

VITA (Revised 12/2019)

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David Bruton, Jr. Centennial Chair in Business
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WORK EXPERIENCE

Coordinator for Business Analytics Concentration in MBA program, Fall 2015-.

Coordinator, MBA Information Management program, Fall 2011-2015.

Director, MBA Information Management program, Summer 2003 – Summer 2011.

Professor of Information Systems, McCombs School of Business, The University of Texas at Austin, Fall 2001 - .

Associate Professor of Information Systems, McCombs School of Business, The University of Texas at Austin, Fall 1997 – Fall 2001.

Assistant Professor of Information Systems, McCombs School of Business, The University of Texas at Austin, 1991 - 1997.

Instructor, Graduate School of Business, The University of Texas at Austin, 1990 - 1991.

Undergraduate Program Instructor, Graduate School of Industrial Administration, Carnegie Mellon University, 1987-1990. Taught “Production/Operations Management” and “Elements of Industrial Administration”.

RESEARCH INTERESTS

- Impact of network effects on migration in online networks
- Impacts of contract choice and governance on Business Process Outsourcing (BPO) performance.
- Electronic business: Measuring economic activity and value creation in the Internet economy, economic mechanisms for supplier selection over electronic networks, online procurement, collaborative systems, and complementarity between electronic commerce and mass customization.
- Measuring the business value of Information Technologies (IT); complementarity theory and its applications to assessing the value of reengineering and organizational design investments; complementarity between IT investment, incentives, business processes and decision authority.

TEACHING INTERESTS

- Aligning business and Information Technology strategies
- Electronic business and digital transformation
- Economics of IT (IT investment and productivity, business value of reengineering investments, strategic impacts of IT, organizational information sharing, etc.).
- Data Communications/Networking/Distributed Computing
- Developing Internet and Intranet Applications
- Financial and Manufacturing Information Systems

EDUCATION

Ph.D in Information Systems, Graduate School of Industrial Administration, Carnegie Mellon University, May 1991.

M.S. in Information Systems, Graduate School of Industrial Administration, Carnegie Mellon University, 1987.

Junior Research Scholar, Electrical Communication Engineering, Indian Institute of Science, Bangalore, India, 1984-85. Worked on the design of optical fiber networks.

B.E. Electronics and Telecommunication Engineering, Jadavpur University, Calcutta, India, 1984.

ACADEMIC HONORS

1. Nominated for 2016 McCombs Career Award for Outstanding Research Contributions.
2. Distinguished Fellow, INFORMS Information Systems Society (37 Fellows worldwide as of December 2019).
3. MBA Faculty Honor Roll, 2012 (for HMBA ITM course, 2011)
4. Nominated for best paper, "Market Myopia and Firm Specific Risk: Reexamining the Financial Value of Information Technology Decisions," (with D. Mani) Proceedings of the *16th Pacific-Asia Conference on Information Systems*, 2012.
5. UT Regents Teaching Excellence Award, 2012
6. Nominated for Excellence in Education Award, 2011
7. Nomination for best paper, "To Commit or Not: Preemption Strategies in Competing Online Networks," (with R. Mukherjee), Proceedings of the *International Conference on Information Systems*, December 2011.
8. Nominated for Excellence in Education Award, 2009.
9. Nominated for Joe D. Beasley Award for MBA Teaching, 2008.
10. MBA Faculty Honor Roll, 2008.
11. MBA Faculty Honor Roll, 2007 (for TEMBA ITM course, Spring 2007).
12. MBA Faculty Honor Roll, 2007 (for elective MBA ITM course, Spring 2007).
13. Texas Exes Teaching Award, December 2006.
14. MBA Faculty Honor Roll, Spring 2006.
15. Mr. & Mrs. William F. Wright Jr. Centennial Professorship, Fall 2001-2015.
16. Minnie Stevens Piper Foundation Professorship Award for "outstanding scholarly and academic achievement", 2001.

17. Appointed to the Texas Academy of Distinguished Teachers (Distinguished Teaching Professor), 2000.
18. El Paso Energy Foundation Faculty Award, 2000 (awarded to three faculty members in Business and Engineering disciplines at the University of Texas at Austin)
19. CBA Foundation Advisory Council Award for Teaching Innovation, 1999.
20. Nominated by MSIS Department for appointment to the Texas Academy of Distinguished Teachers, 1999.
21. ANBAR Citation Excellence for the paper “The IT Productivity Paradox Revisited: A Theoretical and Empirical Investigation in the Manufacturing Sector,” (with B. Lee), 1998.
22. Nominated for the Jack Taylor Award for Excellence in Teaching, 1997.
23. Nominated for the “CBA Foundation Advisory Council Award for Teaching Innovation,” 1995.
24. College of Business Administration Foundation Teaching Award for Assistant Professors, The University of Texas at Austin, 1994.
25. William W. Cooper Doctoral Dissertation Award, Carnegie Mellon University, 1991.
26. Doctoral-level Excellence in Teaching Award, Graduate School of Industrial Administration, Carnegie Mellon University, 1990.
27. Society for Information Management (SIM) Dissertation Research Fellowship, 1989, one of four awarded on an international basis.
28. Invited Doctoral Consortium Participant at the 9th International Conference on Information Systems (SIM Doctoral Fellow), 1988.
29. William Larimer Mellon Fellowship, Graduate School of Industrial Administration, Carnegie Mellon University, 1985.
30. University Prize, Jadavpur University, India, awarded to the topper amongst all Engineering departments, 1982.
31. National Merit Scholarship, Government of India, 1978.

RESEARCH GRANTS

1. MSB Research Grant for “Content Moderation in Decentralized Social Media Platforms,” \$15,000, 2020.
2. MSB Research Excellence Grant, \$15,000 (with Rajiv Garg), 2013.
3. PI, \$52,000 VeriSign grant to assess economy-wide returns from electronic commerce investments, 2011.
4. PI, \$45,000 Sybase grant to study the financial impacts of effective data, 2010.
5. Co-PI (with Andrew Whinston), \$40,000 Philips Semiconductor grant to study the financial impacts of RFID investments, 2006.
6. McCombs Research Excellence Fund (with A.B. Whinston), for project “Market Myopia, Mania or Inefficiency? A Longitudinal Analysis of Stock Market Reactions to Outsourcing Alliances and Performance,” 2006.
7. Co-PI (with Andrew Whinston), Sprint grant to study Application Service Provider (ASP) business models, 2000-2001.
8. Co-PI (with Andrew Whinston), \$275,000 Dell Inc. grant to conceptualize, operationalize and measure e-business value, 2000.
9. Co-PI (with Andrew Whinston), National Science Foundation, 2-year grant, “Naturally Occurring Experiments with Electronic Markets and Digital Products,” 1999.
10. Co-PI (with Andrew Whinston), Dell Inc., “Experimenting with Digital Markets and Products,” 1999.
11. Co-PI (with Andrew Whinston and Ramesh Rao), Cisco Systems/Cunningham Communication, “Cisco Indices for Measuring Economic Activity on the Internet”, 1999.
12. Co-PI (with Andrew Whinston), “Quasi-naturally Occurring Experiments with Electronic Markets and Digital Products,” grant from Ernst & Young, 1997.
13. Co-PI (with Andrew Whinston), “Organizing and Managing Digital Products Companies”, grant from the International Center for Electronic Commerce, Korea, 1997.
14. Summer Research Grant, Graduate School of Business, The University of Texas at Austin, Summer 1997.

