

Academic Summary

Dedicated educator and emerging scholar with expertise and experience teaching at the university level in areas including entrepreneurship, business analytics, programming, and management information systems. Focused on research that intersects technology with society and business, with specific interests in sociotechnical networks (especially online social media and other online networks), and technology innovation. 2024 Fulbright Scholar (Chile), and current Principal Investigator on grant for researching and developing open source software tool for social media.

Education

Doctor of Philosophy (PhD) in Systems Engineering

Colorado State University, December 2022

Dissertation title: Networks and Trust: Systems for Understanding and Supporting Internet Security

Master of Science in Engineering

University of Arkansas, 2020

Concentration in Electrical and Digital Communications Systems

Master of Business Administration (MBA)

University of Missouri-Kansas City, 2014

Concentrations in Finance and Entrepreneurship

Research Interests

As an enthusiastic and forward-thinking scholar, my research interests lie at the intersection of technology and its societal and business implications. I strive to explore how these domains transform and impact the modern world. My investigation centers on sociotechnical networks, particularly online social media, where I examine the intricate relationships between users, technology, and society. Additionally, my research has implications that extend to cybersecurity, privacy, and open source software development, highlighting the collaborative and innovative aspects of technology creation.

Academic Appointments

Associate Teaching Professor

Department of Entrepreneurship and Management, Henry W. Bloch School of Management
University of Missouri-Kansas City, 2022 -

Managing Director

Regnier Institute for Entrepreneurship and Innovation
University of Missouri-Kansas City, 2018 -

Visiting Professor

Operations and Analytics group, School of Business
Universidad Adolfo Ibáñez (Santiago, Chile), 2024

Fulbright Scholar

The Fulbright Program
Santiago, Chile, 2024

Assistant Teaching Professor

Department of Entrepreneurship and Management, Henry W. Bloch School of Management
University of Missouri-Kansas City, 2018 - 2022

Instructor

Department of Entrepreneurship and Management, Henry W. Bloch School of Management
University of Missouri-Kansas City, 2015 - 2017

Assistant Director

Regnier Institute for Entrepreneurship and Innovation
University of Missouri-Kansas City, 2015 - 2017

Research Assistant

Department of Entrepreneurship and Management, Henry W. Bloch School of Management
University of Missouri-Kansas City, 2013 - 2014

Scholarly and creative work

Journal articles (peer-reviewed)

Some, Evariste, Ibrahim Ayad, and **Bryan C. Boots**. "MMSE Indicator Error Rate Performance on MIMO When Increasing Modulation Order." *International Journal of Interdisciplinary Telecommunications and Networking (IJITN)* 13.3 (2021): 1-11.

Some, Evariste, **Bryan Boots**, and Gregory Gondwe. "Enabling 5G and IoT: In Search of More Spectrum for Connected Devices." *International Journal of Interdisciplinary Telecommunications and Networking (IJITN)* 13.4 (2021): 1-10.

Conference proceedings (peer-reviewed)

Boots, Bryan C., Alex Krause Matlack, and Theo S. Richardson-Gool. "A Call for Promoting Algorithmic Literacy." *The 52nd Research Conference on Communications, Information and Internet Policy (TPRC)*. Available at SSRN 4912427 (2024).

Matlack, Alex Krause, **Bryan C. Boots**, and Theo S. Richardson-Gool. "The Impact of Internet Connectivity in Navigating Online Social Networks: A Cross-Country Analysis." *The 52nd Research Conference on Communications, Information and Internet Policy (TPRC)*. Available at SSRN 4913130 (2024).

Boots, Bryan C., and Steven J. Simske. "Characterizing the nature of trust & misinformation on Twitter." *2022 IEEE/WIC/ACM International Joint Conference on Web Intelligence and Intelligent Agent Technology (WI-IAT)*. IEEE, 2022.

Boots, Bryan C. "Proposed computational classification system of human cognitive biases." *2018 IEEE/WIC/ACM International Conference on Web Intelligence (WI)*. IEEE, 2018.

