Guido Lang, PhD

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Bio

Dr. Guido Lang is an academic entrepreneur with over 25 years experience in analytics and applied AI across industry, startups, and academia. He is Department Chair and Professor of Business Analytics & Information Systems at Quinnipiac University. His current research examines how individuals and organizations develop AI and analytics capabilities. He has authored or co-authored more than 70 peer-reviewed journal articles and conference presentations and received several research awards. Dr. Lang has founded multiple technology startups and regularly provides advice on technical product management. Originally from Düsseldorf, Germany, he earned a BS in Management from California State University, Long Beach, an MS in Information Systems from the University of Bern, Switzerland, and a PhD in Information Systems from Baruch College, City University of New York.

Academic Appointments

Quinnipiac University **08/2012–present**
Hamden, CT

- **Department Chair of Business Analytics & Information Systems** *07/2025–present*
- **Program Director, MS in Applied AI & Business Analytics** *01/2024–present*
- **Professor of Business Analytics & Information Systems** *08/2022–present*
- **Associate Professor of Computer Information Systems** *08/2018–05/2022*
- **Assistant Professor of Computer Information Systems** *08/2012–05/2018*

Research & Teaching Assistant **08/2008–05/2012**
Baruch College, City University of New York
Paul H. Chook Department of Information Systems & Statistics

Research & Teaching Assistant **03/2006–05/2007**
University of Bern (Switzerland)
Institute of Information Systems

Professional Experience

Co-Founder **06/2025 – present**
Succedit | AI-powered sales coaching platform
New York, NY

- Lead discovery and build an AI-powered sales coaching platform that combines conversational models, scenario generation, and avatar-based simulations
- Manage early customer development and partnership discussions for corporate learning and sales training use cases

Co-Founder **07/2015 – present**
Medaflo | Medical inventory and vendor management platform
New York, NY

- Direct product development and operations for a medical inventory and vendor management platform
- Design and manage real-time data integration between healthcare networks and medical companies for inventory visibility and product information
- Work with clinical and administrative stakeholders on workflow design and process improvement

Visiting Researcher **08/2019 – 07/2020**
UNESCO
Paris, France

- Advised on how digitalization affects skills demand and workforce development across national and global contexts in UNESCO's Division for Policies and Lifelong Learning Systems
- Facilitated design thinking workshops to support teams developing digital learning and innovation initiatives

Independent Consultant **03/2016 – 12/2017**
Kline + Company
Parsippany, NJ

- Conducted user research and collaborated with IT to redesign a self-service analytics product used by Kline's enterprise clients across chemicals, energy, and beauty verticals
- Delivered a new UX framework and product roadmap, then recruited and onboarded a full-time product manager to transition product ownership

Co-Founder 03/2013 – 03/2014

Qhojo | Peer-to-peer gear rental platform

New York, NY

- Mapped user journeys with professional photographers and videographers to define core workflows of a peer-to-peer gear rental platform
- Led UX design, early product roadmap, and development of go-to-market materials

Co-Founder 05/2010 – 12/2013

MintRight | Global ebook distribution platform

New York, NY

- Built and managed publisher and retail partnerships for a global ebook distribution platform
- Collaborated with the technical team on platform requirements that supported complex digital rights and catalog management

Co-Founder 10/1999 – 10/2004

1ZWO | Web design agency

Düsseldorf, Germany

- Ran a web design agency specializing in custom web application development for small and medium sized enterprises
- Managed clients end-to-end from discovery and scoping to delivery and support

Education

PhD, Information Systems 08/2008–09/2012

Baruch College, City University of New York

- Dissertation: “Think Twice Before You Post: The Impact of Online Self-Presentation on the Self-Concept” (Advisors: Dr. Marios Koufaris, Dr. Raquel Benbunan-Fich, Dr. Daniele Artistico)

MS, Information Systems 08/2005–05/2007

University of Bern (Switzerland)

