).

Recent teaching

Working with Data. Bachelor of Management second year core. 4 units, 100-150 students per unit (2019/9 – 2025/12).

Capstone in Digital Innovation. Master of Digital Innovation core. 1 unit, 15 students total (2022/5 - 2022/8).

Information Management Systems. Master of Information core. 6 units, 25-50 students per unit (2019/1 - 2023/12).

Past teaching

Business Issues in Electronic Commerce. Master of Electronic Commerce core. 1 unit, 16 students total (2018/9 - 2018/12).

Introduction to Data Science. Master of Information elective. 2 units, 20-30 students per unit (2020/1 - 2021/4).

Management Information Systems. Bachelor of Commerce third year core. 4 units, 30-40 students per unit (2018/1 - 2019/4).

Overview of Electronic Commerce. Master of Electronic Commerce core. 3 units, 10-20 students per unit (2015/9 - 2017/12).

Textbooks and teaching materials

Robbins, S. P., Coulter, M. A., Long, L., Leach, E., Conrad, C., and Kilfoil, M. (2025). *Management, 14th Canadian Edition*. Pearson. <https://www.pearson.com/en-ca/subject-catalog/p/management-canadian-edition/P200000012076>

Conrad, C. (2023). *Snappy Data Management*. Open Textbook.
<https://leanpub.com/snappydatamanagement>

Conrad, C. (2022). *SummerPy Summer Workshop*. <https://github.com/cdconrad/summerpy>

Hornell-Kennedy, B., Murphy, P., Stelmack, S., and Conrad, C. (2018). *Retail apocalypse: The case of Sears Canada Inc.* Case study. Dalhousie University. <http://hdl.handle.net/10222/80301>

SUPERVISION

PhD thesis supervision

Madeleine Hare (2025/9 - present). Topic: Research Impact Assessment. PhD in Information.

Shirin Fereidoonian (2025/5 - present). Topic: Management Information Systems. PhD in Management.

Nina Bernard-Tran (2026/9 - present). Topic: Deaf-centered Wearable Artificial Intelligence.

Steven Mathtews (2026/9 - present). Topic: Generative AI Driven Storytelling as a Tool for Enhanced Information Management.

PhD supervision committee membership

Pallavi Gone (2021/9 - present). Interdisciplinary PhD committee member.

Daniel Godfrey (2020/9 - present). PhD in Neuroscience committee member.

Poppy Riddle (2022/9 - 2026/4). Interdisciplinary PhD committee member.

Master's thesis supervision

Kya Masoumi (2025/1 - present). Topic: A brain-computer interface for identifying user responses to artificially generated images. Co-supervised with Dr. Aaron Newman. Master of Digital Innovation thesis.

Hinda Shakeeb (2024/1 - 2025/4). Seeing and Hearing: The Influence of AI-Generated Political Media on Public Trust and Intentions. Master of Digital Innovation thesis.

Jenna Beresford (2022/5 - 2023/8). Project FOCUS: A Free and Open Computer Program for User Meditation Success. Master of Information thesis.

Juan Chaves Baquero (2022/5 - 2022/12). Zoom Fatigue, Social Presence and Performance: How Do Remote Workers Feel? Master of Digital Innovation thesis.

Harsh Gawai (2021/5 - 2022/8). Project Nottingham: A study of user behavior on mobile investing applications. Master of Computer Science thesis. Co-supervised with Dr. Vlado Keselj.

Rachel Moylan (2020/5 - 2021/4). Presence, agency, and context: Students' experiences engaging in creative group processes in an online educational environment. Master of Information thesis. Co-supervised with Dr. Sandra Toze.

Bachelor's thesis supervision

Juliana Christiani (2022/9 - 2023/4). Detecting Mind-Wandering During Long Lectures: An Electroencephalogram Study. Bachelor of Science Honors Neuroscience thesis.

Lucy Coady (2022/9 - 2023/4). The Impacts of Mind Wandering on Learning in an Online Lecture Context. Bachelor of Science Honours Psychology thesis.