15. SEMATECH project “Cost Models for Design for Test Group 3 Cost Parameters”, January 1996.
16. National Science Foundation (NSF) Research Initiation Award, 1992-1995.
17. FADRC Grant, Graduate School of Business, The University of Texas at Austin, Summer 1991.
18. Summer Research Grant, Graduate School of Business, The University of Texas at Austin, Summer 1993.
19. Summer Research Grant, Graduate School of Business, The University of Texas at Austin, Summer 1994.

RESEARCH PUBLICATIONS

REFEREED JOURNAL ARTICLES

1. Barua, A., and R. Mukherjee, “Impact of Network Effects on Migration in Online Networks,” forthcoming, ***MIS Quarterly***.
2. Barua, A., and D. Mani, “Reexamining the Financial Value of Information Technology Decisions,” ***Information Systems Research***, March 2018.
3. Mani, D. and Barua, A., “The Impact of Firm Learning on Value Creation in Strategic Outsourcing Relationships,” Volume 32, Issue 1, ***Journal of MIS***, 2015.
4. Barua, A., and D. Mani, “Conflict Resolution or Informational Response? An Empirical Analysis of the Determinants of Governance Choice in Business Process Outsourcing Relationships,” Volume 31, Issue 3, ***Journal of MIS***, 2014.
5. Mani, D., Barua, A., and A.B. Whinston, “Outsourcing Contracts and Equity Prices,” ***Information Systems Research***, 2013.
6. Mani, D., Barua, A., and A.B. Whinston, "An Empirical Analysis of the Contractual and Information Structures of Business Process Outsourcing Relationships", ***Information Systems Research***, September 2012.
7. Susarla, A., and Barua, A., “Contracting Efficiency and New Firm Survival in Markets Enabled by Information Technology”, ***Information Systems Research***, June 2011.
8. Bapna, R., Barua, A., Mani, D. and A. Mehra, “Cooperation, Coordination and Governance in Multi-sourcing: An Agenda for Analytical and Empirical Research,” ***Information Systems Research***, research commentary, December 2010.

9. Barua, A., Brooks, L., Gillon, K., Hodgkinson, R., Kohli, R., Worthington, S., and Zukis, B., "Creating, Capturing and Measuring Value From IT Investments: Could We Do Better?" *Communications of the Association for Information Systems*, Vol. 27, 2010.
10. Susarla, A., Barua, A. and A.B. Whinston, A.B., "Multitask Agency, Modular Architecture and Task Disaggregation in 'Software as a Service'" *Journal of MIS*, Vol. 26, No. 4, Spring 2010.
11. Mani, D., Barua, A., and A.B. Whinston, "An Empirical Analysis of the Impact of Information Capabilities Design on Business Process Outsourcing Performance," *MIS Quarterly*, Vol. 34, No. 1, 2010.
12. Susarla, A., Barua, A., and A.B. Whinston, "A Transactions Cost Perspective of the Software as a Service Model," *Journal of MIS*, Vol. 26, No. 2, Fall 2009.
13. Mishra, A., Konana, P. and Barua, A., "Antecedents and Consequences of Internet Use in Procurement: An Empirical Investigation of US Manufacturing Firms," *Information Systems Research*, March 2007.
14. Mani, D., Barua, A., and Whinston, A.B., "Successfully Governing Business Process Outsourcing Relationships," *MIS Quarterly Executive*, Volume 5, Issue 1, March 2006.
15. Barua, A., Ravindran, S., and Whinston, A.B., "Enabling Mechanisms for Information Sharing in the Presence of Complementarity," *Information Technology Management*, March 2007.
16. Mani, D., Barua, A., and Whinston, A.B., "Successful Business Process Outsourcing," *Sloan Management Review*, Intelligence Section, Winter 2006.
17. Barua, A., Konana, P., Whinston, A.B. and Yin, F., "An Empirical Investigation of Internet Enabled Business Value," *MIS Quarterly*, December 2004.
18. Susarla, A., Barua, A., Whinston, A.B., "Understanding the 'Service' Component of Application Service Provision: An Empirical Analysis of Satisfaction with ASP Services," *MIS Quarterly*, Vol. 27, No. 1, 2003, pp. 91-123.
19. Barua, A., Brockett, P.L., Cooper, W.W., Deng, H., Ruefli, T.W., and Whinston, A.B., "DEA Evaluations of Long- and Short-Run Efficiencies of Digital vs. Physical 'Dot Com' Companies," *Socio-Economic Planning Sciences*, Vol. 38, Issue 4, pp. 233-253, December 2004.
20. B. Kim, A. Barua and A.B. Whinston "Virtual Field Experiments for a Digital Economy: A New Research Methodology for Exploring an Information Economy," *Decision Support Systems*, Volume 32, 2002, pp. 215-231.

21. Susarla, A., Barua, A., Whinston, A.B., "Making the most of out of an ASP relationship," **IEEE IT Professional**, Volume 3, No. 6, November-December 2001, pp.63-67.
22. Barua, A., Konana, P., Whinston, A.B. and Yin, F., "Managing E-Business Transformation: Opportunities and Value Assessment," **Sloan Management Review**, Volume 43, No. 1, Fall 2001, pp. 36-44.
23. Susarla, A., Barua, A., and A.B. Whinston, "Myths about Outsourcing to Application Service Providers," **IEEE IT Professional**, Volume 3, No. 3, May-June 2001, pp. 32-35.
24. Barua, A., Konana, P., Whinston, A.B., Yin, F., "Measures for E-Business Value Assessment," **IEEE IT Professional**, Volume 3, No. 1, January-February 2001, pp. 47-51.
25. Lee, C.H., Barua, A., and Whinston, A.B., "The Complementarity of Mass Customization and Electronic Commerce," **Economics of Innovation and New Technology**, Volume 9, No. 2, 2000, pp. 81-110.
26. Barua, A., Whinston, A.B., and Yin, F., "Value and Productivity in the Internet Economy," **Computer (IEEE Computer Society)**, Volume 33, No. 5, May 2000, pp. 102-105.
27. Barua, A., Konana, P., Whinston, A.B., Yin, F., "Making E-Business Pay: Eight Key Drivers for Operational Success," **IEEE IT Professional**, Volume 2, No. 6, November-December 2000, pp. 22-30.
28. Lee, B., and Barua, A., "An Integrated Assessment of Productivity and Efficiency Impacts of Information Technology Investments: Old Data, New Analysis and Evidence," **Journal of Productivity Analysis**, Vol. 12, 1999, pp. 21-43.
29. Barua, A. and Whinston, A.B., "Complementarity Based Decision Support for Managing Organizational Design Dynamics," **Decision Support Systems**, Vol. 22, 1998, pp. 45-58.
30. Barua, A., Watabe, K., and Whinston, A.B., "Redesigning Business Organizations Based on Business Value Model and Complementarity," **Journal of the Japan Society for Management Information**, Vol. 9, No. 2, pp. 45-55, March 1997.
31. Barua, A., and Lee, B., "An Economic Analysis of the Introduction of an Electronic Data Interchange System," **Information Systems Research**, Volume 8, No. 4, December 1997, pp. 398-422.

