

Divinus Oppong - Tawiah

Associate Professor of Information Systems

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Education

Ph.D. Management (Information Systems) McGill University, Canada	2020
MSc. Management Information Systems Queen's University, Canada	2014
MBA Management Information Systems University of Ghana Business School, Ghana	2010
BSc (Hons.) Electrical & Electronic Engineering KNUST, Ghana	2005

Research

Research Interests

- Digital Transformation, Digital Platforms, Business Analytics, Gamification & Persuasion, Green IT, Blockchains.

Refereed Journal Publications

- Oppong-Tawiah, D., Minocher, X., Boroomand, F. & Webster, J., (2025). "Meaningful Work as an Ethical Approach: Shaping the Next Generation of Organizational Gamification," *Information Systems Frontiers*, 27(3), 941-964.
- Oppong-Tawiah, D. & Webster, J. (2023). "Corporate Communication as 'Fake News': Firms' Greenwashing on Twitter," *Sustainability*, 15(8), 6683.
- Pandey, R., Rungtusanatham, M., & Oppong-Tawiah, D. (2022) "Asymmetric Investments in Exchange Relationships, Perceived Supplier Shirking, and Cross-Functional Information Sharing as a Moderator," *International Journal of Operations & Production Management*, 43(6), 849-878.
- Oppong-Tawiah, D., Webster, J., Staples, S., Cameron, A.-F., Ortiz de Guinea, A., & Tam, H. (2020). "Developing a Gamified Mobile Application to Encourage Sustainable Energy Use in the Office," *Journal of Business Research*, 106, 388-405.
- Oppong-Tawiah, D., & Chan, Y. (2017). "The Influence of IT and Knowledge Capabilities on the Survival of University IT Startups," *International Journal of Technoentrepreneurship*, 3(2), 150-172.

Papers Under Review

- Oppong-Tawiah, D., Webster, J., & Corbett, J. “Digital Communication in Environmental Incidents: A Multi-Platform Analysis of Corporate Greenwashing,” *Journal of Management Information Systems*.
- Kim, H. & Oppong-Tawiah, D. “One Instrument, Two Regulators: Composable Fintech and the Limits of Function-Based Financial Regulation,” *Electronic Markets*.
- Oppong-Tawiah, D., Bassellier, G., & Ramaprasad, J. “Winning or Losing: Impact of Leadership Selection on Contribution Behavior in Online Communities,” *MIS Quarterly*.

Working Papers

- Oppong-Tawiah, D., & Rungtusanatham, M. “Relocate to A Surge Zone or Not? Driver Information Requirements and Cue Interdependence in Ride-Hailing Platforms,” (Target: *Production & Operations Management*)
- Oppong-Tawiah, D., & Kim, H. “Decentralized Consensus as Organizing Form: A Theory of Token-Mediated Coordination in Online Communities,” (Target: *Organization Science*)
- Oppong-Tawiah, D., Bassellier, G., & Pinsonneault, A. “A Typology of Digital Platforms as New Organizing Forms,” (Target: *Journal of Management Information Systems*)
- Oppong-Tawiah, D., Bassellier, G., & Ramaprasad, J. “Social Connectedness and Leadership in Online Communities,” (Target: *Information Systems Research*)

Work In Progress

- Oppong-Tawiah, D., & Lasfer, A. “Does the Uber Model Scale? Exploring the Complex Effects of Digital Innovation and Platform Orientation on IT Startup Survival” (Data Analysis Stage. Target: *MIS Quarterly*)
- Oppong-Tawiah, D. “Technology Associability and the Continuous Use of Information Systems” (Data Collection Stage. Target: *JMIS*)
- Oppong-Tawiah, D. “Converting Digital Pirates through Participative Pricing Schemes: Exploring “Pay What You Want” and Persuasive Computing in Online Music” (Data Collection Stage. Target: *Management Science*)
- Diamant, A., Cire, A., Oppong-Tawiah, D., Whitty, R. “Evidence-Based Scheduling to Improve the Delivery of Oncology & Hematology Clinic Services at Michael Garron Hospital” (Multi-Project Research. Data Collection Stage.)
- Kristal, M. M., Cao, T., Strebing, A., Rungtusanatham, M., Oppong-Tawiah, D., & Huang, X. “Niche Migration Strategies for Small to Mid-Sized Financial Institutions facing Digital Transformation: A Case Study of Canadian Credit Unions and Banks” (Multi-Project Research. Data Analysis Stage.)