Working papers

Boots, Bryan C., Alex Krause Matlack, and Theo S. Richardson-Gool. "A Call for Promoting Algorithmic Literacy." *Status: manuscript complete*

Matlack, Alex Krause, **Bryan C. Boots**, and Theo S. Richardson-Gool. "The Impact of Internet Connectivity in Navigating Online Social Networks: A Cross-Country Analysis." *Status: manuscript complete*

Boots, Bryan C. and Alex Krause Matlack. "Eroding Trust and Polarizing Audiences: The Role of Institutional Logics and Voids in Digital Journalism." *Status: manuscript complete*

Boots, Bryan C. "Exploring the Impact of Diverse Perspectives in Echo Chambers: An Empirical Evaluation of the Random Dynamic Nudge Model." *Status: first draft complete, incorporating revisions from earlier version*

Boots, Bryan C. "Connections to Consumption: Fusing Network Analysis and Machine Learning for Premium Wine Market Forecasts". *Status: presented preliminary results Oct. 2024 at the INFORMS Annual Meeting, with the aim to submit full manuscript 2025 for publication in a high-quality peer-reviewed journal.*

Books edited

Boots, Bryan C., Lane Graves Perry, and Benjamin J. Williams, eds. "De Gruyter Handbook of Social Entrepreneurship." (2024).

Books authored

Shannon Jr., BO and **Bryan C. Boots.** "Bootstrap to Exit: From Vision to Victory - Unlocking Your Path to Success, in Business and Beyond." (2024)

Book chapters

Perry III, Lane Graves, Benjamin J. Williams, and **Bryan C. Boots.** "Addressing Wicked Problems." *De Gruyter Handbook of Social Entrepreneurship* (2024): 1.

O'Steen, B., **Bryan C. Boots,** Lange Graves Perry III, and Benjamin J. Williams. "It Takes a Seed: The Importance of Passion to a Social Venture's Mission, Vision, and Culture". *De Gruyter Handbook of Social Entrepreneurship*, 335 (2024).

Presentations at peer-reviewed academic conferences

Boots, Bryan C., Alex Krause Matlack, and Theo S. Richardson-Gool. "A Call for Promoting Algorithmic Literacy." *The 52nd Research Conference on Communications, Information and Internet Policy (TPRC)* (2024).

Matlack, Alex Krause, **Bryan C. Boots,** and Theo S. Richardson-Gool. "The Impact of Internet Connectivity in Navigating Online Social Networks: A Cross-Country Analysis." *The 52nd Research Conference on Communications, Information and Internet Policy (TPRC)* (2024).

Boots, Bryan C. and Steven J. Simske, "Characterizing the nature of trust & misinformation on Twitter," presented at the *7th annual workshop on Applications of Big Data for Computational Social*

Science at the 21st IEEE/WIC/ACM International Conference on Web Intelligence and Intelligent Agent Technology, Waterloo, Canada, 2022.

Boots, Bryan C. and Andrew Heise, “Ctrl.alt.create: Sharing Experiences and Best Practices from a Pilot Program of Arts, Technology and Entrepreneurship Students,” presented at the *VentureWell OPEN Conference*, 2022.

Some, E., **Bryan C. Boots**, and Gregory Gondwe, “Enabling 5G and IoT: In Search of More Spectrum for Connected Devices,” 19th annual IEEE Communications Society Wireless Telecommunications Symposium, 2020.

Some, E., Ibrahim Ayad, and **Bryan C. Boots**, “MMSE Indicator Error Rate Performance on MIMO When Increasing Modulation Order,” 19th IEEE Communications Society Wireless Telecommunications Symposium, 2020.

Boots, Bryan C., “Proposed computational classification system of human cognitive biases,” presented at the 17th IEEE/WIC/ACM International Conference on Web Intelligence and Intelligent Agent Technology, Santiago, Chile, 2018.

Boots, Bryan C., “La agricultura urbana, y el rol del diseñador en ella (Urban Agriculture, and the Designer’s Role in It),” *School of Industrial Design Annual Conference*, Universidad de los Andes, Mérida, Venezuela, 2015.

Presentations at practitioner conferences

Boots, Bryan C., “An econometric examination of cybersecurity vulnerabilities in open source software representing critical Internet infrastructure”, Linux Foundation Open Source Summit North America, Austin, TX, 2022.

Boots, Bryan C., “Cybersecurity Essentials for Small Business,” Managing Forward series delivered by UMKC Bloch School of Management, sponsored by the Small Business Administration (SBA), online, 2020.

Boots, Bryan C., “Panel discussion on AI + ML,” Northland Coffee Connect, North Kansas City, MO, 2019.

Boots, Bryan C., “Biases in Datasets for AI + ML,” Code for America Summit, Oakland, CA, 2019.

Boots, Bryan C., “Blockchain Business Models,” Regnier Institute for Entrepreneurship and Innovation Spring 2019 workshop series, Kansas City, MO 2019.