32. Barua, A., Chellappa, R., and Whinston, A.B., "Design and Implementation of Internet and Intranet Based Collaboratories," ***International Journal of Electronic Commerce***, Vol. 1, No. 2, Winter 1996-97, pp. 32-58.
33. Lee, B., Barua, A., and Whinston, A.B., "Discovering and Validating Causality in MIS: Reengineering the MIS Field Research Methodology," ***MIS Quarterly***, Volume 21, No. 1, March 1997, pp. 109-136.
34. Barua, A., Ravindran, S., and Whinston, A.B., "Efficient Selection of Suppliers Over the Internet," ***Journal of MIS***, Vol. 13, No. 4, Spring 1997, pp. 117-134.
35. Barua, A., Ravindran, S., and Whinston, A.B., "Effective Intra-organizational Information Flows", ***Journal of Information Science***, Vol. 23, No. 3, 1997, pp. 239-248.
36. Barua, A., and Lee, B., "The IT Productivity Paradox Revisited: A Theoretical and Empirical Investigation in the Manufacturing Sector," ***The International Journal of Flexible Manufacturing Systems***, Vol. 9, 1997, pp. 145-166.
37. Barua, A., Ravindran, S., and Whinston, A.B., "Coordination in Information Exchange Between Organizational Decision Units," ***IEEE Transactions on Systems, Man and Cybernetics***, Vol. 27, No. 5, September 1997, pp. 690-698.
38. Chellappa, R., Barua, A., and Whinston, A.B., "E³: An Electronic Infrastructure to Support Virtual Universities," ***Communications of the ACM***, Volume 40, No. 9, September 1997, pp. 56-58.
39. Barua, A., and Whinston, A.B., "Business Value Complementarity: A New Approach to Getting the Most Out of Your Reengineering Projects," ***Business and Strategy***, Volume 7, 1997, pp. 13-15.
40. Barua, A., and Ravindran, S., "Reengineering Information Sharing Behavior in Organizations," ***Journal of Information Technology***, Vol. 11, October 1996, pp. 261-272.
41. Barua, A., Lee, S., and Whinston, A.B., "The Calculus of Reengineering," ***Information Systems Research***, Vol. 7, No. 4, December 1996, pp. 409-428.
42. Ravindran, S., Barua, A., Lee, B. and Whinston, A.B., "Strategies for Smart Shopping in Cyberspace," ***Journal of Organizational Computing***, Vol. 6, No. 1, 1996, pp. 33-50.
43. Barua, A., Lee, C-H S., and Whinston, A.B., "Incentives and Computing Systems for Team Based Organizations," ***Organization Science***, Vol. 6, No. 4, July-August 1995, pp. 487-504.

44. Barua, A., Lee, C.H., Watabe, K., and Whinston, A.B., "Integrated Modeling of Reengineering and Kaizen," *Journal of the Japan Society for Management Information*, Vol. 4, No. 1, July 1995, pp. 57-77.
45. Barua, A., Kriebel, C.H., and Mukhopadhyay, T., "Information Technologies and Business Value: An Analytic and Empirical Investigation," *Information Systems Research*, Vol. 6, No. 1, March 1995, pp. 3-23.
46. Barua, A., Chellappa, R., and Whinston, A.B., "Creating an MIS Collaboratory in Cyberspace: Theoretical Foundations and an Implementation," *Journal of Organizational Computing*, Vol. 5, No. 4, 1995, pp. 417-442.
47. Barua, A., Kriebel, C.H., and Mukhopadhyay, T., "An Economic Analysis of Strategic Information Technology Investments," *MIS Quarterly*, Vol. 15, No. 3, September 1991, pp. 313 - 331.

ARTICLES IN PROFESSIONAL JOURNALS/MAGAZINES

1. Barua, A. and I. Khan, "Does Better Data Lead to Better Corporate Performance?" *Forbes*, September 1, 2011.
2. Barua, A., P. Konana and A.B. Whinston, "Even if IT Doesn't Matter, Informational Capabilities Still Do," *CIO Magazine*, October 15, 2004, <http://www2.cio.com/higher/report2752.html>.
3. Mani, D., Barua, A., Konana, P. and A.B. Whinston, "Managing Risk to Maximize Value in Business Process Outsourcing: A Process Oriented Approach," *CIO Magazine*, September 15, 2003, <http://www2.cio.com/higher/report3503.html>.
4. Barua, A., "The Elusive Value: Measuring Return on IT Investment," *Exec!: The Unisys Online Journal for Senior Managers*, January 1998.

REFEREED CONFERENCE PROCEEDINGS

1. Karanam, A., Agarwal, A. and A. Barua, "Designing for Visibility and Sharing: The Case of Mobile Apps," Proceedings of the 2018 International Conference on Information Systems.
2. Sharma, V., Barua, A. and A.B. Whinston, "An empirical analysis of Co-movements of Cryptocurrency Returns," 2018 Asia Pacific Decision Sciences Institute Conference.

3. Barua, A., Gutierrez, G. and C. Yoo, "Organizational Design and Exploiting Complementarities: A Naturally Occurring Experiment," 2018 Asia Pacific Decision Sciences Institute Conference.
4. Barua, A. and D. Mani, "Market Myopia and Firm Specific Risk: Reexamining the Financial Value of Information Technology Decisions," Proceedings of the *16th Pacific-Asia Conference on Information Systems*, 2012 (nominated for best paper award).
5. Barua, A., and Mukherjee, R., "The Incumbency Protection Power of Network Effects: Hype or Reality," proceedings of the *International Conference on Information Systems*, December 2011.
6. Barua, A. and Mukherjee, R., "To Commit or Not: Preemption Strategies in Competing Online Networks," proceedings of the *International Conference on Information Systems*, December 2011 (nominated for best paper award).
7. Mani, D., Barua, A., and A.B. Whinston, "The Impact of Idiosyncratic Firm Learning on Value Creation in Strategic Outsourcing Relationships," *International Conference on Information Systems*, 2009.
8. Barua, A., Mani, D., and A.B. Whinston, "Creating or Destroying Long-Term Firm Value Through IT and Business Process Outsourcing?" *ISES Inaugural Global Conference on Service Excellence*, Singapore, 2009.
9. Barua, A., Mani, D., and A.B. Whinston, "An Empirical Assessment of the Long-Term Market Value of Information Technology and Business Process Outsourcing," *Proceedings of the International Congress on Pervasive Computing and Management*, December 2008.
10. Mani, D., Barua, A, and Whinston, A.B., "Conflict Resolution or Informational Response? An Empirical Analysis of the Determinants of Governance Choice in Business Process Outsourcing Relationships," *Proceedings of the International Conference on Information Systems*, 2007.
11. Mani, D., Barua, A, and Whinston, A.B., "A Model of Contingent Governance Choice and Performance in Business Process Outsourcing: The Effects of Relational and Process Uncertainty," *Proceedings of Asia Pacific Decision Sciences Institute Conference*, July 2007.
12. Mani, D., Barua, A, and Whinston, A.B., "Resolving the Emerging BPO Paradox: Of Process Requirements, Governance Capabilities and Service Satisfaction," *Proceedings of the International Conference on Information Systems*, December 2005.
13. Susarla, A., Barua, A., and A.B. Whinston, "Multitasking and Incentives in Application Service Provider Contracts for Customer Relationship Management," *Proceedings of Americas Conference on Information Systems*, August 2002.

