
Rachida F. Parks

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EDUCATION

Doctor of Philosophy (Ph.D.) - Information Sciences and Technology (IST)

The Pennsylvania State University, University Park, PA, USA

Dissertation Title: A Study of Organizational Responses to Information Privacy Threats in the Healthcare Context.

Dissertation Committee: Dr. Chao Chu (chair), Dr. Heng Xu (co-chair), Dr. Sandeep Purao, Dr. Barbara Gray, and Dr. Allen Lee (Virginia Commonwealth University).

Expected Graduation: August 2012 (Proposal defended in August 2011)

Master of Science - Management Information Systems

University of Central Florida, Orlando, FL, USA, 2001

Bachelor of Science - Business Administration

Institut Supérieur International de Tanger, Tangier, Morocco, 1994

RESEARCH INTERESTS

Healthcare IT/Medical Informatics
Information Privacy and Security
Human-Computer Interaction
Risk Management
Information Technology Education

TEACHING INTERESTS

Database Management
Systems Analysis and Design
Information Privacy and Security
Health Information Systems

JOURNAL PUBLICATIONS

Parks, R., Chao, C., Xu, H. (2010). "RFID Information Privacy Issues in Healthcare: Exploring the Roles of Technologies and Regulations," *Journal of Information Privacy and Security*, Vol. 6, No. 3, pp. 3-28.

RESEARCH UNDER REVIEW

Simmons, L., Simmons, C. Hayek, M., **Parks, R.**, Mbarika, V. "IT Artifact Trust in eLearning: Relationships to Learning Satisfaction and Outcomes," *Decision Sciences Journal of Innovative Education. Second round review.*

Karunakaran, A, Reddy, M., **Parks, R.** " Barriers to Collaborative Information Seeking in Student Project Teams – An Exploratory Study," *CHI*. Submitted on September, 2011.

WORKING PAPERS

Parks, R., Chu, C., Xu, H. and Adams, L. "Operational Outcomes of Privacy and Security Practices in the healthcare," Targeted for: *Journal of the American Medical Informatics Association (JAMIA)*. Status: Data Analysis.

Parks, R., Chu, C., Xu, H. and Adams, L. "A Grounded Theory Approach to Organizational Information Privacy Responses," Targeted for: *Management Information Systems Quarterly (MISQ)*. Status: Data Analysis.

REFEREED CONFERENCE PROCEEDINGS

Parks, R., Chu, C., Xu, H. and Adams, L. (December 2011). "Understanding the Drivers and Outcomes of Healthcare Organizational Privacy Responses." *Proceedings of the 32nd Annual International Conference on Information Systems (ICIS), Shanghai, China.*

Parks, R., Chu, C., and Xu, H. (2011). "Healthcare Information Privacy Research: Issues, Gaps and What Next ". *Proceedings of the 17th Americas Conference on Information Systems (AMCIS), Detroit, MI.*

Xu, H., **Parks, R.,** Chu, C. and Zhang, X. (2010). "Information Disclosure and Online Social Networks: From the Case of Facebook News Feed Controversy to a Theoretical Understanding" (2010). *Proceedings of the 16th Americas Conference on Information Systems (AMCIS), Lima, Peru.*

Xu, H., Dinev, T., Wang, H. and **Parks, R.** (2009). "Trust in the Social Computing: The Case of Peer-to-Peer (P2P) File Sharing Networks". *Proceedings of the 15th Americas Conference on Information Systems (AMCIS), San Francisco, CA.*

Parks, R., Chu, C., and Yao, W. (2009). "RFID Privacy Concerns: A Conceptual Analysis in the Healthcare Sector ". *Proceedings of the 15th Americas Conference on Information Systems (AMCIS), San Francisco, CA.*

Yao, W., Chu, C., Li, Z. and **Parks, R.** (2009). "Analysis of Data Filtering Methods for RFID Implementation". *Proceedings of the National Conference in Decision Sciences Institute, New Orleans, AL.*

WORKSHOPS & POSTERS

Parks, R., Chu, C. and Xu, H. (2011). "Healthcare Information Privacy Responses: From Practice to Theory". Poster Presentation, Center for Integrated Healthcare Delivery systems (CIHDS), *State College, PA, March, 2011.*

Parks, R., Xu, H. and Chu, C. (2010). "RFID Information Privacy Issues in Healthcare: Exploring the Roles of Technologies and Regulations". Extended Abstract, *Proceedings of the Workshop on Health Information and Economics (WHITE), Washington, DC, October, 2010.*

