Dr. David Simmonds Curriculum Vitae

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Education

2008 Old Dominion University - Norfolk, Virginia
2016 **PhD in Information Technology (International Business):**
"Use of Information Technology in Collaborative Planning, Forecasting & Replenishment". CPFR is a method used to reduce the Bullwhip effect in Supply Chain Management to achieve sustainable cost reduction. The first paper--a literature review of the trends and gaps in studies of IT in CPFR, was presented at the Global SCM conference in Detroit, 2013. The second examines how IT systems are used for CPFR in the real world—in the Strategic, Tactical, and Operational levels, for Planning, Forecasting, and Replenishment. Trust between various levels was found to affect effective use of IT.

1996 University of the West Indies - Kingston, Jamaica
2000 **MSc in Management Information Systems**:
Focused on Information Systems. Included the Management disciplines such as Economics, Marketing, Finance, Management-Accounting and Organizational Behavior. The program was designed to transform Jamaican Information System professionals into viable candidates for senior management. Its strength was the ability to break down complex technical ideas for communication of goals within the enterprise.

1988 University of the West Indies - Kingston, Jamaica
1992 **BSc in Electronics with Computer Science**:

Coursera AI Certificates

Coursera: GenAI Business Analysis: Fine-Tuning LLMs – Mar 24	(2hr Project)
Duke: Introduction to Retrieval Augmented Generation (RAG) – Mar 24	(2hr Project)
Coursera: Sentiment Analysis & Deep Learning with BERT – Mar 24	(2hr Project)
Coursera: Fine Tune BERT for Text Classification with TensorFlow – Feb 24	(2hr Project)
Google: Transformer Models and BERT Model – Feb 24	(2hr Project)
Coursera: Customer Chatbot with Python & ChatGPT – Jan 24	(2hr Project)
ASU: AI Foundations - Prompt Engineering with ChatGPT - Jan 24	Course
AWS: Generative AI with Large Language Models - Jan 24	Course
U of Glasgow: Generative Pre-trained Transformers (GPT – Jan 24	Course
Deeplearning.ai (Ng): Mathematics for Machine Learning – July 23	Course
Stanford Online: Introduction to Statistics (Course) – Jan 23	Course
Microsoft: Azure Data Scientist (DP-100) Exam Prep – Dec 22	5 Courses
Microsoft: Azure AI Fundamentals (AI-900) Exam Prep – Dec 22	5 Courses
DeepLearning.ai (Ng): Tensorflow Developer - November 22	4 Courses
DeepLearning.ai (Ng): Deep Learning – October 22	5 Courses
DeepLearning.ai (Ng): Natural Language Processing – Sept 22	4 Courses
Stanford Online (Ng): Machine Learning (course) – May 2022	Course
IBM: Machine Learning (v1) – January 2022	6 Courses
IBM: Data Science - November 2021	10 Courses
Google: Data Analytics - October 2021	8 Courses
IBM: Data Analyst - October 2021	9 Courses

Research

Journal Publications

Chen X., Haque-Simu T., Simmonds D. & Guha S. (2024). The Effect of Managerial Horizon and Excess Cash on Firm Value. Journal of International Finance and Economics, 24 (1) 107-117

Simmonds D., Cannonier N., & Guha S., (2020). The Effect of the CEO's Cultural Intelligence on Foreign Information Technology Firm Performance. Journal of Leadership, Accountability & Ethics, 17(1).

Simmonds D. & Haines R. (2020). Cultural drivers of nascent smartphone use: peeling the layers of the socio-economic onion. International Journal of Social and Humanistic Computing, 3(3-4), 317-338.

Guha S., Rahim N., Panigrahi B., Ngo A. & Simmonds D. (2020). Does Corruption Act as a Deterrent to Foreign Direct Investment in Developing Countries? Organizations & Markets in Emerging Economies, 11(1), 18-34

Johnson. P, Krupka J & Simmonds D. (2020). Understanding Academic Dishonesty: An Empirical Study in Two Undergraduate Business Colleges. Journal of Leadership, Accountability & Ethics, 17(1).

Simmonds. D, Guha. S, Rahim. N. & Mella-Barahona. J.(2019). Decision-making on the go: Smartphones and decision-making in early 21st-century workflow. Business Information Review, 36(4), 164-177.

