

MARCO VILLARREAL
University of Texas at San Antonio
Department of Information Systems and Cyber Security
Assistant Professor in Practice

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Education

Ph.D. Business Administration / Computer Information Systems (2008)
The University of Texas Rio Grande Valley (formerly UT Pan American)
(AACSB accredited), Edinburg, Texas

Master of Science in Information Systems (1998)
Texas A&M International University, (AACSB accredited), Laredo, Texas

Master of Business Administration (1997)
Texas A&M International University, (AACSB accredited), Laredo, Texas

Bachelor of Business Administration (1986)
Texas A&M International University, (AACSB accredited), Laredo, Texas

SAP Certification (2014)
Georgia Southern University (AACSB accredited), Statesboro, Georgia
SAP License# s0012333776

Academic Positions

2018-Current Assistant Professor in Practice, Department of Computer Information Systems and Cybersecurity, The University of Texas at San Antonio, San Antonio, TX
2014-2018 Assistant Professor, Department of Computer Information Systems, Texas A&M University Central Texas, Killeen, TX
2012 - 2014 Lecturer Full-Time, Department of Computer Information Systems and Quantitative Methods, University of Texas –Pan American, Edinburg, TX
Fall 2012 Adjunct Faculty (online courses), Division of Business, Texas A&M University – San Antonio, San Antonio, TX
Spring 2012 Adjunct Faculty (online courses), Division of Business, Texas A&M University – San Antonio, San Antonio, TX
Fall 2011 Adjunct Faculty (online course), College of Business, University of Texas – Pan American, Edinburg, TX

Spring 2011 Adjunct Faculty (online courses), Division of Business, Texas A&M University
– San Antonio, San Antonio, TX
2009-2010 Senior Lecturer, Department of Computer Information Systems and
Quantitative Methods, University of Texas –Pan American, Edinburg, TX
2008-2009 Visiting Professor, Department of Computer Information Systems and
Quantitative Methods, University of Texas –Pan American, Edinburg, TX
2003-2008 Lecturer Full-Time, Department of Computer Information Systems and
Quantitative Methods, University of Texas –Pan American, Edinburg, TX
2002-2003 Researcher Part-time, Computer Information Computer Center, Edinburg, TX
2000-2002 Lecturer Full-Time, Department of Computer Information Systems and
Quantitative Methods, University of Texas –Pan American, Edinburg, TX
1998-2000 Full-Time Lecturer, South Texas College, McAllen, Texas

Teaching Experience

UTSA

IS 3433 – Introduction to Digital Forensics
IS 3413 – Introduction to Telecommunication for Business
IS 3073 – Application Development
IS 2043 – Intermediate Object-Oriented Programming
IS 2041 – Intermediate Object-Oriented Programming Lab
IS 2033 – Introduction to Programming Concepts
IS 2031 – Introduction to Programming Concepts Lab
IS 1001 – Inside Cyber

TAMUCT

CIS 5318 – Quantitative Concepts
CIS 5302 – Procedural Language Programming and Design
CIS 4376 – Network Administration
CIS 4350 – Management Information Systems
CIS 4345 – Network and Systems Security
CIS 3348 – Network Architecture and Design
CIS 3346 – Personal Computer Technology
CIS 3343 – C# Programming for Windows and the Web
CIS 3341 – Advanced Visual Basic Programming
CIS 3331 – Visual Basic Programming
CIS 3303 – Programming Logic and Design
CIS 3300 – Computer Technology and Impact
ACC 4350 – Management Information Systems (Cross listed with CIS 4350)
MGT 4350 – Management Information Systems (Cross listed with CIS 4350)

UTPA

CIS 3390 - Management Information Systems (Regular and Online)
CIS 3380 - Project Management
CIS 3308 - Advanced Programming with Visual Basic
CIS 3198 - Business Analysis and Communication (Online)

