

PROMOTION RECOMMENDATION
The University of Michigan-Flint
School of Management

Phillip Longstreet, assistant professor of management, School of Management, is recommended for promotion to associate professor of management, with tenure, School of Management.

Academic Degrees:

Ph.D.	2013	Washington State University, Pullman, WA
M.B.A.	2006	Idaho State University, Pocatello, Idaho
B.A.	2005	University of Idaho, Moscow, Idaho

Professional Record:

2013 – Present Assistant Professor of Management Information Systems, School of Management, University of Michigan-Flint

Summary of Evaluation:

Teaching: Professor Longstreet believes that all students in his classes deserve a fair and equal chance to excel. He keeps students informed of their progress and quickly returns graded material. He also seeks out additional feedback from students during the semester to supplement the normal end of the semester course evaluation cycle. In this way he can make adjustments as may be needed. He has taught undergraduate and graduate courses as well and has taught in multiple formats including face to face, mixed mode, and online. Course evaluations tend to be in the 4.2-4.3 range on a five point scale. This demonstrates his ability to teach complicated and detailed management information systems materials but also shows his ability to relate to the students in a positive way. A sampling of student feedback notes that Professor Longstreet is “responsive, knowledgeable, clear, and fair.” He is creative in trying new pedagogical approaches such as simulations. He has also worked with the Office of Extended Learning to further enhance teaching effectiveness for online teaching.

Research: Professor Longstreet has published nine peer reviewed articles since he joined the faculty in 2013. He has several innovative streams of research including: information privacy, internet/social media addiction, and the sharing economy. These are all important topics for information science scholars and for society in general. Professor Longstreet has several papers under review at the moment and has detailed plans for continuing his research agenda. These are positive signs for an emerging scholar. Regarding the quality of Professor Longstreet’s publications, seven of his publications thus far have an associated impact factor over 1.0 with three publications having impact factors of over 2.0. He is increasingly aiming high for quality publications as demonstrated by his most recent article entitled “Human-Like and System-Like Trust in the Sharing Economy: The Role of Context and Humanness” in the *Technological forecasting & Social Change Journal*. This most recent publication has an impact factor of 3.68.

Recent and Significant Publications:

Califf, C., Brooks, S., Longstreet, P., “Human-Like and System-Like Trust in the Sharing Economy: The Role of Context and Humanness,” *Technological Forecasting & Social Change*, forthcoming.

Longstreet, P., Brooks, S., Gonzalez, E., “Internet Addiction: When the Positive Emotions are Not So Positive,” *Technology in Society*, 57, 2019, pp. 76-85.

Banerjee, S., Hemphill, T., Longstreet, P., “Wearable Devices and Healthcare: Data Sharing and Privacy,” *The Information Society*, 34, (1), 2018, pp. 49-57.

Longstreet, P., Brooks, S., “Life Satisfaction: A Key to Managing Internet & Social Media Addiction,” *Technology and Society*, 50, 2017, pp. 73-77.

- Brooks, S., Longstreet, P., Califf, C., "Social Media-Induced Technostress and Its Impact on Internet Addiction: A Distraction-Conflict Theory Perspective," *AIS Transactions of Human-Computer Interaction*, 9, 2017, pp. 99-122.
- Banerjee, S., Longstreet, P., "Mind in eBay, Body in Macy's: Dual Consciousness of Virtuo-Physical Consumers and Implications for Marketers," *Journal of Research in Interactive Marketing*, 10 (4), 2016, pp. 288-304.
- Hemphill, T., Longstreet, P., "Financial Data Breaches in the U.S. Retail Economy: Restoring Confidence in Information Technology Security Standards," *Technology in Society*, 44, 2016, pp. 30-38.
- Longstreet, P., Xiao, X., Sarker, S., "Computer-Related Task Performance: A new perspective," *Information and Technology*, 53, (4), 2016, pp. 517-527.

Service: Professor Longstreet served on the University Curriculum Coordination Committee to help oversee the curriculum from a university perspective. The committee looks for gaps in offerings and redundancies in courses so that students may be best served. He also served on the School of Management Undergraduate Committee that reviews all new course proposals and majors. Professor Longstreet additionally served on the School of Management Faculty Grievance Committee. He has also provided significant service to the academic community by serving as a reviewer for several academic journals including *Behaviour & Information Technology*, *Technology in Society*, *Internet Research Journal*, and *Information Technology & People*.

External Reviewers:

Reviewer (A): "I believe Dr. Longstreet's research activity likely surpasses the output produced by other IS faculty members who have completed their probationary period. I have every reason to believe that Dr. Longstreet will continue to be successful in future research."

Reviewer (B): "Dr. Longstreet has published a number of papers in the area of social media, including one published in *AIS Transactions on Human-Computer Interaction*. The AIS discipline holds it in high regard. The logic in the article seems well developed and the methodological approach appears sound. This is certainly a quality article on the subject and his other papers on social media appear to build on one another suggesting that he has a thorough knowledge of the subject."

Reviewer (C): "... Dr. Longstreet has the potential to conduct research of reasonable quality. His research interests are clear. A greater focus on methodological rigor, going forward, could improve the quality and recognition of his work."

Reviewer (D): "Dr. Longstreet would merit serious consideration at my R1 institution. He has published in journals that we value. He publishes on topics that we value. More importantly, he demonstrates research excellence while maintaining teaching and service excellence. Given my assessment of Dr. Longstreet's work, I am delighted to provide a strong, positive assessment of work, and if I were offered a vote, would support his promotion to Associate Professor."

Reviewer (E): "The quality and the quantity of his scholarly work so far and the promise of his pipeline are such that I would consider them fully compatible with tenure and promotion to associate professor at an institution with Doctoral/Professional Universities Carnegie classification."

Reviewer (F): "Overall I have a positive impression about the quality, quantity, focus, and scholarly impact of Dr. Longstreet's research work. One of Dr. Longstreet's manuscripts in the pipeline is currently review at *MIS Quarterly*, the top journal in the field."

Summary of Recommendation:

Professor Longstreet has taught undergraduate and graduate courses as well and has taught in multiple formats including face to face, mixed mode, and online. Course evaluations tend to be in the 4.2-4.3 range on a five

point scale. This demonstrates his ability to teach complicated and detailed management information systems materials but also shows his ability to relate to the students in a positive way. Professor Longstreet has published nine peer reviewed articles since he joined the faculty in 2013. He has several innovative streams of research including: information privacy, internet/social media addiction, and the sharing economy. These are all important topics for information science scholars and for society in general. Professor Longstreet served on the University Curriculum Coordination Committee to help oversee the curriculum from a university perspective. The committee looks for gaps in offerings and redundancies in courses so that students may be best served. He also served on the School of Management Undergraduate Committee that reviews all new course proposals and majors. Professor Longstreet additionally served on the School of Management Faculty Grievance Committee. He has also provided significant service to the academic community by serving as a reviewer for several academic journals. I strongly recommend Phillip Longstreet for promotion to associate professor of management, with tenure, School of Management

Recommended by:



Scott D. Johnson, Ph.D.
Dean, School of Management
Professor of Marketing

Recommendation endorsed by:



Keith Moreland, Interim Provost and
Vice Chancellor for Academic Affairs



Debasish Dutta, Chancellor
University of Michigan-Flint

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