

Sarbottam Bhagat, PhD, MBA

Associate Professor of Information Systems and Business Analytics

College of Business | University of Wisconsin–Eau Claire

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ACADEMIC INTERESTS

Research Interests

- Information Quality, Trust, and Digital Information Evaluation
- Misinformation, Information Verification, and Information Sharing Behavior
- Human–AI Interaction and AI-Assisted Decision-Making
- Generative AI in Education and Healthcare
- Cybersecurity Awareness and Adaptive Behavior
- Social Media, Privacy, and Digital Wellbeing

Teaching Interests

- Artificial Intelligence in Business
- Business Analytics and Machine Learning
- Business Process Analysis and Modeling
- Systems Analysis and Design
- Business Intelligence and Data Visualization
- Database Management Systems
- Information Systems and Cybersecurity

EDUCATION

Ph.D. in Business Computer Information Systems

May 2021

University of North Texas (UNT), Denton, TX

Minor in **Decision Sciences**

Dissertation Title: Three Essays on Social Media Usage and Information Sharing Behaviors

Master of Business Administration

December 2016

Washburn University School of Business, Topeka, KS

Inducted into Beta Gamma Sigma Honors Society

Bachelor of Business Administration

November 2014

Shanker Dev Campus (Tribhuvan University), Kathmandu, Nepal

PROFESSIONAL ASSOCIATIONS

- Member of Association for Information Systems, 2017-present
- Member of Association for Computing Machinery, 2022 - present
- Member of Decision Sciences Institute, 2019-present
- Member of Beta Gamma Sigma (Honors Society), 2016 – present

PROFESSIONAL DEVELOPMENT ACTIVITIES

- Online Program's Instructor Certification Course (iCC), UW-Eau Claire, Eau Claire, WI (Summer 2025)
- Societal Impact Seminar (AACSB), UW-Eau Claire, Eau Claire, WI (Fall 2025)
- Working Genius Workshop, Advancing Organizational Excellence (AOE) (Fall 2025)
- Teaching with Artificial Intelligence Workshop, CETL with Auburn University (Summer 2025)
- Writing Enriched Curriculum (WEC) Institute, Center for Writing Excellence (Summer 2025)

- Nesting Bowls as Metaphor: Understanding the Context of Teaching and Learning in Wisconsin Today, CETL (Fall 2024)
- Supporting Student Success, CETL (Summer 2024)
- Advancing Equity in Every Class: Practical Course Design & Teaching Strategies Workshop (EDI Tier 2 Credit) (Spring 2024)
- Teaching Data Mining & Machine Learning in Analytics, Cengage (Spring 2024)
- Diversity, Inclusion & Belonging (EDI Tier 2 Credit Full Course) (Fall 2023)
- Syllabus as a Tool to Promote Student Equity, Belonging, and Growth Training (Fall 2023)
- At-Risk Mental Health for Faculty and Staff Training (Fall 2023)
- Teaching Academy, Center for Excellence in Teaching & Learning, University of Wisconsin–Eau Claire (Fall 2023)
- Graduate Student Teaching Excellence Program, University of North Texas (Aug 2018 – Dec 2018)
- Seminar in Instructional Practices in Information Systems and Management Science (Jan 2018 – Mar 2018)
- Teaching Enhancement Seminars (Fall 2017 – Spring 2021)

PROFESSIONAL POSITIONS

ACADEMIC POSITIONS:

College of Business, University of Wisconsin – Eau Claire, Eau Claire, WI

Associate Professor (tenured)	Aug 2026 – present
Assistant Professor (tenure-track)	Aug 2023 – May 2026

School of Computer and Cyber Sciences, Augusta University, Augusta, GA

Assistant Professor (tenure-track)	Aug 2021 – May 2023
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G. Brint Ryan College of Business, University of North Texas, Denton, TX

Graduate Teaching Fellow	Jun 2017 – May 2021
Research Assistant	Sep 2017 – May 2021
Graduate Teaching Assistant	Sep 2017 – May 2021

CONTINUING EDUCATION AND PROFESSIONAL INSTRUCTION:

Continuing Education, University of Wisconsin – Eau Claire, Eau Claire, WI

Ad Hoc Programs Specialist (Instructor)	Spring 2027 (Scheduled)
Responsible AI in the Workplace – AI: Foundations, Ethics and Practical Skills	