14. Mishra, A. N., Konana, P., and Barua, A. "Determinants of the Level of Internet-based Procurement: An Empirical Study of the Procurement of Production Goods in Manufacturing Firms," *Proceedings of Americas Conference on Information Systems*, August 2001, Boston, MA, August 3-5, 2001.
15. Barua, A., Lang, K.R., Susarla, A., and Whinston, A.B., "A Schumpeterian Approach to Explaining Growth in the Digital Economy," in *Proceedings of 5th International Conference, Asian-Pacific Region of Decision Science Institute, Waseda University, Tokyo, Japan, July 24-27, 2000* .
16. Barua, A., Pinnell, J., Shutter, J. and A.B. Whinston, "Measuring the Internet Economy: An Exploratory Study," forthcoming in the *Proceedings of the Conference on the Measurement of Electronic Commerce*, Singapore, December 1999.
17. Mishra, A.N., Konana, P., and Barua, A., "An Empirical Investigation of Internet-based Procurement," *3rd International Conference on Telecommunications and Electronic Commerce*, November 16-19, 2000.
18. Lee, B., Kim, B., and Barua, A., "The Impact of Electronic Commerce on the Marketing Channel Competition," *Proceedings of AIS*, August 1998.
19. Ravindran, S., Barua, A., and Whinston, A.B., "Electronic Network Based Trading Partner Selection," *Proceedings of the INFORMS Conference on Information Systems*, May 1997.
20. Chellappa, R., Barua, A., and Whinston, A.B., "Electronic Publishing Versus Publishing Electronically: The Case of EC World," *Proceedings of the International Conference on Information Systems (Technologies in Action Track)*, December 1996.
21. Kim, B., Barua, A., and Whinston, A.B., "Strategic Coalitions in the IT Industry", *Proceedings of the International Conference on Information Systems (Research-in-progress track)*, December 1996.
22. Barua, A., Ravindran, S. and Whinston, A.B., "Enablers of Information Exchange in Organizations," *Proceedings of the Asia-Pacific Decision Science Institute Conference*, Hong Kong, June 21-22, 1996.
23. Lee, C.H., Barua, A., and Whinston, A.B., "Winning With Mass Customization and Electronic Commerce," *Proceedings of the Americas Conference on Information Systems*, Phoenix, AZ, August 16-18, 1996.
24. Lee, C.H., Hwang, C.J., Barua, A., and Whinston, A.B., "CART: A Computer Aided Reengineering Tool Based on Business Value Complementarity Theory," *Proceedings of 23rd ACM Computer Science Conference*, February 1995, pp. 157 - 168.

25. Barua, A., and Whinston, A.B., “An Information Economics Approach to Analyzing Information Systems for Cooperative Decision Making,” March 1991, Proceedings of the 12th *International Conference on Information Systems*, New York, N.Y., December 1991, pp. 15 - 27.
26. Gode, D.K., Barua, A., and Mukhopadhyay, T., “On the Economics of Software Maintenance,” Proceedings of the 11th *International Conference on Information Systems*, Copenhagen, December 1990, pp. 159 - 170.
27. Barua, A., Kriebel, C.H., and Mukhopadhyay, T., “MIS and Information Economics: Augmenting Rich Descriptions with Analytical Rigor in Information Systems Design,” Proceedings of the 10th *International Conference on Information Systems*, Boston, December 1989, pp. 327 - 339.
28. Barua, A., and Mukhopadhyay, T., “A Cost Analysis of the Software Dilemma: To Maintain or to Replace,” Proceedings of the 22nd *Hawaii International Conference on Systems Sciences*, January 1989, pp. 89 - 98.
29. Barua, A., “Dynamic Investment Strategies for Information Systems Development,” Proceedings of the 9th *International Conference on Information Systems*, Minneapolis, December 1988, pp. 129 - 139.

EDITED BOOK CHAPTERS

1. Barua, A., Mani, D. and A.B. Whinston, “ Does Strategic Outsourcing Create Financial Value?” in *Operational control in asset management: Processes and Costs*, M. Pinedo (Editor), SimCorp, 2010.
2. Barua, A. and Whinston, A.B., “Excerpts from Measuring the Internet Economy,” in J.F. George (Ed.), *Computers in Society*, 2003.
3. Barua, A., and Chellappa, R., “Quasi-Naturally Occurring Experiments with Electronic Markets and Digital Products,” in “**Business Modeling**” Holsapple, C., Jacob, V. and Rao, H.R. (Eds), Kluwer Academic Publishers, 2001.
4. Barua, A., and Mukhopadhyay, T., “Business Value of Information Technologies: Past, Present and Future, in *Framing the Domains of IT Management: Glimpsing the Future through the Past*, Robert Zmud (Ed.), 2000.
5. Barua, A., Desai, P., and Srivastava, R., “Economics of Digital Marketing,” in V. Mahajan and J. Wind (Eds.), *Digital Marketing*, 2000.

6. Barua, A., Lee, C-H S., and Whinston, A.B., “Incentives and Computing Systems for Team Based Organizations: A Complementarity Perspective,” in G. DeSanctis (Ed.), Sage Publications, 1999.
7. Chellappa, R., Barua, A., and Whinston, A.B., “Intranets: Looking Beyond Internal Corporate Web Servers,” in *Readings in Electronic Commerce*, Reading, MA: Addison-Wesley, 1997.
8. Chellappa, R., Barua, A., and Whinston, A.B., “Electronic Publishing Versus Publishing Electronically,” in *Readings in Electronic Commerce*, Reading, MA: Addison-Wesley, 1997.
9. Barua, A., Chellappa, R. and Whinston, A.B., “Social Computing: Computer Supported Cooperative Work and Groupware,” in *The Handbook of Human Factors and Ergonomics*, 2nd Edition, Gavriel Salvendy (Ed.), John Wiley and Sons, Inc., 1996.

PAPERS UNDER REVIEW/REVISION

1. Barua, A., Gutierrez, G., and C. Yoo, “Strategic Complementarities in an Online Advertising Supply Chain,” under revision, *Production and Operations Management*.
2. Karanam, A., Agarwal, A. and A. Barua, “Designing for Visibility: The Case of Mobile Apps,” (with A. Agarwal and A. Karanam), under revision, *Information Systems Research*.
3. Sharma, V., Barua, A., and A.B. Whinston, “On the Adoption and Supply of Bitcoin: An Empirical Analysis,” under review, *Information Systems Research*.

WORKING PAPERS

1. “Organizational Design and Exploiting Complementarities: A Naturally Occurring Experiment,” (with G. Gutierrez and C. Yoo), last revised September 2019, to be submitted shortly.
2. “An Empirical Analysis of Co-movements of Cryptocurrency Returns,” (with V. Sharma), last revised August 2019, expected completion December 2019.
3. “The Financial Value of a Like in Social Media,” (with R. Garg), last revised Feb 2019.
4. “The Value of Having Board Members from the Information Technology Sector” (with I. Bardhan and V. Sharma), in progress, expected completion February 2020.
5. “Copy, Innovate or Listen to Your Users? An Analysis of Mobile App Developer Strategies” (with A. Agarwal and A. Karanam) in progress, expected completion February 2020.