Simmonds. D, Guha. S & McGowan Jr, CB (2016). Corruption as an agency problem–Currency hedging in corrupt countries. Accounting and Finance Research, 5(1), 38-49.

Conference presentations

Simmonds D., Chowdhury A. Identifying the Approach to Movie Reviews using Natural Language Processing**.** Thirteenth Conference of the Euro-American Consortium for Promoting the Application of Mathematics in Technical and Natural Sciences, AMiTaNS'21, Albena, Bulgaria, (June 24-29, 2021)

Simmonds, D. M. “Smart Phone use - The effect of Economics and Culture". *DSI*, Chicago, Illinois. (November 17, 2018) https://decisionsciences.org/wp-content/uploads/2019/02/dsi-2018-proceedings.pdf

Simmonds, D. M. (Author), *EDSIG,* "Delivering Multiple-Intelligence driven Instruction: Facebook as Indicators of Multiple Intelligence" AITP, Austin, Texas. (November 5, 2017). http://proc.iscap.info/2017/

Simmonds, D. M., Haines R. P., (Authors), *DSI*. “Smart Phone use - The effect of Economics and Culture”. Tampa, Florida. (May 15, 2014) http://www.decisionsciences.org/Portals/16/Proceedings/2014-Annual-Meeting-of-DSI_Program-Schedule.pdf

Simmonds, D. M., Haines R. P., Li, L., (Authors), SCM conference, “Use of Information Technology in Collaborative Planning, Forecasting & Replenishment (CPFR) - Trends and Gaps in the literature”. Detroit Michigan (Sept 26, 2013) University of Toledo gscm2013 proceedings

Student* Posters

Randolph*, Simmonds, College of Business Research Day, The relationship between motivation, education level, occupation & salary (July 1, 2020)

Elliot*, Butler-Lamar, Simmonds, ERN Student Conference, The Role of Disability on College Major, Highest Degree, and Occupation based on Culture in Country of Birth (January 15, 2019)

Smith*, Lemaitre*, Simmonds, Chowdhury, NSF, Detecting the focal points of User's Movie Reviews Using Natural Language Processing.

Web-Site Tutorial Series:

Wrote a Series of articles on Gang of Four design patterns, published on ASPAlliance.com. Design patterns allow continuous improvement of software, creating sustainable systems which are easily maintained in rapidly changing situations. The 16 completed articles reconceptualized design patterns and used everyday language to simplify the understanding of the GoF. ASP Alliance GoF tutorials - David Simmonds

Service

University

- Chair of Student Affairs Committee: Led the development of Week of Welcome activities.
- Faculty Senator (2 terms)
- Mentoring Advisory Committee: Participated in meetings to redesign Faculty Mentoring model.
- Faculty Tenure & Promotion Handbook: Aided in rewrite of the handbook.
- New Programs and Curriculum committee: Helped approve curriculum changes and additions.
- Judge: Regional (high school) Science & Engineering Fair Planning Committee
- Member of Senate Ad hoc Committee on Student Evaluations

College

- Faculty Recruitment committee: Selection of 7 new faculty members.
- Online learning: Participated in 2 draft reviews of Online learning policy. Reviewed several courses for adherence to online-learning policy.
- Student recruitment: Assisted Saturday sessions with high school recruits and Majors fair table
- Fintech launch committee: Spearheaded approval by the College committee & New Programs Committee.
- Co-Chair: COBA Research Day committee - 2020. Organized the college and university's first fully online student conference during COVID Facebook: SSU COBA-Research-Day-conference: 2020

Student Mentoring

- Primary Advisor to Association of Information Technology Professionals: Held regular Saturday breakfast meetings with executive board to plan monthly activities.

Career Highlights

Academic

Assistant Professor – Auburn University Montgomery (March 2023 to present)
Teaching Management Information Systems at the master's level. Courses include E-Commerce, Managing sustainability, Consulting in Information Systems, Leading Innovation and Information Security. Research areas include Natural Language Processing, focused on Large Language Models and GPTs.