CIS 2310 - COBOL Programming
CIS 2308 - Introduction to Programming with Visual Basic
CIS 1301 - Computer Information Systems (Regular and Hybrid course)
CIS 1201 - Introduction to Information Systems and Technology (Regular and Hybrid course)
CIS 1101 - Introduction to Office Software (Hybrid course)

TAMUSA

CISA 3358 - Management Information Systems (Online) – includes an intro to SAP section

STC

COSC 1301 - Introduction to Computing

Peer-Reviewed Publications

Andoh-Baidoo, F.; **Villarreal, M.**; Koong, K.; Cornejo, H.; Schmidt, N.; Colunga, H.; Meza, R. (2011) “Key Competencies for Global Project Managers: A Study of the United Kingdom and India”, *International Journal of Business and Systems Research (IJBSR)*, Vol. 5, No. 3pp. 223 - 243.

Andoh-Baidoo, F., **Villarreal, M.**, Liu, L. and Wudah-Martey, P. (2010) “An Exploratory Study to Examine the Success of Electronic Banking Systems Implementation in a Developing Nation”, *International Journal of Electronic Finance*, Vol. 4, No. 3 pp. 221 - 235.

Conference Presentations and Symposia

Villarreal, M. and Pugh W. “A Proposed Methodology for Evaluation the Delphi Method in Requirements Elicitation for Software Development Projects” *Proceedings of the South West Decision Sciences Institute*, San Antonio, TX, March 11-14th, 2020.

Villarreal, M. “Forensics and the Internet of Things (IOT) – An Exploratory Study”, *Proceedings of the South West Decision Sciences Institute*, San Antonio, TX, March 11-14th, 2020.

Pugh W. and **Villarreal, M.** “A framework for Radio Frequency (RF) awareness in Cyber Security training programs” *2020 Texas A&M University Technology Summit*, Galveston, TX, February 18th, 2020.

Eruysal, F. and **Villarreal, M.** “Business Analytics Job Postings: Content Analysis Approach”, *Proceedings of the South West Decision Sciences Institute*, Houston, TX, March 13-16th, 2019.

Villarreal, M. and Eruysal, F. “Increasing First Time Programming Students’ Academic Scores thru the use of a Programming Language”, *22nd Annual Western Hemispheric Trade conference*, Laredo, TX, April 12-13th, 2018.

Villarreal, M. and Eruysal, F. “Business Intelligence and Analytics in the Energy Industry”,

The 2018 IBII International Conference on Business Intelligence, Computer Science, and Education, Houston, TX, April 6th-7th, 2018.

Villarreal, M. and Eruysal, F. "Health Information Technology Courses Offered by Accredited U.S. Universities", *Proceedings of the South West Decision Sciences Institute*, Albuquerque, NM, March 7-10th, 2018.

Eruysal, F. and **Villarreal, M.** "Impact of Electronic Word-Of-Mouth Communication: A Systemic Literature Review", *Proceedings of the South West Decision Sciences Institute*, Albuquerque, NM, March 7-10th, 2018.

Villarreal, M., Eruysal, F. and Nag, A. "A survey for Cloud Security Research and Applications – Content Analysis Approach", *21st Annual Western Hemispheric Trade conference*, Laredo, TX, April 5-7th, 2017.

Woodcock, T., **Villarreal, M.** and Brown, J. "Identifying Users by their Keystroke dynamics: A preliminary sample study", *The 2017 IBII International Conference on Business Intelligence, Computer Science, and Education, Houston, TX, April 7-8th, 2017.*

Villarreal, M. and Eruysal, F. "ERP Education In Accredited U.S. Universities – A Preliminary Study", *Proceedings of the South West Decision Sciences Institute*, Little Rock, AR, March 8-11th, 2017.

Eruysal, F. and **Villarreal, M.** "A Review of Mobile Commerce Research: The Past, Present, and Future", *Proceedings of the South West Decision Sciences Institute*, Little Rock, AR, March 8-11th, 2017.