- Thesis: “Using Virtual Worlds for Customer Integration in New Product Development: Insights from Corporate Public Announcements” (Advisor: Dr. Thomas Myrach)
- Visiting Student, The University of Hong Kong (China) *Summer 2006*
- Visiting Student, Harvard University (Cambridge, MA) *Summer 2005*

BS, Management 08/2001–12/2004

California State University, Long Beach

Publications

Peer-Reviewed Journal Articles

36. Gürpinar, T., Quadri, S., Jia, S., SaCouto, L., & Lang, G. (2026). Preparing the XR Workforce: Curricular Patterns of Extended Reality in Higher Education. *Information Systems Education Journal, 24*(2), 4–15. Available at https://doi.org/10.62273/NXRK8987
35. Jones, K., Leonard, L., Ceccucci, W., & Lang, G. (2026). Integrating Artificial Intelligence into Undergraduate Business Programs: An Analysis of AACSB-Accredited Schools. *Information Systems Education Journal, 24*(6), 21–30. Available at https://doi.org/10.62273/NCJK8904
34. Sharp, J., Anderson, J., & Lang, G. (2026). AI in IS Education: A Categorization of ISCAP Publications Using Zuboff's Automate–Informate–Transformate Framework. *Information Systems Education Journal, 24*(4), 22–35. Available at https://doi.org/10.62273/QGPE2646
33. Kim, A., Jones, K., Lang, G., Raider, H. J., Sheikh, A., Simione, K. (2025). Beyond Technical Skills: Uncovering Durable Competencies Through Multi-Level Stakeholder Analysis. *Information Systems Education Journal, 23*(6), 4–18. Available at https://doi.org/10.62273/ikxh4521
32. Lang, G., & Gürpinar, T. (2025). AI-Powered Learning Support: A Study of Retrieval-Augmented Generation (RAG) Chatbot Effectiveness in an Online Course. *Information Systems Education Journal, 23*(2), 4–13. Available at https://doi.org/10.62273/zklk5988
31. Sharp, J., Anderson, J., & Lang, G. (2025). Visualizing the Eras of IS Education: A Co-occurrence Analysis of the Information Systems Education Journal. *Information Systems Education Journal, 23*(4), 4–21. Available at https://doi.org/10.62273/fydf2042
30. Triantoro, T., Rua, T., & Lang, G. (2025). AI Skills for Entrepreneurs: A Practical Experiential Learning Approach. *Information Systems Education Journal, 23*(3), 31–40. Available at https://doi.org/10.62273/mlum6680
29. Lang, G., Triantoro, T., & Sharp, J. (2024). Large Language Models as AI-Powered Educational Assistants: Comparing GPT-4 and Gemini for Writing Teaching Cases. *Journal of Information Systems Education, 35*(3), 390–407. Available at https://doi.org/10.62273/ycij6454
28. Lang, G., & Sharp, J. (2023). Micro-Credentials in US Higher Education: An Empirical Analysis. *Information Systems Education Journal, 21*(1), 2–10. Available at https://isedj.org/2023-21/n1/ISEDJv21n1p4.html
27. Lang, G., & Sharp, J. (2022). Coding Bootcamp Satisfaction: A Research Model and Survey Instrument. *Information Systems Education Journal, 20*(2), 49–60. Available at https://isedj.org/2022-20/n2/ISEDJv20n2p49.html
26. Lang, G., & Triantoro, T. (2022). Upskilling and Reskilling for the Future of Work: A Typology of Digital Skills Initiatives. *Information Systems Education Journal, 20*(4), 97–106. Available at https://isedj.org/2022-20/n4/ISEDJv20n4p97.html
25. Schlaegel, C., Engle, R. L., & Lang, G. (2022). The Unique and Common Effects of Emotional Intelligence Dimensions on Job Satisfaction and Facets of Job Performance: An Exploratory Study in Three Countries. *The International Journal of Human Resource Management, 33*(8), 1562–1605. Available at https://doi.org/10.1080/09585192.2020.1811368
24. Lang, G., & Sharp, J. (2021). Curriculum? Shmurriculum! The Relationship Between Major Curriculum Characteristics and First-Year Earnings for Information Systems Graduates. *Information Systems Education Journal, 19*(4), 55–60. Available at https://isedj.org/2021-19/n4/ISEDJv19n4p55.html

