

SONIA CAMACHO

Associate Professor | Supply Chain Management & Technology Area

Joined the School in 2006

ACADEMIC BACKGROUND

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| 2014 | Ph.D. in Business Administration, McMaster University. Hamilton, ON, Canada. |
| 2006 | MBA, Management, Universidad de los Andes. Bogotá, Colombia. |
| 2004 | B.A., Systems Engineering, Universidad Nacional de Colombia (2004). Bogotá, Colombia. |

TEACHING EXPERIENCE

Courses Taught in Recent Years

Graduate

- Information & Management (Teaching Assistant. MBA courses. McMaster University)
- Data Mining & Business Intelligence (Teaching Assistant. MBA courses. McMaster University)
- Problem-Based Learning (PBL) (Master in Supply Chain Management – UASM)
- Digital client (Master in Supply Chain Management – UASM)

Undergraduate

- Information Systems Workshop (UASM)
- Management Information Systems (UASM)

ACADEMIC ACTIVITIES

Referee for Peer Reviewed Journals and Conferences

- The International Conference on Information Resources Management (Conf-IRM).
- Pre-ICIS workshop on HCI.
- Mediterranean Conference on Information Systems (MCIS).
- International Conference of Information Systems (ICIS).
- Hawaii International Conference on System Sciences (HICSS).
- European Conference of Information Systems (ECIS).
- Administrative Sciences Association of Canada (ASAC) conference.
- Americas Conference on Information Systems (AMCIS).
- Revista de Ingeniería (Universidad de los Andes).
- Electronic Commerce Research (ECR).
- European Journal of Information Systems (EJIS).
- Journal of Electronic Commerce Research (JEER).
- Journal of Management Information Systems (JMIS).

- Journal of Systems and Information Technology.
- Journal of Theoretical and Applied Electronic Commerce Research (JTAER).
- Information Systems Management (ISM).
- International Journal of Electronic Commerce (IJEC).
- International Journal of Human-computer interaction (IJHCI).
- Internet Research
- Academia Revista Latinoamericana de Administración (ARLA).

PUBLICATIONS

Articles in Academic Journals

- 2022 Barrios A, Camacho S, Estrada-Mejía C. From service to social innovation with a service-dominant logic approach. *Journal of Services Marketing* (ISSN 08876045).
- 2022 Camacho S, Barrios A. Teleworking and technostress: early consequences of a COVID-19 lockdown. *Cognition, Technology and Work* (ISSN 14355558).
- 2022 Herrera A, Camacho S. Uncovering the knowledge coordination process in information and communication technologies services outsourcing from the provider's perspective. *VINE Journal of Information and Knowledge Management Systems* (ISSN 2059-5891).
- 2022 Teubner T, Adam M, Camacho S, Hassanein K. What You See is What You G(u)e(s)t: How Profile Photos and Profile Information Drive Providers' Expectations of Social Reward in Co-usage Sharing. *Information Systems Management* (ISSN 1058-0530) 39 (1), pp. 64-81.
- 2021 Martin-shields C, Camacho S, Taborda R, Ruhe C. Digitalization and e-government in the lives of urban migrants: Evidence from Bogota. *Policy & Internet* (ISSN 19442866) 14 (2), pp. --467.
- 2021 Camacho S, Barrios A. Social commerce affordances for female entrepreneurship: the case of Facebook. *Electronic Markets* (ISSN 1019-6781)
- 2018 Barrios A, Camacho S. Consumers' approach to brands centered on infamous celebrities: An institutional view of Pablo Escobar's Human Brand. *Journal of Business Research* (ISSN 0148-2963)
- 2018 Camacho S., Hassanein K., Head M. "Cyberbullying impacts on victims' satisfaction with information and communication technologies: the role of Perceived Cyberbullying Severity", *Science Direct*, Vol 55, pp 494 – 507, 2018.
- 2014 Upadhyaya, S., Vann, R. J., Camacho, S., Baker, C. N., Leary, R. B., Mittelstaedt, J. D., & Rosa, J. A. Subsistence Consumer-Merchant Marketplace Deviance in Marketing Systems Antecedents, Implications, and Recommendations. *Journal of Macromarketing*, 34(2), 145 – 159.
- 2010 Trujillo, C. A., Barrios A., Camacho S., and Rosa, J.A. "Low socioeconomic class and consumer complexity expectations for new product technology". *Journal of Business Research*, 63(6), 538 - 547.

