

Moe S. Manshad
University of Northern Colorado
Monfort College of Business
Email: muhanad.manshad@unco.edu

Education

- PhD, New Mexico State University, 2019.
Area of Study: Computer Science
Dissertation/Thesis Title: Exploring Distance Cooperative Learning Between Sighted And Visually Impaired Students and Teachers
- Masters, New Mexico State University, 2013.
Area of Study: Computer Science
- BS, New Mexico State University, 2006.
Area of Study: Computer Science

RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS

Publications

Juried

Journal Article

Published

Manshad, M., Brannon, D. C. (2020). Haptic Payment: Exploring Vibration Feedback as a Means of Inducing 'Pain' in Mobile Payment. (122), 88-96.

Brannon, D., Manshad, M. Bridging the Divide with a Chat Window: Why American Consumers Prefer Using Live Chat Support on Foreign E-Commerce Sites. *International Journal of Business and Emerging Markets*, 11(4), 335-347.

Conference (Abstract) Proceeding

Published

Manshad, M., Brannon, D., Iyer, V. V. (2019). *Haptic-Payment: Stimulating 'Pain' of Payment through Vibration Feedback in Mobile Devices* (vol. Proceedings of the 2019 ACM International Conference on Interactive Surfaces and Spaces (ISS '19), November 10--13, 2019, Daejeon, Republic of Korea)\acmDOI{10.1145/3343055.3360755} \acmISBN{978-1-4503-6891-9/19/11}). Daejeon: ACM International Conference on Interactive Surfaces and Spaces (ISS) 2019.

Manshad, M., Brannon, D. *Haptic-Payment: Stimulating 'Pain' of Payment through Vibration Feedback in Mobile Devices*. ACM International Conference on Interactive Surfaces and Spaces.

Stanton, R., Pontelli, E., Toups, Z., Manshad, M. (2018). Exploring a Novel Inexpensive Tangible Interface for Non-visual Math and Science. *International Conference on Computers Helping People with Special Needs* (pp. 619--627).

- Brannon, D., Manshad, M. (2018). *Bridging the Divide with a Chat Window: Why American Consumers Prefer Using Live Chat Support on Foreign E-Commerce Sites*. Sharjah, UAE: SGBED International Research Symposium.
- Manshad, M., Brannon, D. (2018). *Internet of Things and Consumer Health: An Examination of a Wearable Ankle Edema Monitoring System For Elderly Heart Failure Patients*. Sharjah, UAE: SGBED International Research Symposium.
- Iyer, V. V., Manshad, M., Soltwisch, B., Brannon, D. (2018). Managing Our Classrooms in a Digital Age: Opportunities and Challenges in Learning Through Engagement. *The model developed in this manuscript would lend itself to additional manuscripts..* Sharjah, UAE: SGBED International Research Symposium.
- Manshad, A. S., Manshad, M., Manshad, S. S. (2017). Real-time Activity-sensitive Wearable Ankle Edema Monitoring System For Elderly and Visually Impaired Heart Failure Patients. *The proceedings of the 19th international ACM SIGACCESS conference on Computers and accessibility* (ISBN: 978-1-4503-4926-0 ed., pp. 391--392).
- Wang, H. S., Ward, J., Manshad, M., Brannon, D. (2014). Improving Customer Live Chat Service Experiences Through Embodied Virtual Interactions. *Frontiers in Service Conference*.
- Manshad, M., Pontelli, E., Manshad, S. J. (2013). Exploring tangible collaborative distance learning environments for the blind and visually impaired. *CHI'13 Extended Abstracts on Human Factors in Computing Systems* (pp. 55--60).
- Guadiana, J. M., Manshad, M., Morris, S. A., McKinley, R. A. (2012). Towards Interoperable Seamless Telemetry Display Environments. *International Telemetering Conference Proceedings*.
- Manshad, M., Pontelli, E., Manshad, S. J. (2012). Trackable interactive multimodal manipulatives: towards a tangible user environment for the blind. *International Conference on Computers for Handicapped Persons* (pp. 664--671).
- Morris, S. A., Torrest, M. A., Manshad, M., McKinley, R. A. (2012). Use of TENA for Distributing Telemetry Data Within and Between Test Ranges. *International Telemetering Conference Proceedings*.
- Manshad, M., Pontelli, E., Manshad, S. J. (2011). MICOO (multimodal interactive cubes for object orientation): a tangible user interface for the blind and visually impaired. *The proceedings of the 13th international ACM SIGACCESS conference on Computers and accessibility* (pp. 261--262).
- Manshad, M., Manshad, A. S. (2008). Multimodal Vision Glove for Touchscreens. *Proceedings of the 10th international ACM SIGACCESS conference on Computers and accessibility* (pp. 251--252).