23. Triantoro, T., Gopal, R., Benbunan-Fich, R., & Lang, G. (2020). Personality and Games: Enhancing Online Surveys Through Gamification. *Information Technology and Management, 21*, 169–178. Available at https://doi.org/10.1007/s10799-020-00314-4
22. Leonard, L., Jones, K., & Lang, G. (2019). Information Systems Curriculum versus Employer Needs: A Gap Analysis. *Information Systems Education Journal, 17*(5), 32–38. Available at https://isedj.org/2019-17/n5/ISEDJv17n5p32.html
21. Triantoro, T., Gopal, R., Benbunan-Fich, R., & Lang, G. (2019). Would You Like to Play? A Comparison of a Gamified Survey with a Traditional Online Survey Method. *International Journal of Information Management, 49*, 242–252. Available at https://doi.org/10.1016/j.ijinfomgt.2019.06.001
20. Jones, K., Lang, G., & Leonard, L. (2018). Desired Skills for Entry Level IS Positions: Identification and Assessment. *Journal of Computer Information Systems, 58*(3), 214–220. Available at https://doi.org/10.1080/08874417.2016.1229144
19. Lang, G. (2018). Using Learning Journals to Increase Metacognition, Motivation, and Learning in Computer Information Systems Education. *Information Systems Education Journal, 19*(6), 39–47. Available at https://isedj.org/2018-16/n6/ISEDJv16n6p39.html
18. Lang, G., & Chahal, R. (2018). Information Sharing Increases Drug Sample Inventory Management Efficiency in Healthcare Clinics: Evidence from a Quasi-Experiment. *Journal of Information Systems Applied Research, 11*(1), 4–10. Available at https://jisara.org/2018-11/n1/JISARv11n1p4.html
17. O'Connell, S., & Lang, G. (2018). Can Personalized Nudges Improve Learning in Hybrid Classes? Experimental Evidence from an Introductory Undergraduate Course. *Journal of Research on Technology in Education, 50*(2), 105–119. Available at https://doi.org/10.1080/15391523.2017.1408438
16. Sharp, J., & Lang, G. (2018). Agile in Teaching and Learning: Conceptual Framework and Research Agenda. *Journal of Information Systems Education, 29*(2), 45–52. Available at https://jise.org/Volume29/n2/JISEv29n2p45.html
15. Lang, G. (2017). Agile Learning: Sprinting Through the Semester. *Information Systems Education Journal, 15*(3), 14–21. Available at https://isedj.org/2017-15/n3/ISEDJv15n3p14.html
14. Lang, G. (2016). The Relative Efficacy of Video and Text Tutorials in Online Computing Education. *Information Systems Education Journal, 14*(5), 33–43. Available at https://isedj.org/2016-14/n5/ISEDJv14n5p33.html
13. Mavlanova, T., Benbunan-Fich, R., & Lang, G. (2016). The Role of External and Internal Signals in E-Commerce. *Decision Support Systems, 87*(C), 59–68. Available at https://doi.org/10.1016/j.dss.2016.04.009
12. Lang, G., & Babb, J. (2015). Addressing the 21st Century Paradox: Integrating Entrepreneurship in the Computer Information Systems Curriculum. *Information Systems Education Journal, 13*(4), 81–91. Available at https://isedj.org/2015-13/n4/ISEDJv13n4p81.html
11. Lang, G., & O'Connell, S. (2015). Learning about Learning about Learning: Insights from a Student Survey in a Hybrid Classroom Environment. *Issues in Information Systems, 16*(2), 11–16. Available at https://doi.org/10.48009/3_iis_2015_11-16
10. Lang, G., & O'Connell, S. (2015). Learning Styles, Online Content Usage and Exam Performance in a Mixed-Format Introductory Computer Information Systems Course. *Information Systems Education Journal, 13*(1), 14–22. Available at https://isedj.org/2015-13/n1/ISEDJv13n1p14.html
9. Lang, G., Jones, K., & Leonard, L. (2015). In the Know: Desired Skills for Entry-Level Systems Analyst Positions. *Issues in Information Systems, 16*(1), 142–148. Available at https://doi.org/10.48009/1_iis_2015_142-148
8. Lang, G., Subramanian, R., & Mavlanova, T. (2015). Perceptions and Use of Anonymous Communication Across Cultures. *Journal of International Technology and Information Management, 24*(1), 53–64. Available at https://doi.org/10.58729/1941-6679.1035
7. Mavlanova, T., Koufaris, M., Benbunan-Fich, R., & Lang, G. (2015). The Effect of Positive and Negative Signals on Perceived Deceptiveness of Websites in Online Markets. *Journal of Theoretical and Applied Electronic Commerce Research, 10*(1), 19–34. Available at https://doi.org/10.4067/s0718-18762015000100003
6. Lang, G., & Ceccucci, W. (2014). Clone Yourself: Using Screencasts in the Classroom to Work with Students One-on-One. *Information Systems Education Journal, 12*(6), 4–14. Available at https://isedj.org/2014-12/n6/ISEDJv12n6p4.html
5. Lang, G., & Ceccucci, W. (2014). Working with Real Companies, Making a Real Impact: Student Perspectives on the Google Online Marketing Challenge. *Information Systems Education Journal, 12*(3), 18–29. Available at https://isedj.org/2014-12/n3/ISEDJv12n3p18.html
4. Lang, G., & Benbunan-Fich, R. (2010). The Use of Social Media in Disaster Situations: Framework and Cases. *International Journal of Information Systems for Crisis Response and Management, 2*(1), 11–23. Available at https://doi.org/10.4018/jiscrm.2010120402
3. Fetscherin, M., Lattemann, C., & Lang, G. (2008). Virtual Worlds Research: A Conceptual Primer. *Journal of Electronic Commerce Research, 9*(3), 192–194. Available at http://www.jecr.org/node/130
2. Lang, G., Fetscherin, M., & Lattemann, C. (2008). Virtual Customer Integration in New Product Development. *E-Business Review, 8*, 185–190.
1. Lattemann, C., Fetscherin, M., & Lang, G. (2008). Kundenintegration zur Produktentwicklung in Virtuellen Welten: Eine Bestandsaufnahme in Second Life. *HMD Praxis der Wirtschaftsinformatik, 261*, 51–60. Available at https://doi.org/10.1007/bf03341212