Refereed Conference Proceedings

- Nahin, A. L., & Oppong-Tawiah, D. (2026), “Green LLMs or Dirty Infrastructure? Employees’ Perceived Ecological Impact Transparency of LLM-Augmented

- Work,” 36th *American Conference on Information Systems (AMCIS 2026)*, Reno, Nevada.
- Strebing, A., Kristal, M. M., Cao, T., Rungtusanatham, M., Oppong-Tawiah, D., & Huang, X. (2024). “From Old to New Niches: Reinventing Small to Mid-Sized Canadian Financial Services Brands in the Face of Digital Transformation,” *American Marketing Association (AMA 2024 Winter Conference)*, St. Pete Beach, FL.
 - Oppong-Tawiah, D., Bassellier, G., & Pinsonneault, A. (2020). “A Typology of Digital Platforms as New Organizing Forms” *Proceedings of the 28th European Conference on Information Systems (ECIS 2020)*, Marrakech, Morocco
 - Oppong-Tawiah, D., Bassellier, G., & Ramaprasad, J. (2020). “Classifying Contributions in Online Communities using Machine Learning Techniques - The Case of Wikipedia Edit Categories,” *16th Symposium on Statistical Statistical Challenges in Electronic Commerce Research (SCECR 2020)*, Madrid, Spain
 - Oppong-Tawiah, D., Bassellier, G., & Ramaprasad, J. (2018). “Leadership and Contribution Behavior in Online Communities,” *14th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2018)*, Rotterdam, Netherlands.
 - Oppong-Tawiah, D., & Bassellier, G. (2017). “Digital Innovation, Platform Orientation, and the Performance of IT Startups,” *Proceedings of the 38th International Conference on Information Systems (ICIS 2017)*, Seoul, South Korea.
 - Oppong-Tawiah, D., Bassellier, G., & Ramaprasad, J. (2017). “Converting Pirates through Participative Pricing Schemes for Digital Goods: Exploring ‘Pay What You Want’ and Persuasive Computing in Online Music,” *Proceedings of the 50th Hawaii International Conference on System Sciences (HICSS 2017)*, Hawaii.
 - Oppong-Tawiah, D., Bassellier, G., & Ramaprasad, J. (2016). “Social Connectedness and Leadership in Online Communities,” *Proceedings of the 37th International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland.
 - Oppong-Tawiah, D., & Bassellier, G. (2016). “An Institutional Perspective for Theorizing Digital Platforms as New Organizing Forms,” *Proceedings of the 78th Academy of Management Meeting (AOM 2016)*, Anaheim, CA.
 - Oppong-Tawiah, D., Webster, J., Staples, S., Cameron, A.-F., Ortiz de Guinea, A. (2014). “Encouraging Sustainable Energy Use in the Office with Persuasive Mobile Information Systems,” *Proceedings of the 35th International Conference on Information Systems (ICIS 2014)*, Auckland, New Zealand.
 - Oppong-Tawiah, D., & Chan, Y. (2014). “A Dynamic Capabilities Framework for IT-enabled University Startups,” *Proceedings of the Administrative Sciences Association of Canada (ASAC 2014)*, Muskoka, Ontario. **[Recipient of the Best Paper Award, Information Systems Division]**