INDUSTRY POSITIONS:

Operations Analyst, McColla Enterprises, Topeka, KS	Feb 2016 – Dec 2016
Business Development Executive, Toyota Motors, Kathmandu, Nepal	Mar 2014 – Aug 2015

RESEARCH AND PUBLICATIONS

Refereed Journal Articles (Published)

1. Bhagat, S., & Pravin, D. P. (2026). Understanding Protective Cybersecurity Behaviors: Effects of Education, Experience, and Awareness. *Information Systems Management*, 1–16.
<https://doi.org/10.1080/10580530.2026.2647719>
2. **Bhagat, S.**, Torres, R., & Kim, D. J. (2025). Curbing Dissemination of Fake News: Role of Perceived Cost of Information Verification, Trust in Information on Social Media, Truth-Seeking and Fake News Awareness on Information Verification Behavior. *ACM SIGMIS Database: the DATABASE for Advances in Information Systems (ABDC: A)*, 56(2), 31-58. <https://doi.org/10.1145/3733612.3733616>
3. Jozani, M., Williams, J. A., Aleroud, A., & **Bhagat, S.** (2025). Emotional and Informational Dynamics in Question-Response Pairs in Online Health Communities: A Multimodal Deep Learning Approach. *Information Systems Frontiers (ABDC: A)*. <https://doi.org/10.1007/s10796-024-10566-y>
4. Zhang, G., **Bhagat, S.**, Lee, S., Kim, D., Kim, D. J. (2024). From Game to Beyond Game: Exploring the Role of 3D Rendering Technology in User Immersion and Virtual Consumption in the Metaverse. *Decision Support Systems (ABDC: A*)*, 189, 114383. <https://doi.org/10.1016/j.dss.2024.114383>

5. Jozani, M., Williams, J. A., Aleroud, A., & **Bhagat, S.** (2024). The Role of Emotions in Informational Support Question-Response Pairs in Online Health Communities: A Multimodal Deep Learning Approach. *arXiv preprint arXiv:2405.13099*. <https://doi.org/10.48550/arXiv.2405.13099>
6. **Bhagat, S.**, & Kim, D. J. (2024). Explicating Geo-Tagging Behavior on Social Media: Role of Interpersonal Competence, Self-Regulation, Online Affiliation, and Privacy Calculus. *ACM SIGMIS Database: the DATABASE for Advances in Information Systems* (**ABDC: A**), 55(1), 12-34. <https://doi.org/10.1145/3645057.3645060>
7. **Bhagat, S.**, & Kim, D. J. (2023). Examining users' news sharing behaviour on social media: role of perception of online civic engagement and dual social influences. *Behaviour and Information Technology* (**ABDC: A**), 42(8), 1194–1215. <https://doi.org/10.1080/0144929X.2022.2066019>
8. **Bhagat, S.**, & Kim, D. J. (2020). Higher Education Amidst COVID-19: Challenges and Silver Lining. *Information Systems Management* (**ABDC: B**), 37(4), 366–371. <https://doi.org/10.1080/10580530.2020.1824040>
9. **Bhagat, S.**, Jeong, E. J., & Kim, D. J. (2020). The Role of Individuals' Need for Online Social Interactions and Interpersonal Incompetence in Digital Game Addiction. *International Journal of Human–Computer Interaction* (**ABDC: B**), 36(5), 449–463. <https://doi.org/10.1080/10447318.2019.1654696>

Refereed Journal Articles (Under Review)

1. **Bhagat, S.**, Sveum, E. (2026). “When AI Helps Learning: Engagement Cognitive Load and Course Understanding”. *Journal of Information Systems Education (JISE)* (**ABDC: A**) (Round 3).
2. Al-lataifeh, Z., Harris, M., **Bhagat, S.**, Chin, A., & Smith, J. (2026). “Epistemic and Relational Response Cues in Trust and Risk Formation in Generative AI Health Assistants.” *Information Systems Frontiers (ISF)* (**ABDC: A**) (Round 1).
3. **Bhagat, S.**, Williams, J., Jozani M., & Aleroud A. (2026) “Health Advice from Peers and AI Bots: An Epistemic Framework for Evaluating Online Health Information Quality.” *Decision Support Systems (DSS)* (**ABDC: A***) (Round 1).