Peer-Reviewed Conference Presentations

43. Gürpinar, T., Johannes, J., Lang, G., & SaCouto, L. (2026). How AI Generates Value and How Firms Show It: A Morphological Analysis of ROI Evidence in S&P 500 Earnings Calls. ISCAP Conference, November 4–7, Asheville, NC.
42. Lang, G., SaCouto, L., Etim, V., Asare, A., & Sharp, J. (2026). AI Literacy in the Wild: What Anthropic, OpenAI, and Google Teach in Their AI Academies. ISCAP Conference, November 4–7, Asheville, NC. [**Distinguished Paper Award**]
41. SaCouto, L., Lang, G., Johannes, J., & Gürpinar, T. (2026). Show Me the Use Case: Internal AI Adoption in Corporate Earnings Calls. ISCAP Conference, November 4–7, Asheville, NC.
40. SaCouto, M., SaCouto, L., & Lang, G. (2026). Ready, Spec, Code: Testing the Value of Spec-Driven AI Coding. ISCAP Conference, November 4–7, Asheville, NC. [**Meritorious Paper Award**]
39. Gürpinar, T., Quadri, S., Jia, S., SaCouto, L., & Lang, G. (2025). Virtual, Augmented, and Extended Reality in Higher Education: Trends, Applications, Impacts. ISCAP Conference, November 5–8, Louisville, KY.
38. Jones, K., Leonard, L., Ceccucci, W., & Lang, G. (2025). The Need for Artificial Intelligence Programs in AACSB Accredited Business Schools: A Comparison Across Universities. ISCAP Conference, November 5–8, Louisville, KY.
37. Sharp, J., Anderson, J., & Lang, G. (2025). Application of AI in IS Education Through the Lens of Automate-Informate-Transformate. ISCAP Conference, November 5–8, Louisville, KY.
36. Kim, A.-S., Jones, K., Lang, G., Raider, H. J., Sheikh, A., & Simione, K. (2024). Career Readiness of Recent Graduates in the Era of Digital Transformation: Insights from Multi-Level Focus Groups. ISCAP Conference, November 6–9, Baltimore, MD.
35. Lang, G., & Gürpinar, T. (2024). Use of a Retrieval-Augmented Generation (RAG) Chatbot in an Online R Programming Course. ISCAP Conference, November 6–9, Baltimore, MD.

