

# Gary C. David

Associate Professor of Sociology

## **Biography**

Gary David's research focuses on the role that interpersonal interactions play in the formation of intergroup relations, and the role that communication technologies play in that process. He also does research on the impact of new technologies on workplace activities. He has conducted research primarily in workplace settings where intercultural/intergroup interactions take place on a regular basis. Past studies include the analysis of interactions between workers and customers in Arab-owned convenience stores in Metropolitan Detroit. Present projects include examining the nature of collaborative activity in multicultural worksites, the impact of speech recognition technology and electronic medical records on healthcare, the implementation of enterprise systems on workplaces, and how co-workers build a collaborative relationship through engaging in workplace practices.



## **Topics & Themes**

### ***Cultural Awareness & Global Relationship Management***

The application of information/process management and sociological approaches to group development and culture-in-practice.

### ***Ethnography of Workforce Design***

### ***Quality Improvement Technologies in Healthcare Documentation Production***

## **Education**

PhD, Wayne State University, 1999

## **Specialty Areas & Interests**

- Intercultural Communication
- Intergroup Relations
- Arab American Studies
- Ethnomethodology & Conversation Analysis
- Workplace Studies
- Ethnic Identity and Community
- Diversity Issues
- Global Relationship Management
- Virtual Workplace Community Development
- Technology & Society

## **Professional Memberships**

- American Sociology Association
- Midwest Sociological Society
- International Institute for Ethnomethodology & Conversation Analysis

## **Selected Publications**

David, Gary, Chand, Donald, Newell, Susan, Resende Santos, Joao. "Integrated Collaboration Across Distributed Sites: The Perils of Process and the Promise of Practice," Journal of Information Technology, vol. 23, pp 44-54, 2008.

David, Gary, Jalbert, Paul. "Undoing Degradation: The Attempted Rehumanization of Arab and Muslim Americans," Ethnographic Studies, vol. 10, pp 23-47, 2008.

Newell, Susan, David, Gary, Chand, Donald. "An Analysis of Trust Among Globally Distributed Teams in an Organizational Setting," Journal of Knowledge and Process Management, vol.14, no. 3, pp 158-168, 2007.

Warfield Rawls, Anne, David, Gary. "Accountably Other: Trust, Reciprocity and Exclusion in a Context of Situated Practice," Human Studies, vol. 28, no. 4, pp 469-497, 2006.

Newell, Susan, David, Gary. "Critically Thinking About CSFs in Enterprise Systems," Business Intelligence, vol. 6, no. 8, pp 1-18, 2006.

Newell, Susan, Coopriider, Jay, David, Gary, Edelman, Linda, Logan, Traci. "Analyzing Different Strategies to Enterprise System Adoption: Reengineering-Led Versus Quick Deployment," International Journal of Enterprise Information Systems, 2005.

Bentley Executive Education

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