Jonathon Henneberry (2021/9 - 2022/4). Identifying Affective ERP Correlates of Cybersecurity Threats and Notifications. Bachelor of Science Honors Psychology thesis.

Simon Leger (2021/9 - 2022/4). The science of YouTube: The role of enjoyment and mind wandering. Bachelor of Science Honors Neuroscience thesis. Co-supervised with Dr. Aaron Newman.

Tess Konwisarz (2021/9 - 2022/4). Investigating the impact of lecture length on mind wandering and learning outcomes for pre-recorded lectures. Bachelor of Science Honors Neuroscience thesis.

PhD thesis and comprehensive defence committees

Zoubair Tkouat (2024/12). The Attentional Cost of IT Interference and Delegation in Highly Dynamic and Risky Contexts: The Case of Digitized Vehicles. PhD in Information Systems thesis reader. HEC Montreal.

Majid Nasirinejad (2023/5). Evaluating consumer behavior, decision making, risks and challenges for buying an IoT product. PhD in Computer Science research aptitude reader. Dalhousie University.

Stacey Taylor (2021/11). Evaluating consumer behavior, decision making, risks and challenges for buying an IoT product. PhD in Computer Science research aptitude reader. Dalhousie University.

Master's thesis defence committees

Jordan Pippen (2023/9). Optimizing the Feature Set for Machine Learning Charitable Predictions. Master of Computer Science reader. Acadia University.

Hailey Burns. (2023/6). Attention biases and social skills in youth with anxiety. Master of Science in Psychiatry Research thesis reader. Dalhousie University.

Munsoo Choi (2023/3). Gratitude Journal Exercise Increases Leaders' Individual Consideration Through Change in Objectification and Perceived Closeness: A Randomized Experiment. Master of Science in Business thesis reader. Dalhousie University.

Kellie Dalton (2023/4). The Rise and Fall of the NFT Empire: The Social Phenomenon of Non-Fungible Token. Master of Information thesis reader. Dalhousie University.

Gaurav Jariwala (2022/12). Identifying Factors Influencing Electronic Gaming Machine Player Behavior Using Interpretable AI and Mimicking Player Behavior Using Reinforcement Learning. Master of Computer Science thesis reader. Dalhousie University.

Poppy Riddle (2022/4). Visualizing Keyword Co-occurrence from Two Queries to Aid Exploratory Search. Master of Information thesis reader. Dalhousie University.

Soheil Latifi (2021/8). Electronic Gaming Machine Playstyle Detection and Rapid Playstyle Classification Using Multivariate Convolutional LSTM Network Architecture. Master of Computer Science thesis reader. Dalhousie University.

Hita Swamy (2021/7). A Decade of Scientific Communication on TED Talks: A Bibliometric Analysis. Master of Electronic Commerce thesis reader. Dalhousie University.

Pallavi Gone (2021/4). Scholars' Interaction on Twitter: A Case Study on Ocean Researchers' Conference Participation. Master of Information thesis reader. Dalhousie University.

Varsha Hemrajani (2020/12). An Exploratory Study of Quality-related Events Reported by Community Pharmacies in the United Kingdom: Applying Association Rule Mining. Master of Electronic Commerce thesis reader. Dalhousie University.

Patrick Crysdale (2020/8). The Role of Personality in Defining the Boundary Between Persuasive Technology and Coercion. Master of Electronic Commerce thesis reader. Dalhousie University.

Asad Kahn (2019/8). Text-mining and Analysis of the Doctors' Meta-data and Text-reviews using Topic-modeling (LDA) Technique. Master of Electronic Commerce thesis reader. Dalhousie University.

Research projects and capstone research papers

Shih Chun Lin (2025/8 - 2025/10). What happens in your brain when learning from AI? Mitacs Globalink Internship.

Zihan Lin (2025/5 - 2025/8). Data science and UX interface for emergency response workers. MDI Co-op Internship.