6. "On the Challenges of Detecting Complementarities in a Structural Model," (with G. Gutierrez and C. Yoo), under preparation, December 2017.
7. "Understanding Complementarity in Supply Chain Initiatives: An Empirical Investigation," (with A. Susarla, P. Konana, and A.B. Whinston), last revised July 2017.

SELECTED RESEARCH AND PROFESSIONAL PRESENTATIONS

1. "On the Adoption and Supply of Bitcoin," (with V. Sharma and A.B. Whinston), Conference on Information Systems and Technology (CIST), 2019.
2. "Design for Visibility: The Case of Mobile Apps," (with A. Karanam and A. Agarwal), Conference on the Digital Economy, December 2018.
3. "Organizational Design and the Ability to Exploit Complementarities: A Naturally Occurring Experiment," Statistical Challenges in E-Commerce Research (SCECR), 2018.
4. "Hype or Sense: An Analysis of Co-movements of Cryptocurrency Returns," Statistical Challenges in E-Commerce Research (SCECR), 2018.
5. "On the Challenges of Detecting Complementarities in a Structural Model," (with G. Gutierrez and C. Yoo), Conference on Information Systems and Technology (CIST), November 2017.
6. "Mobile App Ecosystem: Social Features and Performance" (with A. Karanam and A. Agarwal), Workshop on Information Systems and Economics, December 2017.
7. "The Effect of Organizational Design on Exploiting Complementarities," (with G. Gutierrez and C. Yoo), Workshop on Information Systems and Economics, December 2017.
8. "Mobile App Ecosystem: Social Features and Performance" (with A. Karanam and A. Agarwal), Conference on the Digital Economy, December 2017.
9. "Complementarities in a Digital Advertising Supply Chain," (with G. Gutierrez and C. Yoo), Conference on Information Systems and Technology (CIST), November 2016.
10. "Assessing the Financial Value of a Facebook Like," (with R. Garg), SCECR, June 2016.
11. "Analytical and Empirical Modeling of Complementarities in a Digital Advertising Supply Chain," (with G. Gutierrez and C. Yoo), Statistical Challenges in E-Commerce Research (SCECR), June 2016.

12. "The Like Economy: A Randomized Field Experiment to Assess the Value of Social Influence and Signaling," (with R. Garg), Workshop on Information Systems and Economics (WISE), December 2015.
13. "The Anatomy of a Digital Supply Chain," Indian Institute of Management, Calcutta, August 2016.
14. "Complements or Substitutes? Analyzing Interactions in a Digital Advertising Supply Chain," (with G. Gutierrez and C. Yoo), INFORMS, November 2016.
15. Modeling Interactions in a Digital Supply Chain, SP Jain Institute of Management Research, June 2016.
16. Academic keynote, Service Sciences Workshop, Indian School of Business, July 2014.
17. "Market Value of Information Technology Decisions," University of Maryland, September 2014.
18. "Market Value of IT Investment Decisions," International Symposium on Information Systems, (with D. Mani), January 2013.
19. Academic keynote, IBM/ISB Service Sciences Workshop, Indian School of Business, July 2013.
20. "To Sit On The Fence or Not: Role of Reputation on Preemption Strategies in Competing Technology Networks," (with R. Mukherjee), December 2012.
21. "Preemption Strategies in the Presence of Switching Costs," Indian School of Business, November 2012.
22. "Market Myopia and Firm Specific Risk: Reexamining the Financial Value of Information Technology Decisions," Indian Institute of Management, Calcutta, August 2012.
23. "Market Myopia and Firm Specific Risk: Reexamining the Financial Value of Information Technology Decisions," University of California at San Diego, April 2012.
24. "Outsourcing and Equity Prices," Michigan State University, March 2012.
25. "Market Myopia and Firm Specific Risk: Reexamining the Financial Value of Information Technology Decisions," Workshop on Information Systems and Economics, Shanghai, December 2011.
26. "Outsourcing and Equity Prices," Purdue University, November 2011.
27. "Assessing the Impact of Complementarity in Information Integration and Inter-Organizational Coordination International Symposium on Information Systems," Indian School of Business, December 2010.
28. "To Commit or Not: Preemption Strategies in Competing Online Networks," International Symposium on Information Systems, Indian School of Business, December 2010.

29. "Live Easy or Die Hard: The Impact of Network Effects on Migration in Online Networks" Texas A&M, 2010.
30. "Live Easy or Die Hard: The Impact of Network Effects on Migration in Online Networks" SUNY Buffalo, 2010.
31. "Live Easy or Die Hard: The Impact of Network Effects on Migration in Online Networks" Indian School of Business, May 2010.
32. "Live Easy or Die Hard: The Impact of Network Effects on Migration in Online Networks," International Symposium on Information Systems, January 2010.
33. Panelist, "IT Productivity and Business Value: Can We Do Better?" International Conference on Information Systems, 2009.
34. "Deconstructing or Destroying Your Value Chain Through Outsourcing?" University of Minnesota, 2009.
35. "Deconstructing or Destroying Your Value Chain Through Outsourcing?" Emory University, 2009.
36. "Deconstructing or Destroying Your Value Chain Through Outsourcing?" University of Florida, 2009.
37. "Deconstructing or Destroying Your Value Chain Through Outsourcing?" Tepper School of Business, Carnegie Mellon University, January 2009.
38. "Contract Choice for BPO Engagements," (with D. Mani and Andrew B. Whinston), Nanyang Technological University, Singapore, 2008.
39. "The Impact of Idiosyncratic Firm Learning on Value Creation in Strategic Outsourcing Relationships" (with D. Mani and Andrew B. Whinston), Third International Symposium on Information Systems, December 2008.
40. "Task Complementarity, Modular Architecture and Incentives in Contracting for "Software as a Service," (with A. Susarla and A.B. Whinston), Third International Symposium on Information Systems, December 2008.
41. "Performance Implications of Information Sharing and Procedural Coordination in Inter-organizational Exchange," (with A. Susarla and A.B. Whinston), University of Maryland, 2007.
42. "Performance Implications of Information Sharing and Procedural Coordination in Inter-organizational Exchange," (with A. Susarla and A.B. Whinston), University of Texas at Dallas, 2007.
43. "A Comparative Analysis of Long-Term Abnormal Stock Returns and Operational Performance Gains Across Outsourcing Contracts," Second International Symposium on Information Systems, December 2007 (with D. Mani and A.B. Whinston).
44. "Outsourcing Discount or Paradox? A Comparative Analysis of Long-Term Abnormal Stock Returns and Operational Performance Gains across Outsourcing Contracts," Workshop on Information Systems and Economics, 2007 (with D. Mani and A.B. Whinston)

