

Constantinos K. Coursaris

Associate Chairperson, Director of Graduate Studies, and Associate Professor at Michigan State University

East Lansing, MI, US

Human-Computer Interaction, User Experience, and Social Media researcher and consulting focusing on Digital Transformation and Healthcare.

Biography

Dr. Constantinos K. Coursaris is a seasoned scholar in human-computer interaction and a global expert in digital and social media in the context of healthcare and/or marketing communications.

He joined Michigan State University in 2005, and is currently Associate Chairperson, Director of Graduate Studies, and Associate Professor in the Department of Media and Information; he holds a second appointment as Associate Professor in the Department of Advertising and Public Relations. He is also Professor by Courtesy in Usability/Accessibility Research and Consulting.

Constantinos studies user motivations, expectations, and experiences with new media and the consequent design implications with a focus on social systems. Two overarching research questions frame his scholarly pursuits:

1. What drives the optimal design of new media interfaces vis-à-vis usability and performance?
2. What content considerations evoke desired affective and/or behavioral outcomes?

Constantinos' research has been published widely in top peer-reviewed journals, such Information & Management, New Media & Society, Computers in Human Behavior, Transactions on Human-Computer Interaction, Online Information Review, among others. Working in numerous interdisciplinary teams, he has received external funding to support his research in excess of \$4 million from government agencies (e.g., U.S. Department of Agriculture; Michigan Department of Community Health), non-government organizations (e.g., Patient Centered Outcomes Research Initiative), foundations (e.g., McKesson Foundation), academia (e.g., King Khalid University), and industry (e.g., Leo Burnett Detroit).

During his academic career, he has received many accolades in business analysis and e-Business research and development. Constantinos has taught over 50 university courses over the last 12 years. He also consults to the private sector, focusing on Website development, Web content management, and social media for governance and/or marketing, and has trained diverse organizations in North America, Europe, the Middle East and North Africa (MENA).

His formal training consists of a B.Eng. in Aerospace (Carleton University), an MBA in e-Business and a Ph.D. in Information Systems with a concentration on electronic business (e-Business) and mobile commerce (m-Commerce) (McMaster University).

Learn more on Coursaris.com, SmartConsulting.Solutions, and follow him @DrCoursaris.

Industry Expertise

Education/Learning

Areas of Expertise

Digital Transformation, Digital Marketing, E-Business, User Experience, Human-Computer Interaction, Social Media, Usability, E-Health

Education

McMaster University

Ph.D. Business Administration, Information Systems - Usability

McMaster University

M.B.A. E-Business

Carleton University

B.Eng. Aerospace

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