Work in Progress: Final Stages

1. **Bhagat, S.**, Williams, J., Jozani, M., & Aleroud, A. “Rethinking Health Information Evaluation: Integrating Information Quality and Interpersonal Response Quality.” Target Journal: *MIS Quarterly* (**ABDC: A***) (2026).
2. Williams, J., **Bhagat, S.**, Jozani, M., & Aleroud, A. “Using Information Quality Heuristics to Enable Better Decision Making in Online Health Forums.” *Journal of the Association for Information Systems* (**ABDC: A***) (2026).

Refereed Conference Proceedings

1. Al-lataifeh, Z., Harris, M., **Bhagat, S.**, Chin, A., & Smith, J. (2026). AI Response Styles and the Adoption of Generative AI Health Assistants. *AMCIS 2026 Proceedings*.
2. **Bhagat, S.**, Sveum, E. (2025). Navigating AI Teaching Assistants: How Perceptions and Interactions Shape Student Engagement, Cognition, and Learning. *ICIS 2025 Proceedings*.
3. **Bhagat, S.**, Aleroud, A., Williams, J., & Jozani, M. (2024). AI Vs Human: Evaluating AI's Proficiency in Detecting and Responding to Informational and Emotional Health Queries. *AMCIS 2024 Proceedings*. [**Nominated for the Best AMCIS 2024 Top 25% Papers**]
4. Kim, K., **Bhagat, S.**, & Ekici, E. (2024). Unraveling the Nexus: Exploring the Relationship Between IT Investments and Firm Performance. *AMCIS 2024 Proceedings*.
5. **Bhagat, S.**, Williams, J., Jozani M., & Aleroud A. (2024). Optimizing Pregnancy Online Health Communities for Decision-Making with Information Quality Heuristics. 2024 Computers and People Research Conference (SIGMIS-CPR '24) <https://doi.org/10.1145/3632634.3655859>
6. **Bhagat, S.** & Pravin, D.P. (2023). Cybersecurity Awareness and Adaptive Behavior: Does Prior Exposure Lead to Adaptive Behavior?. *AMCIS 2023 Proceedings*.
7. **Bhagat, S.**, Williams, J., Jozani, M., & Aleroud, A. (2022). Conceptualizing Information Quality in Online Health Forums. *AMCIS 2022 Proceedings*. [**Nominated for the Best AMCIS 2022 Top 25% Papers**]
8. Kim, K., & **Bhagat, S.** (2022). Care to Share Your Personal Information? *AMCIS 2022 Proceedings*.
9. **Bhagat, S.**, & Pravin, D. P. (2021). Cybersecurity Awareness and Adaptive Responses Among College Students. *AMCIS 2021 Proceedings*.
10. **Bhagat, S.**, Kim, K., & Guerra, K. (2020). BYOD Security Policy Compliance: Role of Policy Awareness, Organizational Culture and Social Controls. *AMCIS 2020 Proceedings*.

11. **Bhagat, S.,** Kim, D. J., & Parrish, J. (2020). Disinformation in Social Media: Role of Dark Triad Personality Traits and Self-Regulation. *AMCIS 2020 Proceedings*.
12. **Bhagat, S.** (2020). Predicting Online News Popularity: Analysis of Articles Published Online. *Southwest Decision Sciences Annual Meeting*.
13. Koochikamali, M., **Bhagat, S.,** & Kim, D. J. (2019). US Census Block Groups and Location Sharing Behavior: Prospect of Data Breaches. *Bright Internet Global Summit (BIGS)*, Munich, Germany, December 18, 2019
14. Kim, K., Guerra, K., & **Bhagat, S.** (2019). What IT Factors Increase Productivity? *AMCIS 2019 Proceedings*.
15. Kim, K., **Bhagat, S.,** & Guerra, K., (2019). When Do Users Begin to Worry About Privacy? *AMCIS 2019 Proceedings*.
16. **Bhagat, S.,** & Kim, K. (2019). Towards Integrating Blockchain and Digital Governance Structure in Supply Chain Collaboration (SCC). *AMCIS 2019 Proceedings*.
17. David, A., Mamun, M. R., **Bhagat, S.,** Peak, D., Prybutok, V. R. (2019). Evaluating the Quality of Hedonic and Functional Mobile Augmented Reality Apps. *Southwest Decision Sciences Annual Meeting*
18. **Bhagat, S.,** & Kim, D.J. (2018). Self-Esteem, Need for Online Affiliation, Privacy Calculus and Geo-Tagging Behavior. *ICIS 2018 Proceedings*.
19. **Bhagat, S.,** & Kim, D. J. (2018). The Role of Individuals' Need for Online Social Interactions and Interpersonal Incompetence in Digital Game Addiction. *AMCIS 2018 Proceedings*
20. **Bhagat, S.,** & Parrish, J. (2018). Examining the Role of Information Quality, Personal/Social Relevance, Current Events Expertise in News Sharing on Social Media. *AMCIS 2018 Proceedings*.