Conference Tracks & Workshops

- Nahin, A. L., & Oppong-Tawiah, D. (2026), “Green LLMs or Dirty Infrastructure? Employees’ Perceived Ecological Impact Transparency of LLM-Augmented Work,” 6th *AIS SIG DITE Paper Development Workshop on Digital Innovation, Transformation, and Entrepreneurship (SIG DITE 2026)*, Toronto, Canada.
- Cucari, N., Laviola, F., Nevi, G., Palese, B., Vahedian, A., & Oppong-Tawiah, D. (2024). “From AI to Digital Transformation in the Human+ Era: What are the Effects on Business for Society?” *SIG Track – Business & Society, European Academy of*

Management (EURAM 2024), Bath, UK. **[Co-Convener / Co-Chair]**

- Oppong-Tawiah, D., & Bassellier, G. (2015). "IS Continuance in Experiential Computing Contexts: Linking Rational and Non-Rational Behaviors through Technology Associability," *25th Annual Special Interest Group on Adoption and Diffusion of Information Technology (SIGADIT 2015)*, Fort Worth, Texas. **[Presenter]**

Research Grants

- Project Title: Digital Currencies Research
Role: Co-Investigator, with Henry Kim & Irene Henriques (Schulich School of Business); Joann Jasiak & Andrea Podhorsky (Department of Economics, LA&PS); and Sotirios Liaskos (Lassonde School of Engineering), Poonam Puri (Osgoode Hall Law School).
Award Amount: \$525,000
Award Years: 2021-2024
Granting Agency: York Catalyzing Interdisciplinary Research Clusters Initiative
- Project Title: Faculty Research Funds
Role: Principal Investigator
Award Amount: \$90,000
Award Year(s): 2019-2022
Granting Agency: Schulich School of Business

Teaching Experience

York University

Instructor

- MBAN 6200 – Realizing Value from Artificial Intelligence & Analytics (2022 – 2024)
- MMAI 5040 – Business Application of Artificial Intelligence 1 (2020 – 2025)
- MMAI 5090 – Business Application of Artificial Intelligence 2 (2021 – 2026)
- OMIS 5110 – Information Systems (MBA Schulich Campus) (2021 – 2023)
- OMIS 5110 I, K – Information Systems (MBA India Campus) (2021 – 2022)
- OMIS 702 – PhD Seminar in Foundations of Operations Management & Information Systems: *Co-Instructor* (Winter 2022 – 2024).
- OMIS 703 – PhD Seminar in Emerging Topics in Operations Management & Information Systems: *Co-Instructor* (Winter 2022 – 2024).

Student Supervision

- PhD Supervisor (Lutfi Nahin – Expected Graduation in 2029)
- PhD Co-Supervisor (Yedi Jin – Expected Graduation in 2030)
- PhD Committee Member (Huiqing Tian – Expected Graduation in 2027)
- PhD Committee Member (Sonia Bagheridad) (Graduated: March 2025)
- MGMT 6100 – MBA Student Group Capstone Projects (2022-2025)
- MBAN 6900 – Individual Study (Mikaela Segev & Suran Weerahennedige) (2024)

McGill University,

Instructor

- Business Intelligence & Data Analytics (BCom, Winter 2017)

Teaching Assistant

- Social Media & Text Analytics (MMA, Winter 2019)
- Predictive Analytics (MBA, Winter 2018)
- Data Mining for Business Analytics (BCom, Fall 2017)
- Data Handling and Coding for Analytics (BCom, Fall 2017)
- Insights: Big Data, Business Intelligence and Analytics (MBA, 2014 - 2016)
- Introduction to Information Systems (BCom, Fall 2016)

Queen's University

Teaching Assistant

- Business Statistics (BCom, Winter 2014)