Villarreal, M. and Eruysal, F. "Current State of Business Intelligence and Analytics Programs", *The 2016 IBII International Conference on Business Intelligence, Computer Science, and Education, Houston, TX, April 29-29th, 2016.*

Villarreal, M. and Eruysal, F. "What skills should data scientist have? A cross cultural study of USA and India", *The 2016 IBII International Conference on Business Intelligence, Computer Science, and Education, Houston, TX, April 29-29th, 2016.*

Crossler, R., **Villarreal, M.** and Andoh-Baidoo, F. "A Preliminary Study Examining the Security Practices of Hispanic College Students", *Proceedings of the South West Decision Sciences Institute*, Houston, Texas, March 2011.

Andoh-Baidoo, F., **Villarreal, M.**, Liu, L. and Wuudah-Martey, P. "User's Perceptions of Information System Implementation Systems in Banking Institutions in a Developing Nation", *Proceedings of the Sixteenth Americas Conference on Information Systems, Lima, Peru, August 12-15, 2010.*

Villarreal, M., Ozuna, T. and Tanguma, J. “CIO Executive Risk Behavior Model”, *Proceedings of the Fifteenth Americas Conference on Information Systems*, San Francisco, California August 6th-9th 2009.

Villarreal, M. “Executive Risk Behaviors Influence on the Decision Making Process”, *Proceedings of the South West Decision Sciences Institute*, Oklahoma City, OK, February 2009.

Villarreal, M., and Rydl, L. “Mexico’s View of U.S. E-Goods”, *Proceedings of International Applied Business Research Conference*, Acapulco, Mexico March 2001.

Shell, R., Rydl, L and **Villarreal, M.** “Online Micro-Niche Marketing”, *Proceedings of International Applied Business Research Conference*, Acapulco, Mexico March 2001.

Villarreal, M., and Rydl, L. “Dilemma Of Online Commerce For Small Business”, *Proceedings of International Applied Business Research Conference*, Acapulco, Mexico March 2000.

College Service

College of Business Undergraduate Committee
College of Business Practice Academics Engagement Committee

Department Service

Department of Information Systems and Cyber Security Undergraduate Committee, Chair
Undergraduate Introduction Sequencing Committee, member
Undergraduate Sequencing Implementation Committee, member
Ad Hoc Cyber BS degree exploratory committee, Chair
ISCS Fiesta Medal Committee, member

Professional Memberships

Association for Information Systems (AIS)
Decision Sciences Institute (DSI)
Federation of Business Disciplines (FBD)
Southwest Decision Sciences Institute (SWDSI)

Professional Service

Session Chair

The 2016 IBII International Conference on Business Intelligence, Computer Science, and Education, April 2016
Southwest Decision Sciences Institute (SWDSI), March 2011
Southwest Decision Sciences Institute (SWDSI), February 2009

Reviewer

International Journal of Mobile Communications (IJMC)
Academy of Management (AOM)
International Journal of Services and Standards (IJSS)
The European Journal of Information Systems (EJIS)
European Conference on Information Systems (ECIS)
Americas Conference on Information Systems (AMCIS)
Southwest Decision Sciences Institute (SWDSI)

Other professional Experience

Blackboard (UTPA Certified to teach online courses) – Hybrid and Online courses
Canvas training – several certificates
Programming Languages: VB, C#, COBOL, MYSQL and HTML
Quality Matters - Applying the QM Rubric – Certificate – Dec. 2015
MindTap – Publisher’s LMS
MyITLab – Publisher’s LMS
Student Assessment Management (SAM) – Publisher’s LMS
AACASB seminar - attendee
PLS seminar at TAMIU – attendee/participant
Applications software: SPSS, AMOS, MS Project, Visio, Microsoft Office Suite, Adobe
Photoshop, Adobe Dreamweaver, Adobe Premier