Invited Presentations

1. "Understanding Antecedents of AI Healthcare Assistant Adoption," *Brownbag Seminar, College of Business, UW – Eau Claire* [Feb 20, 2026]
2. "Cybersecurity Awareness and Adaptive Response: Exploring the Impact of Prior Exposure on Behavior," *Office of Research and Sponsored Programs (ORSP) Forum, University of Wisconsin – Eau Claire* [Oct 30, 2024]
3. "Towards Integrating Blockchain and Digital Governance Structure in Supply Chain Collaboration (SCC)," *Lightning Talks Series, School of Computer and Cyber Sciences, Augusta University* [Jan 28, 2022]
4. "Why People Geo-Tag on Social Media: Self-Esteem, Need for Online Affiliation, Privacy Calculus and Geo-Tagging Behavior," *Oklahoma State University, Stillwater, Oklahoma* [Nov 30, 2018]

RESEARCH GRANTS

- **College of Business Research Grant, University of Wisconsin–Eau Claire**
 - "Navigating AI Teaching Assistants: How Perceptions and Interactions Shape Student Engagement, Cognition, and Learning"
 - Role: Co-Principal Investigator | Awarded: Summer 2026 | Amount: \$8,000
- **College of Business Research Grant, University of Wisconsin–Eau Claire**
 - "Understanding Antecedents of AI Healthcare Assistant Adoption"
 - Role: Principal Investigator | Awarded: Summer 2026 | Amount: \$8,000
- **College of Business Research Grant, University of Wisconsin–Eau Claire**
 - "Mitigating the Propagation of Fake News: Understanding Factors Shaping Information Verification Behavior"
 - Role: Principal Investigator | Awarded: Summer 2025 | Amount: \$8,000
- **College of Business Research Grant, University of Wisconsin–Eau Claire**
 - "Cybersecurity Awareness and Adaptive Behavior: Does Prior Exposure Lead to Adaptive Behavior?"
 - Role: Principal Investigator | Awarded: Summer 2024 | Amount: \$7,000

TEACHING AND INSTRUCTIONAL EXPERIENCE

Teaching at University of Wisconsin – Eau Claire

- Continuing Education and Professional Instruction - Responsible AI in the Workplace (Spring 2027, scheduled)
 - Developed and delivered a four-hour professional education module on responsible AI use, covering AI reliability, information quality, bias, data privacy, intellectual property, and organizational governance for adult working professionals.
- IS 360 – AI Systems in Business (Spring 2027)
- IS 480 – Advanced Business Analytics (Spring 2027, Spring 2026, Fall 2024)

- IS 324 – System Development Methodologies (Fall 2025, Spring 2025)
- IS 310 – Business Process Modeling (Spring 2027, Spring 2026, Fall 2025, Spring 2025)
- IS 240 – Information Systems in Business (Fall 2024, Spring 2024, Fall 2023)

Teaching at Augusta University

- AIST 3410 – Database Management Systems (Spring 2023, Fall 2022, Fall 2021)
- AIST 2120 – Principles of Scripting and Automation with Python (Spring 2022)

Teaching at University of North Texas

- BCIS 3610 – Basic Information Systems (Fall 20)
- BCIS 2610- Introduction to Computers in Business (Summer 18, Fall 18, Summer 19, Spring 21)

SERVICES TO THE SCHOOL

Service to the Department (University of Wisconsin – Eau Claire)