34. Lang, G., & Gürpinar, T. (2024). Use of a Retrieval-Augmented Generation (RAG) Chatbot in an Online R Programming Course. ISCAP Conference, November 6–9, Baltimore, MD. [**Meritorious Paper Award**]
33. Lang, G., Triantoro, T., & Sharp, J. H. (2024). Battle of the Large Language Models: Crowning the Winner for Generating Information Systems Teaching Cases. Americas Conference on Information Systems (AMCIS), August 15–17, Salt Lake City, UT.
32. Sharp, J. H., Anderson, J. E., & Lang, G. (2024). Twenty-Two Years of the *Information Systems Education Journal*: A Co-occurrence Analysis. ISCAP Conference, November 6–9, Baltimore, MD.
31. Triantoro, T., Rua, T., & Lang, G. (2024). Unlocking Generative AI Potential in Entrepreneurs: An Experiential Learning Approach. ISCAP Conference, November 6–9, Baltimore, MD.
30. Lang, G., Triantoro, T., & Sharp, J. H. (2023). A Comparative Analysis of Large Language Models for Writing Teaching Cases. ISCAP Conference, November 1–4, Albuquerque, NM. [**Best Paper Award**]
29. Lang, G., & Sharp, J. H. (2022). Quo Vadis, Micro-Credentials? An Empirical Analysis of Micro-Credentials in US Higher Education. EDSIG Conference on Computing Education, November 2–5, Clearwater Beach, FL.
28. Lang, G., & Sharp, J. H. (2021). No Pain, No Gain? Factors Driving Coding Bootcamp Satisfaction. EDSIG Conference on Information Systems and Computing Education, November 3–6, Washington, DC.
27. Lang, G., & Triantoro, T. (2021). Preparing for the Future of Work: Towards a Typology of Digital Skills Initiatives. EDSIG Conference on Information Systems and Computing Education, November 3–6, Washington, DC. [**Meritorious Paper Award**]
26. Sharp, J. H., & Lang, G. (2021). IS 2020 and a Snapshot of the Current State of Systems Analysis and Design Courses. AIS SIGEd International Conference on Information Systems Education and Research, December 11–12, Austin, TX.
25. Lang, G., & Sharp, J. H. (2020). Curriculum? Shmurriculum! The Relationship Between Major Curriculum Characteristics and First-Year Earnings for Information Systems Graduates. EDSIG Conference on Information Systems and Computing Education, November 4–6, Virtual.
24. Triantoro, T., Gopal, R., Benbunan-Fich, R., & Lang, G. (2020). Gamification in Online Surveys. Cross-Cultural Study. Special Joint Conference of the Academy of International Business (AIB) Africa and AIB US-Northeast Chapters, January 6–9, Nairobi, Kenya.
23. Triantoro, T., Gopal, R., Benbunan-Fich, R., & Lang, G. (2019). Does Gamification Enhance Survey Outcomes? Statistical Challenges in Electronic Commerce Research, June 10–12, Hong Kong.
22. Triantoro, T., Gopal, R., Benbunan-Fich, R., & Lang, G. (2019). Play My Game. A Gamified Approach for Creating Surveys. 30th Annual Conference for the International Information Management Association, September 23–25, New Rochelle, NY.
21. Engle, R., Schlaegel, C., & Lang, G. (2018). Work Performance and Job Satisfaction: What are the roles of culture and emotional intelligence? 9th Annual Global Business Conference, September 26–29, Dubrovnik, Croatia.
20. Leonard, L., Jones, K., & Lang, G. (2018). Information Systems Curriculum versus Employer Needs: A Gap Analysis. EDSIG Conference on Information Systems and Computing Education, October 31-November 3, Norfolk, VA.
19. Triantoro, T., Gopal, R., Benbunan-Fich, R., & Lang, G. (2018). Gamified Surveys. A New Approach to User Data Collection. Statistical Challenges in Electronic Commerce Research, June 18–19, Rotterdam, Netherlands.