Grants and Awards

Fulbright Scholar, hosted by School of Business at Universidad Adolfo Ibáñez (Chile). To teach graduate-level business analytics courses, and conduct research on operational and production efficiency, March 2024 - July 2024.

Principal Investigator, *"Building an Online Dissonance Tool: Transparency-Based Tool for Increasing Online Social Network Feed Diversity"*, Internet Society Foundation, **\$203,500**, Oct. 2023 – pres.

Co-PI, *"Hacking the Arts"*, VentureWell, **\$10,000**, 2020-2021.

Teaching Experience and Curriculum Development

Undergraduate courses taught (# times taught in parentheses)

MIS 402 - Information Management – University of Missouri-Kansas City (1)
ENT 315 - Entrepreneurial Mindset & Opportunity Recognition – UMKC (1)
ENT 327 - Creating the New Venture – University of Missouri-Kansas City (3)
ENT 329 - Entrepreneurship Scholars – University of Missouri-Kansas City (3)
ENT 332 - Managing the New Venture – University of Missouri-Kansas City (2)
ENT 341 - Technology Entrepreneurship – University of Missouri-Kansas City (3)
ENT 361 - New Product Development – University of Missouri-Kansas City (24)
ENT 364 - Entrepreneurial Management & Innovation – UMKC (3)
ENT 412 - Entrepreneurial Finance & Venture Capital – University of Missouri-Kansas City (2)
GEFSE 101 - First Semester Experience – University of Missouri-Kansas City (3)
Business Analytics – Universidad Adolfo Ibáñez (Chile) (1)

Graduate courses taught (# times taught in parentheses)

MIS 5507 - Business Analytics & Statistics – University of Missouri-Kansas City (2)
ENT 5508 - Corporate Entrepreneurship & Innovation – UMKC (1)
ENT 5527 - Creating the New Venture – University of Missouri-Kansas City (3)
ENT 5529 - Entrepreneurship Scholars – University of Missouri-Kansas City (3)
ENT 5531 - New Product Development – University of Missouri-Kansas City (5)
ENT 5532 - Managing the New Venture – University of Missouri-Kansas City (3)
ENT 5533 - Technology Management – University of Missouri-Kansas City (4)
ENT 5550 - Entrepreneurial Experience – University of Missouri-Kansas City (1)
ENT 5585 - Entrepreneurial Finance & Venture Capital – UMKC (1)
TLEN 5010 – Network Economics and Finance – GTA, University of Colorado Boulder (1)
TLEN 5210 – Principles of Telecommunications Policy – GTA, Uni. of Colorado Boulder (1)
Programming II in R – Universidad Adolfo Ibáñez (Chile) (1)

Undergraduate courses developed

ENT 341 - Technology Entrepreneurship – UMKC – in-person version
ENT 361 - New Product Development – UMKC – in-person version
ENT 361 - New Product Development – UMKC – online asynchronous version
ENT 364 - Entrepreneurial Management & Innovation – online synchronous version
ENT 412 - Entrepreneurial Finance & Venture Capital – UMKC – in-person version
Business Analytics – Universidad Adolfo Ibáñez (Chile)

Graduate courses developed

ENT 5531 - New Product Development – UMKC – blended in-person/online version
ENT 5531 - New Product Development – UMKC – in-person version
ENT 5533 - Technology Management – UMKC – blended in-person/online version
ENT 5533 - Technology Management – UMKC – in-person version
Programming II in R – Universidad Adolfo Ibáñez (Chile)

Programs developed

Technology Innovation Management academic certificate - UMKC - undergraduate
Technology Innovation Management academic certificate - UMKC - graduate

Professional Affiliations and Activities

- Institute of Electrical and Electronics Engineers (IEEE), including IEEE's Computer Society and IEEE's Society for Social Implications of Technology
- Association for Computing Machinery (ACM)
- Association for the Advancement of Artificial Intelligence (AAAI)
- United States Association for Small Business and Entrepreneurship (USASBE);

Skills and Additional Information

Languages

Spanish – fluent (written, spoken)
Portuguese – advanced (written, spoken)
Italian – intermediate (written, spoken)

Programming languages, frameworks, technologies, etc.

Python (advanced)
R (advanced)
MATLAB (intermediate)
JavaScript (intermediate), HTML, CSS
PHP (intermediate)
C++ (basic)
MySQL, MariaDB