

Curriculum Vitae

Mary J. Cronin
Information Systems Department
Carroll School of Management
Boston College
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Academic Appointments

Boston College
University Librarian September 1986- August 1995
Professor, CSOM September 1995- present
Information Systems Department, Carroll School of Management

Loyola University, Chicago 1984-August 1986: University Librarian and Dean of Libraries

Marquette University 1981-1984: Associate University Librarian,
1982-83: Adjunct Professor, Information Science, at the University
of Wisconsin Milwaukee

Education

Ph.D. Brown University
MLS, Simmons College
MA, Brown University
BA, Emmanuel College

Publications

Books, Book Chapters, and Monographs

Cronin, M. J., & Dearing, T. C. Managing for Social Impact: Innovations in Responsible Enterprise Springer, New York, NY: 2017

Cronin, M. J. (2017). Impact Investing at the Base of the Pyramid: Unitus Seed Fund. In Managing for Social Impact: Innovations in Responsible Enterprise, pp 217-235, Springer, New York, NY: 2017

Cronin, M. J., Top Down Innovation, Springer, New York, NY: 2014

Cronin, M. J., Smart Products, Smarter Services: Strategies for Embedded Control, Cambridge University Press, Cambridge, UK: 2010

Cronin, M. J., Developing MMS Applications: Multimedia Messaging, McGraw-Hill, NY: 2003. (With Scott B. Guthery)

Cronin, M. J., Mobile Application Development, McGraw-Hill, NY: 2001 (With Scott B. Guthery)

Cronin, M. J., Unchained Value: The New Logic of Digital Business. Harvard Business School Press, Cambridge, US: 2000

Cronin, M. J., Banking and Finance on the Internet, John Wiley, NY: 1997 (Editor)

Cronin, M. J., Global Advantage on the Internet: From Corporate Connectivity to International Competitiveness, Van Nostrand Reinhold, NY:1996

Cronin, M. J., The Internet Strategy Handbook: Lessons from the New Frontier of Business (Editor) Harvard Business School Press, Cambridge, US: 1996

Electronic Commerce, Alliance for Converging Technologies, Toronto: 1996

Cronin, M. J., Doing More Business on the Internet Van Nostrand Reinhold, NY: 1995

Cronin, M. J., Doing Business on the Internet: How the Electronic Highway Is Transforming American Companies Van Nostrand Reinhold, NY: 1994

Articles and White Papers

"Society's Changing View of Technology - Smart Products and Privacy," contribution to V. Mirchandani, The New Technology Elite: How Great Companies Optimize Both Technology Consumption and Production. New York: Wiley, 2012

"Towards a Smart Home Automation Breakthrough," Homes & Buildings, Magazine of the Continental Automated Buildings Association, Vol 7, #3, 2010

"Applying the Baldrige Health Care Criteria to Health Technology Adoption," MedHealthWorld August 12, 2010

"Mobile Health 2010," White Paper published by Renu Mobile, July 27, 2010

"Will a Trusted Identity Ecosystem Make Smart Products More Secure?" Smart Product Ecosystem Connections, July 13, 2010

"Mobile Commerce" in The Internet Encyclopedia, edited by Hossein Bigdoli, John Wiley, NY: 2003.

"Information-Rich Commerce at a Crossroads: Business and Technology Adoption Requirements," Communications of the ACM, September 2003 (with Robert G. Fichman)

"Privacy and Electronic Commerce" in Public Policy and the Internet: Privacy, Taxes and Contract Nicholas Imparato, ed. Hoover Institution Press, 2000, pp 1-48

"E-Privacy?" Hoover Digest, #3, 2000

Contributor: The Networked Society: How Technologies are Transforming Markets, Organizations, and Social Relationships Fifth Annual Aspen Institute Roundtable on Information Technology, Washington, D.C. 1997

Presentations and Conference Papers

Cronin, M.J. (2017, December). *Aging in Digital Society: Between Human and Artificial Intelligence*. Presented at the Research and the Common Good Conference, Chestnut Hill: Boston College

Cronin, M. J. (2016, October). *The Future of Philanthropy and Social Change*. Presented at the Leading by Example, Boston: The Boston Foundation and Ropes & Gray.

Cronin, M. J. (2016, February). *Integrating Social Impact Research and Practice*. Presented at the Ashoka University Exchange, New Orleans, LA: Ashoka U.

Cronin, M. J. (2016, May). *Pan-University Minors for Business Students*. Presented at the Aspen Undergraduate Business Education Consortium Conference, Chicago: The Aspen Institute Business & Society Program.

Cronin, M. J. (Panelist), Connected Health Symposium 2011, "Who Owns Mobile Health Data?" Partners Health, Center for Connected Health, Boston. (October 21, 2011).

Cronin, M. J. (Panelist), FutureM, "Healthpad 360," Massachusetts Innovation & Technology Exchange, Boston. (September 15, 2011).

Cronin, M. J. (Chair), mHealth Summit, "Will mHealth Apps Become Medical Devices? Balancing Innovation and Regulation," World Congress, Boston. (July 29, 2011).

Cronin, M. J. (Panelist), Connexion 2011, "Privacy Questions for the Internet of Things," Axeda Corporation, Boston. (June 8, 2011).