18. Engle, R., Schlaegel, C., Lang, G., & Nehrt, C. (2017). Emotional Intelligence, Job Performance, and Job Satisfaction: A Multinational Study. Annual Conference of The Academy of International Business US Southeast Chapter, October 26–29, Washington, DC.
17. Lang, G. (2017). Can Learning Journals Increase Metacognition, Motivation, and Learning? Results from a Randomized Controlled Trial in a Computer Information Systems Course. EDSIG Conference on Information Systems and Computing Education, November 5–8, Austin, TX. [**Meritorious Paper Award**]
16. Lang, G., & Chahal, R. (2017). Information Sharing Increases Drug Sample Inventory Management Efficiency in Healthcare Clinics: Evidence from a Quasi-Experiment. Conference on Information Systems Applied Research, November 5–8, Austin, TX.
15. Lang, G. (2016). Agile Learning: Sprinting Through the Semester. EDSIG Conference on Information Systems and Computing Education, November 6–9, Las Vegas, NV. [**Distinguished Paper Award**]
14. Lang, G. (2015). The Relative Efficacy of Video and Text Tutorials in Online Computing Education. EDSIG Conference on Information Systems and Computing Education, November 1–4, Wilmington, NC.
13. Lang, G., & O'Connell, S. (2015). Learning about Learning about Learning: Insights from a Student Survey in a Hybrid Classroom Environment. International Association for Computer Information Systems Conference, October 7–10, Clearwater, FL.
12. Lang, G., Jones, K., & Leonard, L. (2015). In the Know: Desired Skills for Entry-Level Systems Analyst Positions. International Association for Computer Information Systems Conference, October 7–10, Clearwater, FL.
11. O'Connell, S., & Lang, G. (2015). Commitment Failures When Learning Is Online: Experimental Evidence. Association for Public Policy Analysis & Management, 37th Annual Fall Research Conference, November 12–14, Miami, FL.
10. Lang, G., & Babb, J. (2014). Addressing the 21st Century Paradox: Integrating Entrepreneurship in the Computer Information Systems Curriculum. Information Systems Education Conference, November 6–9, Baltimore, MD.
9. Lang, G., & Jones, K. (2014). Let's Play: Using Gameplay Mechanics in Case Study Discussions. Information Systems Education Conference, November 6–9, Baltimore, MD.
8. Lang, G., & O'Connell, S. (2014). Predicting Exam Performance from Learning Styles and Online Content Usage. Information Systems Education Conference, November 6–9, Baltimore, MD. [**Distinguished Paper Award**]
7. Lang, G., Subramanian, R., & Mavlanova, T. (2014). Perceptions and Use of Anonymous Communication Across Cultures. 25th Annual Conference for the International Information Management Association, October 13–15, Palm Springs, CA.
6. Lang, G., & Ceccucci, W. (2013). Clone Yourself: Using Screencasts in the Classroom to Work with Students One-on-One. Information Systems Education Conference, November 7–10, San Antonio, TX. [**Meritorious Paper Award**]
5. Lang, G., & Ceccucci, W. (2013). Working with Real Companies, Making a Real Impact: Student Perspectives on the Google Online Marketing Challenge. Information Systems Education Conference, November 7–10, San Antonio, TX.
4. Subramanian, R., & Lang, G. (2013). Anonymity in Networked Publics: Legal, Technical, and Social Perspectives. 24th Annual Conference for the International Information Management Association, October 14–17, New Rochelle, NY.
3. Lang, G. (2011). Carryover Effects of Online Self-Presentation: The Impact of Visibility and Anonymity. 10th Workshop on E-Business, December 4, Shanghai, China.