- Proposed, developed, and secured curriculum approval for IS 360 – AI Systems in Business, a new undergraduate course focused on AI applications in business (Fall 2025).
- Proposed, developed, and secured curriculum approval for IS 480 – Advanced Business Analytics, a new upper-division course supporting the undergraduate BBA program and Business Analytics certificate (Summer 2024).
- Member, IS Interest Group, Department of Business Communication and Information Systems, College of Business (2023 – Present)
- Member, IS Industry Advisory Board, Department of Business Communication and Information Systems, College of Business (2023 – Present)
- Member, Search Committee (IS Interest Group), Department of Business Communication and Information Systems, College of Business (2023 – Present)

Service to the College of Business (University of Wisconsin – Eau Claire)

- Committee Member, Assurance of Learning (AoL) (Fall 2025 – present)
- Member, Ad-hoc Common Body of Knowledge (CBK) Analysis Team (Fall 2024)
- UWEC College of Business Subject Matter Expert, RCU AI Innovation Lab Internship (Fall 2024)
- Initiated and developed IS 360 – AI Systems in Business, a new undergraduate course approved for inclusion in the College of Business BBA curriculum (Fall 2025).
- Initiated and developed IS 480 – Advanced Business Analytics, a new upper-division course approved for inclusion in the College of Business BBA curriculum and Business Analytics certificate (Summer 2024).

Service to the University (University of Wisconsin – Eau Claire)

- Member, AI Affinity Group, College of Business (2025 – present)
- Member, AI @ Eau Claire Discussion Group (2026 – present)
- Faculty Advisor, Leadership & Technology Student Organization, UWEC (2024 – present)
- Member, Writing Enriched Curriculum (WEC) Advisory Board, *Center for Writing Excellence (CWE)* (2025 to Present)
- University Representative, Business Management Advisory Committee, *Chippewa Valley Technical College (CVTC)* (2024 – Present)
- Subject Matter Expert, Royal Credit Union (RCU) AI Innovation Lab (Fall 2024)

Service to Prior Institution (Augusta University)

- Member, IT / Cyber Curriculum Review Committee, School of Computer and Cyber Sciences, Augusta University (2021 – 2023)
- Invited Speaker, “Towards Integrating Blockchain and Digital Governance Structure in Supply Chain Collaboration (SCC),” Lightning Talks Series, School of Computer and Cyber Sciences, Augusta University (Jan 28, 2022)

SERVICES TO THE PROFESSION

Conference Leadership and Program Committees

- Mini-track Chair, *"Building Information Systems for Whole Community Disaster Resilience: Privacy, Security and Trust Issues,"* Americas Conference on Information Systems (AMCIS), 2027, 2026, 2025
- Program Committee Member, Bright Internet Global Summit (BIGS) 2022, 2021
- Session Chair, *"Quantitative Methods, Quality & Business Analytics,"* SWDSI 2020

Editorial and Review Work: Journal Reviewer

- ACM SIGMIS Data Base for Advances in Information Systems (2026)
- Frontiers in Psychology, 2025
- Scientific Reports, 2025
- Journal of Broadcasting & Electronic Media (JBEM), 2024
- Behavior & Technology (BIT), 2024
- International Journal of Human Computer Interaction (IJHCI), 2024
- Pacific Asia Journal of the Association for Information Systems (PAJAIS), 2023, 2022
- European Journal of Information Systems (EJIS), 2023, 2022
- International Journal of Information Management (IJIM), 2022
- Journal of Management Information Systems (JMIS), 2020
- Information & Management (I&M), 2021, 2020

Editorial and Review Work: Conference Reviewer

- ACM SIGMIS Computers and People Research, 2024
- AMCIS, 2025, 2024, 2023, 2022, 2021, 2020, 2019, 2018
- Pacific Asia Conference on Information Systems (PACIS), 2022
- Bright Internet Global Summit (BIGS), 2022, 2021
- International Conference on Information Systems (ICIS), 2024, 2023, 2022, 2021, 2020

HONORS AND AWARDS

- ITDS Faculty Scholarship for BCIS Doctoral Students (2020, 2019)
- ITDS Travel Funds (2020, 2019, 2018)
- UNT COB Dean's Ph.D. Student Travel Scholarships (2019)
- Charles Arnett Scholarship (2018)
- International Education Scholarship (2018)
- BCIS Doctoral Scholarship (2017)
- Beta Gamma Sigma Honor Society, Inducted as MBA student, Washburn University (2016)

COMMUNITY SERVICES

- President, Nepalese Students Association at University of North Texas (2020)
- Vice-President, Nepalese Students Association at University of North Texas (2018, 2019)