Professional Presentations

Not Invited

Juried

Manshad, M. (Author & Presenter), Brannon, D. (Author), ISS, "Haptic-Payment:

Stimulating 'Pain' of Payment through Vibration Feedback in Mobile Devices."
(November 2019).

Research in Progress

"Empowering Collaborative Distance Learning Environments for the Blind and Visually Impaired" (On-Going).

Current research in digital Tangible User Interfaces (TUIs) provides a new and exciting perspective to enrich people's interaction with digital information. TUIs naturally employ a two-hand approach, which directly correlates to the types of interactions applied to traditional manipulatives (see Background section). Thus, TUIs fit perfectly in the classroom practices found in schools for blind and visually impaired (BVI) students. However, research implications of manipulatives as TUIs for this group of students are still in their infancy. The wide availability of multi-touch and object tracking technology has opened the doors to research focused on table-top TUIs. In this research, we propose to further investigate TUIs for blind and visually impaired students by designing a new set of digital manipulatives. We will design an environment that enables collaborative and distance learning through a custom set of digital manipulatives called TIMMs (Trackable Interactive Multi-modal Manipulatives).

"Simulating the Sense of Loss: Exploring haptic feedback on Mobile Interactions" (On-Going).

The aim of this research is to investigate whether simulating the sense of loss via controlled haptic and tactile feedback can impact consumer purchases of products on their mobile phones.

TEACHING

Teaching Experience

University of Northern Colorado

Courses Taught:

BACS 180, Introduction to Software Engineering, 2 courses. 1.00 credit hours.

BACS 287, Graphical Interface Programming, 1 course. 3.00 credit hours.

BACS 300, Information Systems, 3 courses. 3.00 credit hours.

BACS 385, Fundamentals of Project Management, 2 courses. 3.00 credit hours.

BACS 387, Object Oriented Systems Development, 5 courses. 3.00 credit hours.

SERVICE

University Service

Faculty Advisor, AIOT (Artificial Intelligence & Internet of Things) Club Event. (September 10, 2018 - Present).

Workshop Organizer, AIOT (Artificial Intelligence & Internet of Things) Club Event. (November 14, 2018).

College Service

Committee Member, Dean of Business School Search Committee. (September 12, 2019 - Present).

Committee Member, Curriculum Committee. (August 14, 2019 - Present).

Committee Member, Global Committee. (August 14, 2018 - Present).

Department Service

Committee Member, Professor of Computer Information Systems Search Committee. (August 14, 2019 - Present).

Committee Member, Professor of Marketing Search Committee. (August 14, 2019 - Present).

Professional Service

Panel Discussant, Marketing, Social Media, Information management Panel at the MCB Entrepreneurial Challenge. (January 23, 2019).

Participant, Doctoral Workshop at the 7th International Research Symposium of SGBED. (December 19, 2018).

Session Discussant, Marketing Issues Session at the 7th International Research Symposium of SGBED. (December 18, 2018).

Session Chair, Tourism and Hospitality Issues Session at the 7th International Research Symposium of SGBED. (December 17, 2018).

Public/Community Service

Conference Reviewer, ISS 2019: ACM Conference on Interactive Surfaces and Spaces. (August 22, 2019 - Present).

Conference Reviewer, CHI 2016: ACM Conference on Human Factors in Computing Systems. (September 20, 2016 - January 1, 2017).