2. Lang, G. (2009). A Framework for Citizen e-Participation in Disaster Management. Online Social Networks to Support Community Collaboration Workshop, June 24, University Park, PA.
1. Lang, G., Fetscherin, M., & Lattemann, C. (2008). Virtual Customer Integration in New Product Development. 8th Annual Conference of the International Academy of E-Business, March 20–23, San Francisco, CA.

Books & Book Chapters

3. Lang, G. (2012). *Think Twice Before You Post: The Impact of Online Self-Presentation on the Self-Concept*. ProQuest/UMI Dissertation Publishing: New York. https://doi.org/10.2139/ssrn.2122809
2. Lang, G. & Benbunan-Fich, R. (2012). The Use of Social Media in Disaster Situations: Framework and Cases. In M. Jennex (Ed.), *Managing Crises and Disasters with Emerging Technologies: Advancements*, 11–24. IGI Global: Hershey, PA. https://doi.org/10.4018/978-1-4666-0167-3.ch002
1. Lang, G., Mamonov, S., & Lang, K. (2012). Netnography: An Assessment of a Novel Research Approach and Its Underlying Philosophical Assumptions. In C. N. Silva (Ed.), *Online Research Methods in Urban and Planning Studies: Design and Outcomes*, 233–248. Information Science Reference: Hershey, PA. https://doi.org/10.4018/978-1-4666-4979-8.ch085

Invited Talks & Podcasts

4. American Association of University Administrators (AAUA) 2025 Annual Conference, October 20–22, Montclair, NJ: "Level Up Your Learners: AI-Powered Durable Skills Training."
3. Keynote Address, Connecticut Career Consortium (CCC) 2025 Annual Conference, May 30, Fairfield, CT: "The AI-First Era: Rethinking Roles, Skills, and Hiring for Knowledge Work."
2. Who Are You? Podcast (April 23, 2025). "Prof. Guido Lang: Bridging Entrepreneurship and AI in Higher Education." Available from https://youtu.be/4Lb53IfSEzQ
1. Retail Revolution Podcast (June 5, 2020). "Conversation with Dr. Guido Lang, Associate Professor, Quinnipiac University." Available from https://www.retailrevolutionpodcast.com/episodes/guido-lang-tech-entrepreneur