45. "An Empirical Analysis of the Contractual and Information Structures of Business Process Outsourcing Relationships," International Symposium on Information Systems, Indian School of Business, December 2006 (with D. Mani and A.B. Whinston).
46. "Contractual Alignment and Organization Survival in Nascent Markets: The Case of IT Services Outsourcing," International Symposium on Information Systems, Indian School of Business, December 2006 (with A. Susarla).
47. "An Empirical Analysis of Information Processing Requirements in Business Process Outsourcing Relationships," (with D. Mani and A.B. Whinston), Arizona State University, 2006.
48. "Contractual Alignment and Organization Survival in Nascent Markets: The Case of IT Services Outsourcing," (with A. Susarla) National Taiwan University, 2006.
49. "An Empirical Analysis of Information Processing Requirements in Business Process Outsourcing Relationships," National Taiwan University, 2006.
50. "Multi-tasking and Transactional Alignment issues in Business Process Outsourcing," (with A. Susarla and A.B. Whinston), National Central University, Taiwan, March 17, 2005, National Sun Yen Sat University, Taiwan, March 18, 2005.
51. "Operational Impacts on Information Sharing," (with A. Susarla and A.B. Whinston), Workshop on Information Systems and Economics, December 2004.
52. "An Empirical Investigation of Internet Enabled Business Value," (with P. Konana, Y. Fang and A.B. Whinston), Thammasat University, Thailand, 2004
53. "Multitasking and incentives in ASP contracts," (with A. Susarla and A.B. Whinston), Workshop on Information Systems and Economics, December 2002.
54. "The economics of outsourcing: An empirical investigation of determinants of contract choices in the ASP market," (with A. Susarla and A.B. Whinston), Workshop on Information Systems and Economics, December 2001.
55. Keynote speaker, The Indus Entrepreneurs (TIE) Houston Chapter Conference, October 2001.
56. Keynote speaker, The Indus Entrepreneurs (TIE) Austin Chapter conference, July 2001.
57. Keynote speaker, Texas Venture Capital Conference, Austin, TX, May 2001.
58. Keynote speaker, Net Time 2001, March 28, 2001, Austin, TX.
59. "Assessing Electronic Business Value" Netcentricity Symposium, University of Maryland, March 30, 2001.
60. "Assessing Value in the Internet Economy," Tsinghua University, March 16, 2001, Beijing, China.

61. "Assessing the Value of Internet Enabled Business," UCLA, Spring 2001.
62. "Not All Dot Coms Are Created Equal: A Study of the Productivity of Internet Based Companies," National University of Singapore & Nanyang Technological University, Singapore, November 2000.
63. "An Empirical Investigation of the Productivity of Internet Based Companies," University of California, Irvine, October 2000.
64. "Economics of Electronic Commerce," University of North Carolina at Chapel Hill, June 2000.
65. Keynote speaker, The University of Illinois at Chicago, College of Business Administration, Center for Research in Information Management, 9th Annual Seminar: Business to Business: E-Commerce Success, May 11, 2000.
66. "Business Models in the Emerging Internet Economy," Emory University, presentation to Goizueta Business School Advisory Board, May 2000.
67. Lead speaker, University of Michigan Business School's Information Systems Executive Forum, March 31, 2000.
68. "Not All Dot Coms Are Created Equal," Ohio State University, February 2000.
69. "The Internet Economy: Conceptualization and Measurement," ICTEC, Nashville, November 1999.
70. "Experiments with Electronic Markets and Digital Goods," with B. Kim and A.B. Whinston, INFORMS Meeting, Cincinnati, May 1999.
71. "Experiments with New Business Models for Internet Commerce," with B. Kim and A.B. Whinston, INFORMS Meeting, Cincinnati, May 1999.
72. "Data Warehousing and Mining for E-Intelligence," India Internet World, 1999.
73. "If You Build Will They Come? E-Business Development and Deployment" India Internet World, 1999.
74. Keynote Speaker, Brazil Internet 1998, Sao Paulo, Brazil, 1998.
75. "Large Scale, Long Term and Virtual Experimental Environments for Electronic Markets," (with B. Kim and A.B. Whinston), Workshop on Information Systems and Economics, December 1998.

76. "Quasi-naturally Occurring Experiments With Electronic Markets and Digital Products," University of Texas at Dallas, TI Distinguished Speaker Series, 1998.
77. "Quasi-naturally Occurring Experiments With Electronic Markets and Digital Products," University of Arizona, 1998.
78. "Collaborative Systems: Technology for Public Networking," International Conference on Electronic Markets, Austin, TX, November 6-8, 1996.
79. "Coalitions in the Presence of Open Networking Standards," with B. Kim and A.B. Whinston, Workshop on Information Systems and Economics (WISE), Cleveland, December 1996.
80. "Winning With Mass Customization and Electronic Commerce," with Lee, C.H., and Whinston, A.B., the Americas Conference on Information Systems, Phoenix, AZ, August 16-18, 1996.
81. "Enablers of Information Exchange in Organizations," with Ravindran, S. and Whinston, A.B., Asia-Pacific Decision Science Institute Conference, Hong Kong, June 21-22, 1996.
82. "Search Mechanisms for Selecting Suppliers over the Internet" with S. Ravindran and A. Whinston, WISE, London, December 1995.
83. "Strategic Analysis of Marketing Channel Competition: Duopoly Model of Electronic and Retail Malls," with B. Kim and B. Lee, WISE, London, December 1995.
84. "Supplier Selection Strategies for the Smart Internet Shopper," with S. Ravindran, B. Lee and A.B. Whinston, Conference on Making Money on the Internet, IC2 Institute, Austin, TX, 1994.
85. "Complementarity Theory as a Basis for Assessing the Business Value of IT Investments," with S. Lee and A.B. Whinston, WISE, Vancouver, December 1994.
86. "Comparing Production Economics and Process Oriented Approaches to Assessing the Business Value of Information Technologies," with B. Lee, ORSA/TIMS, Boston, Spring 1994.
87. "Mechanisms for Information Sharing in Organizations," with S. Ravindran and A.B. Whinston, WISE, Orlando, December 1993.
88. "Assessing Productivity Impacts of Information Technology in the Manufacturing Sector," with B. Lee, WISE, Orlando, December 1993.

89. "An Economic Analysis of the Introduction of an EDI System," with B. Lee, WISE, Dallas, TX, December 1992.
90. "Determining the Business Value of Information Technologies," with C.H. Kriebel and T. Mukhopadhyay, ORSA/TIMS, Las Vegas, 1990.
91. "Strategic Impacts of IT Investment in the Financial Services Sector," with C.H. Kriebel and T. Mukhopadhyay, ORSA/TIMS, Philadelphia, October 1990.
92. "Measuring the Business Value of Information Technologies: An Empirical Study," with C.H. Kriebel and T. Mukhopadhyay, WISE, Copenhagen, December 1990.
93. "The Action Relevant Description of States and Its Applications in Information Systems Design and Choice," with V. Krishnamurthy, Workshop on Information Systems and Economics (WISE), Cambridge, MA, 1989.
94. "A New Approach to Measuring the Business Value of Information Technologies," with C.H. Kriebel and T. Mukhopadhyay, WISE, 1989.

COURSES TAUGHT AT THE UNIVERSITY OF TEXAS, AUSTIN

- Management Information Systems (MIS 385): Fall 1990, Spring 1991, Spring 1992.
- Data Communications/Networks/Distributed Processing (BA 390J): Fall 1991, Fall 1992, Fall 1993, Fall 1994, Fall 1995, Fall 1996, Fall 1998.
- Doctoral Seminar in Economics of Information Systems (MIS 381): Spring 1992.
- Data Communications (MIS 381.8): Fall 1992, Spring 1993, Fall 1993, Spring 1994, Spring 1995, Fall 1995, Spring 1996, Fall 1996, Spring 1997.
- Applied Data Communication Systems (MIS 373.2): Spring 1993, Spring 1994, Spring 1995, Fall 1995, Spring 1996, Summer 1996, Fall 1996, Spring 1997, Summer 1997, Spring 1998, Spring 1999.
- Advanced Data Communications (MIS 373.8): Fall 1997, Spring 1998, Fall 1998, Spring 1999, Spring 2000, Fall 2006.
- Information Systems Concepts and Reading (MIS 381.2): Fall 1993, Fall 1994.
- Information Technology Management (core IM course, MIS 380N.1): Fall 1999, Fall 2000, Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005.