Professional Service

- Schulich Service:
 - Area Coordinator: Schulich PhD Program, 2025 –
 - Member: Committee on Equity & Community, 2025 – 2026.
 - Member: Masters Admissions Committee, 2024-2025.
 - Member: Research & Library Committee, 2023-2024.
 - Member: Masters Admissions Committee, Jan – July 2020.
 - *Inaugural Faculty Advisor*: Schulich Black Students Association, 2020 – 2023.
 - *Course Director*, OMIS5110 – Information Systems (MBA core), 2020 – 2021.
 - *Member*: Committee on Equity & Community, 2020 – 2021.
 - *Panel Chair*, ICT Task Force for COVID 19 Response – Newmarket Chamber of Commerce, May – Sept 2020.
- Professional Activities:
 - *Editorial Review Board Member*: Decision Sciences Journal.
 - *Faculty Mentor*, AIS SIG DITE Paper Development Workshop on Digital Innovation, Transformation, and Entrepreneurship (SIG DITE 2026)
 - *Associate Editor*,
 - International Conference on Information Systems (ICIS 2026, 2024, 2023, 2021).
 - Pacific-Asia Conference of Information Systems (PACIS 2026, 2024).
 - Academy of Management Meeting (Communication, Digital Technology & Organizing (CTO) Division, AoM, 2022).
 - *Chief Information Officer*, CTO Division, AoM, 2019 – 2023.
 - *Reviewer*: MISQ, ISR, Management Science, Journal of Business Research, California Management Review, Information & Organization, ICIS, INFORMS & AoM conferences.
 - *Student Representative*, CTO (formerly OCIS) Division, AoM, 2016 – 2018
 - *Professional Memberships*: Association of Information Systems (AIS), Academy of Management (AOM), INFORMS.

Speaking, News Media & Public Engagements

- Invited Speaker:
 - “Will AI Revolutionize Supply Chain Analytics?” *George Weston Ltd. Centre for Sustainable Supply Chains – Forum on Supply Chain Analytics: Practical Insights from Emerging Academic Research. (June 2023)*
- News Articles & Media Mentions:
 - “Sniffing Out Tweets that Fail the Green Smell Test,” *Smith Business Insight. (June 2023)*
- Invited Guest: Research Seminar Presentation
 - Laval University
 - HEC Montreal
 - Bentley University
 - Dalhousie University
 - City University of New York

Academic Honors & Awards

- 2018 ICIS Doctoral Consortium (**ICIS 2018**) Fellow.
- 2017 OCIS Doctoral Consortium, *Academy of Management (AoM 2017)* Fellow.
- 2017 Best Reviewer Award, 27th *Special Interest Group on Adoption & Diffusion of Information Technology (SIGADIT 2017)* at ICIS 2017 Seoul, South Korea.
- 2014 Best Paper Award, *Information Systems Division, Administrative Sciences Association of Canada (ASAC 2014)*, Muskoka, Ontario.
- 2014 Lifetime Membership Award, **International Honor Society Beta Gamma Sigma**, Queen’s University Chapter.
- 2014 – 2019 Doctoral Fellowship, *Desautels Faculty of Management*, McGill University.
- 2013 – 2014 Graduate Fellowship, *Smith School of Business*, Queen’s University.

Industry Experience

United Nations Development Programme, Ghana Country Office

- *Programme Analyst (ICT4D Consultant)*: 2010 – 2013.
Technical/managerial consulting on E-governance and ICT-for-Development programs to promote decentralization, poverty reduction, and inclusive growth.
- *UN Volunteer (IT Specialist)*: 2006 - 2010
Volunteered expertise for project implementation and technical services support to national and public-private partnership projects in ICT for digital inclusion. Flagship projects include the nationwide Community Information Centers.

IT-Enabled Services, Ministry of Communication, Ghana, *National Service*: 2005 - 2006

- Infrastructure and solutions architect, business management for the ITES division.
- Technical advisor to the agency’s IT startup business incubator.

Additional Skills

- *IT Software:* Agentic AI, Gen AI, Python, R, SQL, STATA, $\text{\LaTeX}$, HTML, EQS, SPSS, Tableau, Excel Power BI.
- *Languages:* English (Fluent), French (Intermediate), Twi (Fluent), Ga (Fluent)