Anika Nissen (2022/5 - 2022/9). A neural investigation of trust in digital influencers. Mitacs Globalink graduate visiting scholar project.

Ankit Bajaj (2021/1 - 2021/8). How to reduce cognitive overload in e-learning with human centered design. Master of Electronic Commerce capstone research paper.

Abhijeet Singh (2020/9 - 2021/4). Sentiment analysis of the comments of Tinder and Bumble subreddits. Master of Electronic Commerce capstone research paper.

Ashike Mahmud (2020/9 – 2021/4). An investigation of e-commerce cart recovery emails during Covid-19. Master of Electronic Commerce capstone research project.

Mark Vokey (2020/9 - 2021/4). How do social media companies become successful in Halifax? Master of Electronic Commerce capstone research paper.

Shakuntala Khatri (2020/9 – 2021/4). On the application of business intelligence analytics in small-scale businesses. Master of Electronic Commerce capstone research paper.

Shreyas Bhaktavatsala (2020/9 – 2021/4). Impacts of Covid-19 on Canadian retail and omnichannel e-commerce adoption. Master of Electronic Commerce capstone research paper.

Urvashikumari Patel (2020/9 - 2021/4). A study of factors affecting the perceptibility of musicians in the music industry. Master of Electronic Commerce capstone research paper.

Gabriel Orellana Diaz (2020/5 - 2020/12). Alternative dating app business model proposed based on investigations in social interactions. Master of Electronic Commerce capstone research project.

Kaustubh Dhotre (2020/1 - 2020/4). Operating Budget Surplus Forecasting Using ARIMA. Master of Electronic Commerce project reader. Dalhousie University.

Aditya Ayri (2019/9 - 2020/4). Implications of using RPA and smart contracts in financial organizations. Master of Electronic Commerce capstone research paper.

Carlos Calix Woc (2019/9 - 2020/4). Psychographic profiling of charitable donations using Twitter data and machine learning techniques. Master of Electronic Commerce capstone research project.

Hardik Raval (2019/9 - 2020/4). Using cloud computing to augment the learning process in higher learning institutions. Master of Electronic Commerce capstone research paper.

Suchindra Karthik (2019/9 - 2020/4). Personalization in the e-commerce industry. Master of Electronic Commerce capstone research paper.

Saurabh Minotra (2019/9 - 2020/4). Recommendation systems are getting smarter because of state-of-the-art technology. Master of Electronic Commerce capstone research paper.

Yanzhe Zhang (2019/9 - 2020/4). Video games and loot boxes. Master of Electronic Commerce capstone research paper.

Directed reading courses and other projects

Ana Keselj (2026/4 – 2026/8). The Cognition of Effective AI Generated Public Communications. NSERC Undergraduate Student Research Award.

Nana Boakye (2025/1 - 2025/8). Trusting Chat: ERP Markers of Trust in AI and Digital Communication.

Kya Masoumi-Ravandi (2024/1 - 2024/4). A prototype brain-computer interface for detecting online image misinformation.

Rafael Fecury Braga (2023/9 - 2024/4). Brain correlates of artificially-generated political images. Co-supervised with Aaron Newman.

Mayank Ramchandani (2023/9 - 2024/4). Brain correlates of YouTube misinformation. Co-supervised with Aaron Newman.

Maddie Hare (2023/1 - 2023/5). Digital skills cultivation and mentorship in online learning environments. Master of Information directed reading. Co-supervised with Sandra Toze.

Jenna Beresford (2022/9 - 2022/12). Developing a human-computer interface (HCI) with Python. Master of Information directed reading.

Sakshi Jeswani (2022/9 - 2022/12). Social media sentiment analysis of mental health of university students. Master of Information directed reading.

Razia Choudhury (2022/1 - 2022/4). What do information managers need to know about cloud data analytics? Master of Information directed reading.

Razia Choudhury (2021/1 - 2021/4). Twitter sentiment analysis & customer classification model for digital marketing. Master of Information directed reading.