"Beyond Mobile to Embedded and Ubiquitous: The Move to Smart Products and Smarter Services," Keynote session at the 2010 Connected Health Symposium, Center for Connected Health (Boston, October 21, 2010)

"Positive Health Outcomes - The Role of Mobile Technology," Panel presentation at the 2010 Annual Leadership Summit on Mobile Health (Boston, July 30, 2010)

"Beyond the App Store: Application Strategies for Smart Products" presentation at the 4G Wireless Evolution Conference (Los Angeles, Sept 3, 2009)

"Extending the GSM/3G Key Infrastructure" with Scott Guthery, refereed paper presented at the Workshop on Mobile and Wireless Security (Nov 3-4, 2004) sponsored by the National Science Foundation and DIMACS (Center for Discrete Mathematics and Theoretical Computer Science) at Rutgers University

E-Business Executive Seminar, hosted by the University of Basel, June 7-9, 2004, Basel, Switzerland

"E-Commerce Business Models," presentation at the Annual Internet and E-Commerce Law Conference, Boston, November 15, 2002.

Panel on wireless technology for the Cyberposium Conference at Harvard Business School, February 2001

"Mobile Commerce Business Models" keynote presentation for a Harvard Business School sponsored symposium at Comdex2001, Chicago, May 2001.

"Beyond E-Commerce: Understanding Internet Disruption" Keynote presentation at the Global Challenge Executive Symposium sponsored by British Telecom, October 2000.

Moderator of a panel on Real Estate and Electronic Commerce, Annual Meeting of the Boston College Real Estate Council, March 2000

“Strategies for International Web Sales: A Framework for Analyzing the Barriers and Benefits to Implementation,” research paper presented at the fourth biennial conference of the Carnegie Bosch Institute, “The Impact of the Global Information Revolution on International Management,” San Francisco, October 1999.

“Online Privacy Policies: Risks and Opportunities for Industry Leaders,” co-chaired invited session for corporate executives and policy makers with Andy Grove of Intel at the Hoover Institution, October 1999.

“Critical Factors in Moving to E-Business” presented at the final conference of the “Moving from E-Commerce to E-Business” research project sponsored by The Concours Group, Cambridge, July 1999.

E-Finance Seminar for Financial Services Executives, co-sponsored by Dun & Bradstreet Portugal, Banco Commercial, and Novabase Systems, Lisbon, June 1999.

“Privacy and Electronic Commerce,” presentation at the Ethics and Technology Conference at Boston College, June 4, 1999

“Opportunities for Regional Competitive Advantage through E-Commerce,” presentation to the Annual Meeting of the Associated Industries of Massachusetts, April 1999

“E-Commerce Issues in Banking and Financial Services,” presentation at State Street Bank, Boston, April 1999.

“Return on Internet Investments,” Executive Program in Toronto, June 16, 1998 co-sponsored by Microsoft, Digital, and UUNet Canada

“Making the Internet Business Case,” at Internet98 in Lisbon, March 10, 1998

“Internet Value Zones and Electronic Commerce,” Stanford Business School Forum, San Francisco, March 6, 1997

“Developing an Integrated Internet Strategy,” for The Conference Board, Los Angeles, September 1996

Critical Success Factors for Web-based Business,” for UCLA Executive Education Electronic Commerce Series, September 1996

“Beyond the Intranet: Challenges of Information Management on the Web,” Online World, Washington D.C., October 1996

“Intranets and Information Management,” Fifth Annual Aspen Institute on Information Technology, in Aspen, Colorado, August 14-17, 1996

“Corporate Productivity in the Internet Environment,” at the Technical Conference on Telecommunications R&D in Massachusetts, Lowell, March 12, 1996

“Tracking the Growth of Global Electronic Commerce,” at the Fourth International World Wide Web Conference, Boston, December 13, 1995

Grants

January 2018 – May 2019	<i>Innovating University Teaching Across Disciplines with AI and Voice-Activated Devices in the Classroom</i> Advanced Technology Innovation Grant, Boston College, Principle Investigator
Aug 2016- March 2017	Winston Center, CSOM to organize an interdisciplinary symposium on Leading for Social Impact (held on February 28, 2017)
June 2016 – May 2017	Center for Teaching Excellence, to develop a new hybrid MBA course in Digital Commerce
June 2015- May 2016	Institute for Liberal Arts, Boston College (Co-recipient with Ken Himes, Theology and Eve Spangler, Sociology) Interdisciplinary faculty planning and public programming to develop an interdisciplinary minor in Managing for Social Impact
Oct 2013- June 2015	Academic Innovation Grant for Redesign of Computers in Management

Boston College Service

2015-present	Co-Director of the Managing for Social Impact and the Public Good Interdisciplinary Minor Chair of the University Faculty Coordinating Committee for the minor
2015-present	Coordinator of the Managing for Social Impact and the Public Good CSOM co-concentration
2017-present	Faculty Advisory Committee for the Albert J. Fitzgibbons Chair Lecture Series
2017-present	Faculty team, Shea Center for Entrepreneurship

Current External Service:

2002 – present:	Editorial Board, EM: Electronic Markets
2004 - present:	Brown University, Advisory Council on Computing and Information Technology September 2010: Co-Chair Academic Technology Committee
2011 – present:	Editorial Board, Docent Press
2016 – present:	Board of Directors and President, Boston Authors Club