Parks, R., Cwenar, M., Madhu, R. (2010). "Privacy by Design". Poster Presentation, Center for Integrated Healthcare Delivery systems (CIHDS), *State College, PA, March, 2010.*

RESEARCH EXPERIENCE

The Pennsylvania State University, University Park, PA
The College of Information Sciences and Technology

2008 – 2012 Dissertation Research

Advisors: Dr. Chao Chu and Dr. Heng Xu

Organizations are facing challenges how to respond appropriately to information privacy and security threats while not impeding healthcare workflows and healthcare delivery. I adopted a grounded theory approach to examine the drivers, safeguards and operational outcomes of organizational information privacy responses in the healthcare context. A key finding from the interpretive study is the emergence of privacy impact assessment as a central element to the process of responding effectively to information privacy threats.

There are some important theoretical gaps in information privacy literature that this study addresses by considering the dynamics of institutional theory, competitive advantage theory and ethical considerations. Assessing the influences of different drivers, while simultaneously accounting for the impact of the operational outcomes brought up the balance dilemma in understanding the processes by which healthcare organizations respond to privacy threats. The findings are potentially useful to healthcare organizations, regulatory bodies and electronic health records developers to help shape their privacy responses.

2009-2012 CHIDS Scholar/Research affiliate

Center for Integrated Healthcare Delivery Systems, NSF Center

Supervisor: Dr. Harriet Nembhard

Participated in multi-disciplinary research related to the challenges facing healthcare delivery. The center's goal is to advance research supporting management, clinical, and information technology innovations in healthcare along with its industry partners. This involvement led to a conference paper and two poster presentations.

Fall 2010 Research Assistant

Supervisors: Heng Xu, Jack Carroll, Mary Beth Rosson, and Daniel Perkins

Conducted a preliminary literature review on online safety and children moral development.

Summer 2010 Research Assistant

Supervisor: Heng Xu

Worked on a study about privacy protection measures at the organizational level leading to preliminary dissertation work.

Spring 2009 Independent study

Supervisor: Heng Xu

Worked on a research about conceptual analysis of RFID privacy concerns in the healthcare sector leading to a conference paper.

Fall 2008

Independent Study

Supervisor: Dr. Chao Chu

Conducted a research related to information privacy and RFID technologies in healthcare leading to a journal publication.

TEACHING EXPERIENCE

Teaching Fellow, IST, Fall Aug 2009, Spring 2010, Spring 2011

Pennsylvania State University, University Park, PA

IST 210 - Organization of Data

Adjunct Faculty, Information Technology, Jan 2006 – Aug 2008

Valencia Community College, Orlando, FL

CSG 2545 – Database Management Systems (hybrid and face-to-face)

CIS 2321 – Data Systems Analysis and Design (online)

CGS 2100 – Computer Fundamentals and Applications

CGS 1600 – Introduction to Computer

Adjunct Faculty, Management Information Systems, Jan 2005 – May 2007

Teaching Assistant (TA) Management Information Systems, Aug 2000 – Dec 2001

University of Central Florida, Orlando FL

ISM 4113 – Information Systems Analysis and Design

ISM 4220 – Distributed Information Systems (Networking)

ISM 4300 – Information Technology Management

ISM 3011 – Essentials of Management Information Systems (TA)

Adjunct Faculty, Information Technology, Aug 2007 – May 2008

Seminole Community College Sanford, FL

CGS 2100 – Office Applications

CGS 1060 – Basic Computer Concepts

TEACHING IMPROVEMENT ACTIVITIES

Wiley's AMCIS Session Participant, August 2011

AMCIS 2011- Detroit, MI

Teaching IS with a learner-centered, experiential approach.

Course in College Teaching, Summer 2009

Schreyer's Institute of Teaching Excellence, University Park, PA

Integrate teaching and assessment strategies to enhance student learning

Design and implement practical and reflective activities

Teaching Community Luncheons, October 14, 2009/March 3, 2010

The Pennsylvania State University, University Park, PA

Incorporating and assessing Diversity in computational courses

Assessment Spotlight on Undergraduate IST Curriculum

INVITED TALKS & PANEL PARTICIPATION

MIS Information Session, Nov 18th 2011

Session: MIS Breakout Information Session
PhD Project Conference, Chicago, IL, USA
Panelist invited by Dr. Randy Bradley

The Drivers and Outcomes of Healthcare Organizational Privacy Responses, Nov 15th 2011

Course: Integration of Privacy and Security - SRA 472
College of Information Sciences and Technology, University Park, PA, USA
Guest Lecturer invited by Dr. Heng Xu