Pallavi Gone (2020/1 - 2020/4). Are there differences between Canada and US residents in sentiment in tweets related to Covid-19? Master of Information directed reading.

Natalie Smith (2019/9 - 2020/4). Identifying brain correlates of cybersecurity threat notifications. Bachelor of Science Neuroscience supervised project. Co-supervised with Aaron Newman.

Carlos Calix Woc (2019/9 - 2019/12). Practical approach to text analytics using social media data. Master of Electronic Commerce directed reading.

Dinesh Mulchandani (2019/9 - 2019/12). Offline classifier for tri-hybrid gaming paradigm based on P300, N170 and SSVEP signals. Master of Computer Science directed reading. Co-supervised with Aaron Newman.

Ravishankar Subramanilyer (2019/9 - 2019/12). A novel tri-hybrid brain-computer interface paradigm. Master of Computer Science directed reading. Co-supervised with Aaron Newman.

ACADEMIC AND PROFESSIONAL SERVICE

Committees for the global academic community

2019/5 - present NeuroIS Retreat Program Committee

2022/3 - 2022/10 Track Co-Chair, 2022 International Conference on Information Resources Management (Conf-IRM)

Service at Dalhousie University

2025/5 - present Department of Information Science Dalhousie Faculty Association Union Representative

2023/7 - present Master of Digital Innovation Business Co-Director

2020/7 – 2026/2 University Senate E-Learning Advisory Committee

2019/7 - 2023/4 Interdisciplinary PhD Admissions Committee

2021/3 - 2023/1 Faculty of Graduate Studies Scholarship Review Team

2020/5 - 2021/1 Faculty of Computer Science and Faculty of Management undergraduate foundation year program design committee.

2020/2 - 2020/4 Faculty of Computer Science Hiring Committee

2019/10 - 2020/4 Senate Convocation Design Working Group

2017/4 - 2018/7 Treasurer, IDPhD Student Society, Dalhousie University

2017/2 - 2017/3 Instructor and Hackathon Coordinator, Shiftkey Labs Django Hackathon and Summer Internship Program

2016/3 - 2016/10 Conference Co-Chair, Dalhousie Computer Science Inhouse Conference (DCSI)

2016/3 - 2016/10 Recruitment Initiative Coordinator, Master of Electronic Commerce Program

2015/10 - 2016/3 Faculty of Computer Science Dean Search Committee

Service at the Faculty of Management

2025/7 - present Department of Information Science Dalhousie Faculty Association Representative

2022/7 - present Digital Business Certificate Coordinator, Master of Digital Innovation Program

2024/1 - 2024/7 Chair, Faculties of Management and Computer Science Hiring Committee

2023/1 - 2023/12 College of Digital Transformation Design Co-lead

2020/7 - 2023/6 School of Information Management Appointments, Hiring, Promotion and Tenure Committee (including subcommittee chair roles)

2019/7 - 2023/1	Faculty of Management Research Advisory Committee
2021/5 - 2021/12	Faculty of Management Restructuring Committee
2020/5 - 2020/8	Faculty of Management COVID-19 Student Experience Special Project Team
2020/2 - 2020/3	Technical Program Administrator, 2020 Nova Scotia Open Data Contest
2019/7 - 2020/7	School of Information Management Curriculum Committee
2015/9 - 2018/4	Mentor, Norman Newman Centre for Entrepreneurship

Peer Review

Journals: British Journal of Educational Technology; Business & Information Systems Engineering; Canadian Journal of Information and Library Science; Cognitive, Affective, and Behavioral Neuroscience; Cognition; Computers & Education Open; Frontiers in Human Neuroscience; Information Systems Research; Information Technology and People; International Journal of Human-Computer Studies; Internet Research; Journal of the Association for Information Systems; Journal of Visualized Experiments; Management Information Systems Quarterly.