Book

- 2020 Barrios A, Camacho S. (2020) Programa de Emprendimiento Comunitario: Nuevas Oportunidades para el Campo. Ediciones Uniandes. (ISBN 9789587980240) Colombia.

Chapters in Books

- 2019 Camacho S., Herrera A., Barrios A., (2019), "Refugees and Social Inclusion: The Role of Humanitarian Information Technologies", Decision-making in Humanitarian Operations - Strategy, Behavior and Dynamics (ISBN 978-3-319-91508-1), pp 99-123.
- 2019 Camacho S. "Tecnologías de información y su rol en la gestión ambiental de las empresas", Gobernanza y gerencia del desarrollo sostenible, pp. 849 – 514.
- 2012 Camacho S, Barrios A. "Una Era de Convergencia Entre Tecnología Consumidor y Empresa", Tendencias en la Administracion: gerencia y academia (ISBN 9789586958165) pp. 431-443. Ediciones Uniandes.

Conference Papers

- 2018 Herrera A, Camacho S, Siza S. Knowledge coordination in global sourced projects: the case of a service desk provider. Pacific Asia Conference on Information Systems (PACIS-2018) PACIS 2018 - Opportunities and Challenges for the Digitized Society: Are We Ready? (ISBN 978-4-902590-83-8) Yokohama, Japón.
- 2017 Barrios A, Camacho S. Sustainability in subsistence marketplaces, a community challenge. ACR Latin America Conference 2017 Cali, Colombia.
- 2017 Camacho S, Barrios A. (2017) Social ties and improved well-being: the role of Wikimujeres in Colombian women's business development. ACR Latin America Conference 2017 Cali, Colombia.
- 2017 Herrera A, Avila O, Camacho S. Uncovering the knowledge coordination process in ICT outsourcing. Americas Conference on Information Systems (AMCIS-2017) AMCIS 2017 proceedings (ISBN 978-0-9966831-4-2) Boston, Estados Unidos.
- 2016 Camacho, S. (2016). "Social Media Malware: Determinants of Users' Intention to Share Potentially Infected Posts". Poster presented at the 22nd Americas Conference on Information Systems. San Diego, CA, United States. June 23 - 24.
- 2016 Camacho, S., and Barrios, A. "Tell Me Who You Are, and I Will Show You What You Get' - the Use of Individuals' Identity for Information Technology Customization". Paper presented at the 18th International Conference on Human-Computer Interaction. Toronto, ON, Canada. July 19 - 22.
- 2016 Camacho, S., Hassanein, K., and Head, M. "Understanding technorruptions: a second-hand users' perspective". Paper presented at the 13th European, Mediterranean, and Middle Eastern Conference on Information Systems. Krakow, Poland. June 23 - 24.