- Information Technology Management (elective IM course): Fall 2006, Spring 2007, Spring 2008, Spring 2009, Spring 2010, Spring 2011.
- Information Technology Investment Risks and Returns, Spring 2010.

EXECUTIVE EDUCATION COURSES AND SEMINARS

- “Management Information Systems,” Mexico City Executive MBA Program, 1998-2017.
- Strategies for a Networked Economy, Houston EMBA, 2009-2017.
- “Information Based Management and E-Business,” designed for Grupo Vitro, Mexico, Summer 1999.
- IC² Institute course on Electronic Commerce and Information Technology for Korean delegation, 1997.
- Short ITESM (Mexico) course on Information Technology and Business Value: Summer 1991.
- ITESM course on IT Productivity, Networking, Connectivity and Client/Server: Summer 1992.
- "Technical Overview of the Desktop Systems Marketplace", short course for IBM, Information Systems Management (ISM) Program, Summer 1992.
- “Client/Server Strategies for Enterprise Computing” (CSSEC), ISM, Summer 1993.
- “Client/Server Migration: Myths, Strategies, Cost and Value,” 3M, Spring 1995.
- “Back to the Future: The IT Story,” 3M, Summer 1996 (focus on the migration from proprietary enterprise-wide networks to Intranets and related applications).
- “Agile Manufacturing and Electronic Commerce: Too Much Promised, Too Little Delivered?” 3M, Spring 1997.

STUDENT ADVISING AND SUPERVISION

- Ph.D Thesis Chair for Byungtae Lee (MSIS, Ph.D 1994). Initial placement: Assistant Professor, *University of Arizona* (MIS Department), Summer 1994.
- Ph.D Thesis Co-Chair for Sophie Lee (MSIS, Ph.D 1995). Initial placement: Assistant Professor, *University of Massachusetts*, Fall 1995.

- Ph.D Thesis Co-Chair for Sury Ravindran (MSIS, Ph.D 1996). Initial placement: Assistant Professor, *The University of Texas at Dallas*.
- Ph.D Thesis Co-Chair for Ramnath Chellappa (MSIS, Ph.D 1997). Initial placement: Assistant Professor, *University of Southern California*.
- Ph.D Thesis Co-Chair for Richard Greci (MSIS, Ph.D 1997). Initial placement: Assistant Professor, *University of Virginia*.
- Ph.D Thesis Co-Chair for Beomsoo Kim (MSIS, Ph.D Fall 1999). Offered Assistant Professor's position at University of Illinois and Penn State University.
- Ph.D Thesis Co-Chair for Wenli Wang (MSIS, Ph.D 2000). Initial placement: Visiting Assistant Professor, Emory University
- Ph.D Thesis Chair for Veronica Mendoza, exchange student from ITESM, Mexico, 1995.
- Ph.D supervisor for Sungmin Kang (MSIS, Ph.D 2001).
- Ph.D supervisor for Sharon Dunn (MSIS, Ph.D 2002)
- Ph.D co-supervisor for Abhay Mishra (MSIS, Ph.D 2003), Assistant Professor, University of Maryland.
- Ph.D co-supervisor for Fang Yin (MSIS, Ph.D 2002), Assistant Professor, University of Connecticut.
- Ph.D co-supervisor for Anjana Susarla (MSIS, Ph.D 2003), Assistant Professor, University of Washington, Seattle.
- Ph.D Supervisor for Daniel Lee, MSIS, Summer 2006, joined Accenture Consulting.
- Ph.D co-supervisor for Deepa Mani, IROM, 2008, Assistant Professor, Indian School of Business.
- Ph.D Supervisor for Rajiv Mukherjee, IROM, 2013, Assistant Professor, Southern Methodist University.
- Ph.D co-supervisor for Changseung Yoo, IROM, expected completion Spring 2018.
- Ph.D Thesis Committee member for:
Robert Chi, MSIS, 1991.
Chul Yong Jung, MSIS, 1992.
Gail Rein, MSIS, 1992.

James Baty, MSIS, 1992.
Yongmoo Suh, MSIS, 1992.
Garp Kim, MSIS, 1993.
Jeongsun Park, MSIS, 1993.
Sukumar Rathnam, MSIS, 1993
Jeff Butterfield, MSIS, 1994.
Jianmin Jia, MSIS, 1995
Youngsoo Jung, Civil Engg., 1997
Xing Wei, 1998
Manoj Parameswaran, 1999
Fang Wu, 2000.
Anindya Chaudhuri (LBJ School), 2005
Linge Ge, 2008
Alvin Leung, 2014

- Temporary Advisor for Larry Seligman (Doctoral student, MSIS), 1998.
- Masters Thesis Committee member for Daniel Dodson (School of Communication), 1995.
- Undergraduate Thesis supervisor for Humberto Garza (BBA MIS, 1995).
- Qualifying Paper reader for the following IS doctoral students:
 - Jeongsun Park
 - Ravi Kalakota
 - Sai Ying
 - Sophie Lee
 - Sury Ravindran
 - Rick Greci
 - Ramnath Chellappa
 - Sungmin Kang
 - Beomsoo Kim

UNIVERSITY, SCHOOL AND DEPARTMENT SERVICES

UNIVERSITY

1. Member, Committee for Research and Educational Technology, 2009-2010, 2010-2011.
2. Member, Information Technology Advisory Committee (ITAC), 2005-2006, 2006-2007, 2007-2008, 2008-2009.
3. Member, Faculty Advisory Committee on Budgets, 2005-2006, 2006-2007, 2007-2008.

4. Member, Steering Committee on “Educating for a Diverse America,” hosted by the University of Texas at Austin on January 29-30, 2004.
5. Member, Minnie Stevens Piper Award Nomination Committee, 2001, 2002, 2003, 2009, 2010, 2011.
6. Member, The University of Texas at Austin Doctoral Dissertation Awards Committee, 1997.
7. Member, The University of Texas at Austin Doctoral Dissertation Awards Committee, 1996.

McCOMBS SCHOOL

1. McCombs Endowment Committee, 2017-2018.
2. Member, McCombs Promotion and Tenure Committee, 2012, 2013, 2014.
3. Member, Research Awards Committee, 2012.
4. Member, MBA Program Committee, 2011-2012, 2012-2013.
5. Member, McCombs IT Committee, 2009-2010.
6. Member, Texas MBA Program Renewal Task Force, 2008.
7. Member, MBA Policy Committee, 2005-2006, 2006-2007, 2007-2008.
8. Member, MBA Programs Committee, 2004-2005.
9. Member, MBA Strategic Planning Committee, 2002-2003.
10. Information Systems Faculty Recruitment Co-Chair, 1999.
11. Information Systems Faculty Recruitment Chair, 1998.