Conferences: ACM CHI Conference on Human Factors in Computing Systems (CHI); ACM Symposium on Document Engineering (DocENG); Administrative Sciences Association of Canada (ASAC); Americas Conference on Information Systems (AMCIS); Canadian AI; Canadian Council for Small Business and entrepreneurship (CCSBE); European Conference on Information Systems (ECIS); Hawaiian International Conference on Systems Science (HICSS); International Conference on Design Science Research in Information Systems and Technology (DESRIST); International Conference on Information Resources Management (CONFIRM); International Conference on Information Systems (ICIS); International Conference on Knowledge Management (ICKM); NeuroIS Retreat; Pacific Asia Conference on Information Systems (PACIS).

Grants: ERC Consolidator; NSERC Alliance; NSERC Discovery; Mitacs Accelerate.

OUTREACH

Invited talks

Conrad, C. (2024/11). Human brains and the machine: Lessons from EEG studies of artificially generated images. *Immersive Collaborative Hub Series*. University of Hagen.

Conrad, C. and Roy, J. (2024/9). A discussion of generative AI in the context of nonprofits and government. *Association of the Municipal Administrators of Nova Scotia 2024 Conference*. Government of Nova Scotia.

Conrad, C. (2024/3). Boring dystopia? An optimistic case for generative AI in higher education. *Information Without Borders, Halifax*. Dalhousie University.

Conrad, C. (2024/2). AI in government: A tactical perspective. *2024 Meeting of the Deputy Ministers of Nova Scotia*. Government of Nova Scotia.

Conrad, C. (2024/1). Robots in every pocket: Why generative AI has changed the way we do education. *2024 Meeting of the Board of Trustees*. Halifax Grammar School.

Conrad, C. (2024/1). Unlocking the secrets of passive and emotional attention in HCI research, as measured with EEG. *Department of Information Technologies Invited Series*. HEC Montreal.

Conrad, C. (2023/11). The good and the bad: Why generative AI has changed grading forever. *Leading in Learning Webinar Series*. Pearson Education.

MacFarlane, T., Gordon, S., Conrad, C. and Banerjee, R. (2022/10). Demystifying data for digital transformation. *Public Sector Network Webinar*. Public Sector Network.

Cloutier, A. and Conrad, C. (2022/8). How to approach the academic job market. *2022 Administrative Sciences Association of Canada (ASAC) Conference*. Dalhousie University.

Conrad, C. (2021/6). How could mind wandering impact home office users of business information systems? *SAP North America Academic Community Conference 2021*. SAP University Alliances.

Conrad, C. (2021/6). Can social data be used for prospecting? Past evidence, and why we need an open research programme. *2021 Nonprofit AI Forum*. Acadia University.

Moylan, R. and Conrad, C. (2021/4). How to foster creativity and better learning experiences from group work. *Dalhousie Centre for Learning and Teaching Workshop Series*. Dalhousie University.

Conrad, C. (2021/3). Panel Discussions: ERPsims for Research. Invited talk at the *2021 ERPsims User Group Meeting*. HEC Montréal.

Community and other professional service

2022/7 - present Academic Advisor, Dalhousie Golden Key Honour Society

2021/9 - present Board of Directors, AIR Resilience Inc. (mental resilience tech company)

2023/7 - 2025/12 Board of Trustees, Institute for Christian Studies (Toronto Theological Seminary)

2023/9 - 2023/12 Organizer, Halifax Generative AI Community and Hackathons

2024/3 - 2024/4 Member, Official Delegation of the Province of Nova Scotia to the Republic of Estonia.