- 2015 Camacho, S., Hassanein, K., and Head, M. "Understanding the Effect of Techno-Interruptions in the Workplace". Paper presented at the 3rd World Conference on Information Systems and Technologies. Azores, Portugal. April 1-3.
- 2014 Camacho S., Hassanein, K., and Head, M. "Understanding the Factors that Influence the Perceived Severity of Cyber-Bullying". Paper presented at: HCI International. Crete, Greece. June 22 - 27.
- 2014 Teubner, T., Adam, M. T. P., Camacho, S., and Hassanein, K. "Understanding Resource Sharing in C2C Platforms: The Role of Picture Humanization". Paper presented at: Australasian Conference on Information Systems. Auckland, New Zealand. December 8 - 10.
- 2013 Camacho S., Hassanein, K., and Head, M. "Second hand technostress and its determinants in the context of mobile device interruptions in work meetings". Paper presented at: International Conference on Mobile Business. Berlin, Germany. June 10 - 13.
- 2013 Camacho S., Hassanein, K., and Head, M. "The impact of cyberbullying on users' continuance intention: the roles of perceived cyberbullying severity and coping mechanisms". Paper presented at: European Conference on Information Systems. Utrecht, Netherlands. June 5 - 8.
- 2008 Barrios, A., Camacho S., Trujillo, C. A., and Rosa, J. "Economic factors and technology categorization as determinants of complexity expectation of new product technologies among low-income consumers". Paper presented at The Second Subsistence Marketplaces Conference: Sustainable Consumption and Commerce for a Better World. Chicago, IL, United States. June 13 - 15.

OTHER PUBLICATIONS

- 2020 Velasco N, Villa S, Camacho S. ¿Cómo afecta el coronavirus a las operaciones logísticas del país? Forbes (ISSN 0015-6914) Colombia.
- 2020 Velasco N, Camacho S. Operaciones y logística hospitalaria: más relevante hoy que ayer. América Economía (ISSN 1414-2341)
- 2020 Ruiz M, Camacho S. Empleados y freelancers virtuales en tiempos de coronavirus. Portafolio (ISSN 0123-6326) Colombia.
- 2020 Villa S, Velasco N, Camacho S, Urrea G. (2020) Cadenas de suministro humanitarias: ¿cómo las afecta la pandemia? Colombia.
- 2020 Ruiz M, Camacho S. La virtualización en la proposición de valor de las empresas. Portafolio (ISSN 0123-6326)
- 2020 Velasco N, Camacho S, Villa S. Logística hospitalaria en la era del Covid, más relevante que nunca.
- 2020 Velasco N, Villa S, Camacho S. COVID-19: Una mirada a los productos y servicios esenciales. Página COVID-19, Universidad de los Andes. Mayo 2020.
- 2019 Martin-shields C, Taborda R, Camacho S, Ruhe C. (2019) Digitalisation in the lives of urban migrants: evidence from Bogota. Alemania.
- 2010 Camacho, S., and Soto, J. P. "Rol de la tecnología en comercio minorista" (The role of technology in retailers), Portafolio, pp. 21.

- 2009 Barrios, A., and Camacho., S. "Brecha digital, un obstáculo más allá de infraestructura" (Digital divide, an obstacle beyond infrastructure), Portafolio, pp. 15.
- 2009 Camacho, S., and Barrios, A. (2009) "¿Cómo utilizan las empresas Internet?" (How do companies use Internet?), Portafolio, pp. 15.

PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONSACADEMIC

- Member, AIS SIGDSA (Special Interest Group on Decision Support and Analytics).
- Academic Member, AIS SIGeBiz (Special Interest Group on e-Business).
- Academic Member, AIS SIGHCI (Special Interest Group on Human-Computer Interaction).
- Academic Member, Association for Information Systems (AIS).
- Academic Member, Association for Computer Machinery (ACM) SIGCHI (Special interest group Computer-Human Interaction).

SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

- 2009 Best evaluated professor by undergraduate students, August, 2008 - July, 2009. Received on December 10. Awarded by School of Management, Universidad de los Andes.
- 2014 Best Reviewer Award, 13th Annual Pre-ICIS HCI Research in MIS Workshop, 2014. Received on December 14. Awarded by Special Interest Group on Human-Computer Interaction, Association for Information Systems.
- 2015 Best Reviewer Award, 14th Annual Pre-ICIS HCI Research in MIS Workshop. Received on December 13, 2015. Awarded by Special Interest Group on Human-Computer Interaction, Association for Information Systems.