Organizational Privacy Responses in Healthcare, Oct 28, 2011

Course: HPA seminars
Department of Health Policy and Administration, University Park, PA, USA
Guest Lecturer invited by Dr. Dennis Shea

Information Disclosure and Online Social Networks, Oct 19, 2010

Course: The Information Environment, IST431
College of Information Sciences and Technology, University Park, PA, USA
Guest Lecturer invited by Dr. Eileen Trauth

Information Disclosure and Online Social Networks, Mar 16, 2010

Culture and Technology, CAS 383
College of Communication Arts and Sciences, University Park, PA, USA
Guest Lecturer invited by Dr. Ellen Taricani

RFID Information Privacy Issues in Healthcare, Feb 4, 2010

Course: Integration of Privacy and Security - SRA 472
College of Information Sciences and Technology, University Park, PA, USA
Guest Lecturer invited by Dr. Heng Xu

MIS Information Session, Nov 20th 2009

Session: MIS Breakout Information Session
PhD Project Conference, Chicago, IL, USA
Panelist invited by Dr. Pam Carter

INDUSTRY EXPERIENCE

Information Technology Director/Co-Owner

Casablanca Business Communication, Orlando-FL, Apr 2006 – May 2008

- Designed and implemented a new Information System for a telecommunication consulting firm
- Designed and developed applications to track orders, agents, and revenues
- Performed database backups and created automated reports
- Developed and maintained the company website

Oracle Programmer Analyst

NBC Universal studios, Orlando-FL, Sep 2004 – June 2005

- Supported a data warehouse on Unix/Oracle platform
- Utilized business intelligence tools for reporting
- Designed and implemented custom software solutions that supported large volumes of data
- Developed procedures in compliance with Sarbanes Oxley
- Performed backup & recovery, performance & tuning of Oracle databases

Database Developer/Administrator

TDS/Patrick Air Force Base, Satellite Beach-FL, March 2002 – July 2004

- Maintained and upgraded an Oracle Healthcare database
- Led a proprietary DoD system based on hierarchical databases
- Developed and maintained applications using Visual Basic, VBA, SQL and PL/SQL
- Conducted research on new tools and evaluated emerging technologies

Database Specialist Consultant

EPIK Communications, Orlando-FL, Feb 2001 – July 2001

- Designed and developed a database using Access, SQL and Visual Basic
- Designed and developed automated forecasting reports for decision makers

CERTIFICATIONS

- Oracle Database Administrator (DBA)
- Oracle SQL and PL/SQL
- Oracle Architecture and Administration
- Microstrategy Business Intelligence (BI)

LANGUAGES

- English /French – speak fluently and read/write with high proficiency
- Spanish /Italian – speak, read, and write with average competency

ACADEMIC & PROFESSIONAL MEMBERSHIPS

- Association for Information Systems (AIS)
- Association for Computing Machinery (ACM)
- The PhD Project – Information Systems Doctoral Students Association (ISDSA),
- Healthcare Information and Management systems Society (HIMSS)

UNIVERSITY AFFILIATIONS

Privacy Assurance Lab
Center for Cyber Security, Information Privacy & Trust
Center for Integrated Healthcare Delivery Systems

HONORS/AWARDS

IST@PennState Teaching Fellowship, Fall 2009, Spring 2010, Spring 2011

Awarded to a senior graduate student, in good academic standing, who has demonstrated a commitment to teaching and strong potential to be an educator.

Bunton-Waller Graduate Assistantship, 2008 - 2012

Four year merit award presented to a minority graduate student at Penn State University.

Rednor R. Jordan Graduate Fellowship Award, 2008 -2009

One year honor award of outstanding academic performance.

LEADERSHIP & SERVICE

2011 - 2012	President , Ph.D. Project Information Systems Doctoral Student Association
Summer, 2011	Summer Undergraduate Recruiting , Information Sciences and Technology, University Park, PA
February, 2011	Student Volunteer , Healthcare Information and Management systems Society (HIMSS), Orlando, FL
2010 - 2011	Secretary , Ph.D. Project Information Systems Doctoral Student Association
October, 2010	Session Chair , Health IT Impact, <i>Workshop on Health Information and Economics (WHITE)</i> , Washington, DC
October, 2010	Paper Discussant , HIT Impact Session. Workshop on Health Information and Economics (WHITE), Washington, DC, October, 2010
2009-2010	Parliamentarian , Ph.D. Project Information Systems Doctoral Student Association
2009-2010	Chair (speakers) , IST Symposium, University Park, PA, USA
2009	Wiley Books Reviewer
Summer 2009	Volunteer and Presenter , Women in Science and Engineering Summer Camp, University Park, PA