2016/6 - 2022/7 Advisory Board, Centre for Public Dialogue (Indigenous, refugee, and climate justice advocacy group)

Technical Advisor, Board HealthScore (board governance startup)

2020/7 - 2022/1	Member & Vice Curator, Global Shapers Community Halifax (World Economic Forum)
2014/7 - 2019/6	Project Co-Chair, Nova Scotia International Entrepreneurship Competition
2018/2 - 2018/10	Project Co-Chair, Immigrant Women Entrepreneur Showcase
2017/2 - 2017/10	Advisor, Junior Achievement Company Program
2012/9 - 2014/6	Vice President, Dalhousie Undergraduate Philosophy Society
2008/9 - 2010/5	Member, Sodales Debate Society (CUSID)
2006/9 - 2008/5	

Features in news articles and blogs

2025 No. 2	The Persuasion Code of Virtual Influencers: What Brain Data Reveals About Why We Follow Them—Or Not. <i>NeuroIS Magazine</i> . https://www.neurois.org/wp-content/uploads/2025/12/NeuroIS-Society-Magazine-2025-No.-2.pdf
2025-06-18	How Atlantic Canadian companies are taking advantage of AI - and what's keeping more from doing it. <i>The St. John's Telegram</i> . https://www.saltwire.com/newfoundland-labrador/how-atlantic-canadian-companies-are-taking-advantage-of-ai-and-whats-keeping-more-from-doing-it
2024 No. 2	Collaborations at Dalhousie University: Seeding the Cognition and Organizations Research Group. <i>NeuroIS Magazine</i> . http://www.neurois.org/wp-content/uploads/2024/12/NeuroIS-Society-Magazine-2024-No.2.pdf
2024-05-07	Social Presence and Workplace Ergonomics Control Predict Perceived Remote Work Performance. <i>Faculti</i> . https://faculti.net/social-presence-and-workplace-ergonomics-control-predict-perceived-remote-work-performance/
2022-09-23	Do brain-computer interfaces raise new privacy concerns? <i>Dalhousie Law & Technology Institute</i> . https://www.linkedin.com/pulse/do-brain-computer-interfaces-raise-new-privacy-concerns-lati-dal/
2022-08-31	Faculty Highlights Series: Dr. Colin Conrad. <i>ERPsim Lab, HEC Montreal</i> . https://erpsim.hec.ca/en/faculty-highlight-series/colin_conrad
2022 No. 1	Young Academics Feature: Colin Conrad, School of Information Management - Dalhousie University (Canada). <i>NeuroIS Society Magazine</i> . http://www.neurois.org/wp-content/uploads/2022/09/NeuroIS-Society-Magazine-2022-No.1.pdf
12-02-2021	

3-12-2019	Power to the pupils: Management professor crafts online lessons that suit students and their busy lives. <i>Dal News</i> . https://www.dal.ca/news/2021/02/12/power-to-the-pupils--management-professor-crafts-online-lessons-.html
6-12-2018	Technology can change everything about the business of higher ed (for the better). <i>Dalhousie Business Review</i> .
2014 Spring	Breaking down the divide between academics and the public at large. <i>CBC Information Morning</i> .
	Meet the Future: Innovate UI, Colin Conrad & Farrukh Momin. <i>Dal Faculty of Computer Science Magazine</i> .

PROFESSIONAL DEVELOPMENT

Other training

2022/3	ReThinking Gender: Trans inclusive spaces and practices by Equity Educate (online course)
2021/8	AMCIS Junior Faculty Consortium
2018/7 - 2019/6	Dalhousie University Interdisciplinary PhD Public Scholars Training Program
2017/6	NeuroIS Retreat Training Course
2016/6	ERPsim Certified Instructor (Level 1)
2016/5 - 2016/8	Propel ICT Launch Startup Accelerator Program
2016/1	SAP HANA Native Application Development Workshop (SAP University Alliances)
2014/5	Data Mining with R Workshop (Dalhousie Big Data Institute)
2014/5 - 2014/8	Launch Dal Summer Startup Accelerator

Professional memberships

2023/6 - present	ACM Special Interest Group in Computer-Human interaction (SIGCHI)
2023/6 - present	Association for Computing Machinery (ACM)
2019/7 - present	NeuroIS Society
2016/7 - present	AIS Special Interest Group in Human-Computer interaction (SIGHCI)
2016/7 - present	Association for Information Systems (AIS)

LANGUAGES

English (native proficiency), German (basic proficiency) and American Sign Language (basic proficiency; actively learning).