Teaching

Quinnipiac University

Undergraduate

- BAN 210 Data Preparation & File Structure (average student evaluation 4.4/5.0)
- BAN 220 Data Mining for Business Insights (4.9/5.0)
- BAN 310 Business Data Analysis with R (4.9/5.0)
- BAN 310 Web Analytics (4.8/5.0)
- CIS 101 Introduction to Applied AI & Business Analytics (4.7/5.0)
- CIS 125 Systems Analysis & Design (4.8/5.0)
- CIS 245 Programming with Python (4.8/5.0)
- CIS 265 Rapid Application Development (4.9/5.0)
- CIS 267 Client-Side Web Development (4.9/5.0)
- CIS 270 E-Business Systems (4.7/5.0)
- CIS 381 Server-Side Web Development (4.8/5.0)
- CIS 490 Computer Information Systems Capstone (4.9/5.0)

Graduate

- BAN 610 Statistical Foundations for Applied AI & Business Analytic (4.8/5.0)
- BAN 628 Data Mining for Competitive Advantage (4.8/5.0)
- BAN 629 Text Analytics (4.8/5.0)
- BAN 650 Data Visualization for Managers (4.6/5.0)
- BAN 661 Web Analytics & Web Intelligence (4.8/5.0)
- BAN 663 R Programming for Data Analysis (4.9/5.0)
- BAN 668 Python Programming for Data Analysis (4.8/5.0)
- CIS 600 Information Systems Strategy (4.6/5.0)
- MBA 601 Foundations of Decision Making (4.1/5.0)
- MBA 660 Decision Making in a Global Economy (4.9/5.0)
- MBA 688 Graduate Internship Supervision (4.9/5.0)

Executive

- Healthcare Leadership Development Program: Leveraging Tools, Problem Solving, and Using Data to Make Decisions

Baruch College, City University of New York

Undergraduate

- BUS 1000 Introduction to Business (4.4/5.0)
- CIS 2200 Introduction to Information Systems & Technology (4.7/5.0)

Service

Department

- Course Coordinator, CIS 101 *2013–2025*
- Member, Department Evaluation Committee *2019, 2020, 2023*
- Member, Faculty Search Committee *2013–2022, 2024*
- Member, Departmental Research Quality Committee *2024*
- Faculty Co-Advisor, CIS Society *2022*
- Faculty Coordinator, CIS Advisory Council *2020–2021*
- NYC Employer Liaison *2014–2016*

School

- Department Representative, Budget Committee *2025–present*
- Department Representative, Business Core Redesign Ad-Hoc Committee *2015–2016, 2025–present*
- Chair and Department Representative, Undergraduate Curriculum and Assessment Committee *2013–present*
- Member, Associate Dean Search Committee *2025*
- Outside Member, Accounting Faculty Search Committee *2024*
- Department Representative, Strategic Planning Committee *2019, 2021*
- Member, Program Review Ad-Hoc Committee *2021*
- Member, Post-COVID Strategic Plan Ad-Hoc Committee *2020*
- Founding Faculty Coordinator, Kühne Logistics University Student Exchange Program *2014–2019*
- Founding Faculty Coordinator, App Development Lab *2016–2019*
- Founding Board Member, Center for Innovation & Entrepreneurship *2016–2017*
- Freshman Advisor, 3+1 Program *2013–2014*
- Member, Review of Mission and Strategic Plan Ad-Hoc Committee *2013*

University

- Founding Member, QU Healthcare Innovation Hub *2025–present*
- School Representative, Computing@QU Working Group *2024–present*
- Member, AI for Teaching & Learning University Subcommittee *2024*
- Founding Faculty Advisor, TEDxQuinnipiacU Conference *2013*

Profession

- Reviewer for various academic conferences and journals *2008–present*
- External Reviewer for tenure/promotion cases at various universities, including Rutgers University, Hofstra University, Wichita State University, and Miami University *2022–present*
- Grant Reviewer, Israel Science Foundation *2022*
- Associate Editor, Information Systems Education Journal *2015–2019*
- Associate Editor, Track on Digital Learning Environment and Future IS Curriculum, International Conference on Information Systems (ICIS) *2019*
- Guest Editor, Special Issue on Agile in Teaching and Learning, Journal of Information Systems Education *2017*