Assistant Professor – Savannah State University (August 2016 to July 2022):
Taught Management Information Systems at the MBA level. The course requires students to work collaboratively on a team project to transform an approved company process. The goal is to achieve significant cost impacts through Business Process optimization. Students gather quantitative and ambiguous qualitative information from the 'client' company—usually a team member's workplace. Process centered Key Performance Indicators are estimated to help determine the feasibility of re-engineering the proposed company's process, by leveraging IT. Team members undertake analysis of complex business Processes using interviews, time-and-motion studies, evaluating documents and

examining financial statements. Deliverables include a cohesive Project Plan, current and optimized process diagrams, qualitative user requirements for communication with users and management, quantitative System Requirements for critical enterprise functions, RFI and Request for Proposal. The RFP is scored using the appropriate cost/benefit focus to select the final system. To prepare a convincing recommendation, based on significant improvements in the KPIs, they are required to communicate the solutions to complex problems facing the enterprise, to the stakeholders in a transparent manner. They also create an implementation plan, system support job descriptions, Password Policy, EULA, TOU, SLA and finally, Data Use Policy. To support improvement of the enterprises bottom line, benchmarks include process cost reduction, process value enhancement and product creation. Teams are composed of diverse members along age, race, experience and undergraduate major and industry.
Teaching also included *Data Analytics* focused on solving complex, qualitative problems to provide quantitatively justified solutions. Also taught *Web Development* and Programming, focused on automation of Corporate Business Functions.
Research areas included Smartphone use and Culture, Collaborative IT in Supply Chains, and lately--Sentiment Analysis of Movie Reviews using Natural Language processing and Machine Learning.

Visiting Assistant Professor – Miami University – Ohio (1 year):
Taught *Business Information Systems*, focusing on provisioning of cross-cutting solutions for enterprises, using the latest technologies available. The focus is leveraging IT to achieve improvements in the bottom-line, within industries such as Manufacturing, Supply Chains, Finance, Marketing & Sales, as well as Human Resources.

Adjunct Professor - Old Dominion University – Norfolk Virginia (7 years):
Taught *Business Intelligence* for IT majors, *Principles of Information Technology* (Online), focused on leveraging Information systems to solve complex problems in a scalable manner, within nursing and other essential services. Collaborated on the development of, and taught *Information Literacy and Research*.

Lecturer, Information Technology – VTDI – Kingston, Jamaica (2 years). Developed course materials and taught courses such as *Managing Computer Labs,* which focuses on a provisioning and managing end-to-end solutions for computer labs in schools. Also developed and taught *Computer Hardware* and *Databases.* Other courses taught included *Systems Analysis* and *Visual Basic programming.*

External Examiner (IT) – Council of Community Colleges of Jamaica (3 years – Part time).
Second marked scripts and performed statistical analysis of student performance to measure first marker's accuracy.

Industry

Entrepreneur (5 years):
Joined a venture to start and run a metal fabrication business (machine shop) to support the Trucking industry. This entailed feasibility analysis, investment, acquisition of machines, traveling to scout and acquire a building in a strategic location, marketing, human resources, and customer service procedures.

Information Technology Manager (4 years):
Guided the Digital transformation to match strategic goals of the Organization, Business Process Modelling for selecting an enterprise Insurance System. The aim of this project was Business Process optimization to improve the company's bottom-line across multiple functions. The project involved significant amounts of company-wide fact-finding and industry surveys. Delivered a transformative Request for Proposal which broke down ambiguous qualitative user requirements into 100+ quantitative system requirements. Guided system evaluation and scoring process by stakeholders represented by a steering committee. Coached Information Technology team members to build robust technical capabilities, ensuring sustainable operation of the company's MIS resources and processes. Managed performance and development of the IS team to support critical functions of the enterprise.

Developed an end-to-end IT Disaster Recovery Plan to sustain the operations across multiple functions of the organization. Developed Request for Proposal and implementation road map for a Hot Site. Also developed an RFP for overhaul of the organization's website Developed the tender process for both RFPs.

Database Administrator (2 years):
Managed mission critical Databases using DB2, Ingres and SQL Server. Implemented Database model design changes, for Life Insurance Applications. Coached programmers and power-users in use of reporting tools and SQL-queries, to empower and create sustainable skillsets. Developed and documented database disaster, leveraging modern database recovery processes to ensure sustainable service delivery.

Senior Systems Analyst/Programmer Analyst (4 years):
Performed systems analysis and programming for implementation of a Customer Information System aimed at transforming customer support at a telecommunications company. Performed systems analysis and programming for implementation of a mission critical Mortgage system, with the capability to transform processes to meet to statutory requirements, as well as optimize customer-centric business processes. Trained users in system use. Conducted User Acceptance Testing as well as Volume Testing to achieve benchmarks.