DEPARTMENT

1. Chair, Business Analytics Recruitment Committee, 2019.
2. Teaching Mentor for Information Management, 2018 – present.
3. Member, IROM P&T Committee for Wen
4. Chair, IROM Committee for Maytal Saar-Tsechansky’s promotion to Full Professor, 2018
5. Reviewer for promotion of Joshua Rock, 2018.
6. Member, IM Recruitment Committee, 2017.
7. Chair, Committee for post tenure review of Professor Maytal Saar-Tsechansky, 2017

8. Member, Committee for 4th year review of Professor Rajiv Garg, 2017.
9. Member, Teaching Assessment Committee for Professor Huseyin Tanriverdi, 2016.
10. IROM Executive Committee, 2012-2013, 2015-2016.
11. Chair, IROM Committee for P&T review of Ashish Agarwal, 2016.
12. Member, Committee for 3rd year review of Rajiv Garg, 2016.
13. Chair, IROM Analytics Elective Committee, Summer 2015-.
14. Chair, ad hoc Committee for Andrew Whinston's post tenure review, 2015.
15. Coordinator for Business Analytics Concentration in MBA program, Fall 2015-.
16. Member, ad hoc committee for 4th year review of Ashish Agarwal, 2014.
17. Chair, Information Management Recruitment Committee, 2012-2013.
18. Member, IROM Executive Committee, 2011-2012, 2012-2013, 2015-2016.
19. Member, Ashish Agarwal's 4th year review Committee, 2013.
20. Member, Sirkka Jarvenpaa's post tenure review committee, 2012.
21. Chair, Information Management recruitment committee 2011-2012.
22. MBA Information Management Program Coordinator, Fall 2003 –.
23. Member, Committee to evaluate Senior Lecturer Rick Byars, 2011.
24. Member, Bin Gu's promotion and tenure committee (IROM), 2010.
25. Member, Andrew Whinston's post tenure review committee, 2010.
26. Member, Maytal Saar-Tsechansky's promotion and tenure review committee (IROM), 2009.
27. Member, Huseyin Tanriverdi's promotion and tenure review committee (IROM), 2007.
28. Member, Andrew B. Whinston's post tenure review committee.
29. Member, Gautam Ray's promotion and tenure review committee (IROM), 2006.
30. Member, Maytal Saar-Tsechansky's 3rd year review committee, 2006.
31. Member, Rick Byars' promotion committee, 2006.

32. Chair, Bin Gu's 3rd year review committee, 2005.
33. Faculty track leader, Financial Information Systems, Fall 1997 - 1999.
34. Information Systems Ph.D Adviser, Summer 1997 – Summer 2000.
35. Extended Budget Council member, MSIS, Fall 1997.
36. Assistant Graduate Adviser, Department of MSIS, 1993 – Summer 2001.
37. Associate Director, Center for Information Systems Management, The Graduate School of Business, 1991 - present.
38. Ph.D Admissions Coordinator for Information Systems, Department of Management Science and Information Systems, 1991 – 1995, 1997 – Summer 2000.
39. MSIS Information Systems Qualifying Paper coordinator, 1994 – 1995, 1997 – 1999.
40. Coordinator for ICIS Doctoral Consortium Nomination from UT Austin, 1995.
41. Member, Ad hoc MSIS Computing Committee, Fall 1993.
42. Member, Ad hoc MSIS Ph.D Brochure Committee, Fall 1994.
43. Member, Ad hoc MIS Undergraduate Fellowship Committee, 1993, 1994.
44. Revised evaluation procedures (with Sirkka Jarvenpaa) for IS doctoral students, 1991.
45. Revised IS Ph.D admissions criteria and procedure (with Jay Koehler), 1992.

PROFESSIONAL SERVICES

Conference Related

1. Co-chair (with Ryan Wright, U. Virginia), International Conference on Information Systems (ICIS) 2021: Prepared and revised a bid to bring ICIS to Austin in 2021. After three elimination rounds, our proposal was chosen as the winner.
2. Committee Member representing Economics of IS (4-person Committee) to select Editor-in-Chief for Information Systems Research, 2016.
3. Co-chair, Workshop on Social and Business Analytics, 2016.

4. Co-chair, Workshop on Information Systems and Economics, December 2015.
5. Co-chair, MIS Leadership Conference, September 2014.
6. Co-chair, Workshop on Social and Business Analytics, 2014.
7. Co-chair, INFORMS Conference on Information Systems and Technology (CIST), November 2010.
8. Discussant, International Conference on Information Systems, December 2004.
9. Co-chair, Conference Theme Research Track, International Conference on Information Systems, December 2001.
10. Co-chair, Research in Progress track, International Conference on Information Systems, December 2000.
11. Invited Program Committee Member, Workshop on Information Technologies and Systems (December 2000).
12. Invited Program Committee Member, International Conference on Information Systems, December 1999.
13. Reviewer for International Conference on Information Systems Doctoral Consortium proposals, 1998.
14. Invited Program Committee Member, International Conference on Information Systems, December 1996.
15. Invited Program Committee Member, Workshop on Information Technologies and Systems, December 1996.
16. Member, 1996 ICIS best paper awards committee.
17. Discussant, International Conference on Information Systems, 1996.
18. Discussant, Workshop on Information Systems and Economics, 1996.
19. Invited Program Committee Member, Workshop on Information Technologies and Systems (December 1997).
20. Session Chair, Electronic Market Applications, International Conference on Electronic Markets, 1996.
21. Co-chair, The 4th Workshop on Information Systems and Economics (WISE), Dallas, Texas, December 1992.

22. Session Chair, “Economics of IS,” OC³ Conference, IC² Institute, Austin, TX, 1991.

Editorship and article review

- Member of the Editorial Board, Journal of the Association of Information Systems, 2016-.
- Member of search committee for Editor-in-Chief for Information Systems Research, 2016.
- Guest editor (with R. Bapna and A.B. Whinston) of special issue of the Journal of MIS, 2012-2013.
- Senior Editor, Information Systems Research, January 2009-2012.
- Member of the Editorial Board, Journal of MIS, 2011-.
- Member of the Editorial Board, International Journal of Electronic Commerce.
- Guest Associate Editor, MIS Quarterly special issue 2010-2011.
- Ad hoc Senior Editor for MIS Quarterly, 2007-2008.
- Associate Editor, *Management Science* (2003-2006)
- Associate Editor, *Information Systems Research* (until 2003)
- Associate Editor, *MIS Quarterly* (until December 2002)
- Associate Editor, *Journal of Organizational Computing and Electronic Commerce*.
- Associate Editor, *Electronic Commerce Research*
- Associate Editor, *IEEE Transactions on Systems, Man and Cybernetics* (until Fall 2003)
- Guest Editor (with W.B. Richmond), *Decision Support Systems* special issue, 1997.
- Guest Editor (with W.B. Richmond) of special issue of the *Journal of Organizational Computing*, Vol. 5, No. 3, 1995.
- Ad hoc reviewer for
Management Science

Information Systems Research
Communication of the ACM
MIS Quarterly
Journal of MIS
Decision Support Systems
Journal of Organizational Computing
IIE Transactions on Operations Engineering
INFORMS Journal of Computing
International Journal of Electronic Commerce
International Journal of Research in Marketing
International Journal of Flexible Manufacturing Systems
International Conference on Information Systems
Hawaii International Conference on Information Systems
Workshop on Information Technologies (WITS)