

TERENCE THONG-HWEE OW
MARQUETTE UNIVERSITY

Management Department
212 Straz Hall, College of Business Administration
Milwaukee, WI 53201-1881

Office: (414) 288-5104, Fax: (414) 288-5754, E-mail: terence.ow@marquette.edu

EDUCATION

University of Wisconsin-Madison

Doctor of Philosophy (Business Administration - Management Information System), May 2000

Dissertation: *An Investigation of Factors Influencing the Strategic Telecommunications Investment Decision - A Policy Capturing Study*

University of Wisconsin-Madison

Master of Science in Industrial Engineering, May 1994

University of Wisconsin-Madison

Master of Business Administration, August 1992

Operations Management and Management Information System

University of Wisconsin-Madison

Master of Science in Computer Sciences, May 1990

University of Wisconsin-Madison

Bachelor of Science (Distinction), December 1988

Mathematics and Computer Sciences

ACADEMIC EXPERIENCE

Assistant Professor, July 2004 – present

Management Department, College of Business Administration, Marquette University

Assistant Professor, August 2000 – June 2004

Department of Management, Mendoza College of Business, University of Notre Dame

Visiting Professor, August 1999 – August 2000

Department of Management, Mendoza College of Business, University of Notre Dame

Teaching Assistant, August 1993 – May 1999

School of Business, University of Wisconsin-Madison

Research Assistant, January - December 1989

Computer Sciences Department, University of Wisconsin-Madison

RESEARCH INTERESTS

- ❖ Information Technology and Performance
- ❖ Auctions and Electronic Market
- ❖ Information Technology Decision Making
- ❖ Trust Issues in E-commerce Transactions
- ❖ Information Visualization – Human Computer Interface

REFEREED JOURNAL PUBLICATIONS

- Ow, T. T.** and Wood, C. A. (accepted 2009), "Which online channel is right? Online auction channel choice for personal computers in the presence of demand decay," *Electronic Commerce Research and Applications* (in press).
- Kim, D., **Ow, T. T.** and Jun, M. (2008), "Strategies and practices of small-medium enterprises in e-business and supply chain management: An assessment of high versus low performers," *Communications of the ACM*, (51:11), Nov. 2008, 113-117.
- Liginlal, D. and **Ow, T. T.** (2006), "Modeling attitude to risk in human decision processes: An application of fuzzy measures," *Fuzzy Sets and Systems*, (157:23), Dec. 2006, 3040-3054.
- Liginlal, D. and **Ow, T. T.** (2005), "On policy capturing with fuzzy measures," *European Journal of Operational Research*, (167:2), Dec. 2005, 461-474.
- Wood, C. A. and **Ow, T. T.** (2005), "WEBVIEW – An SQL extension for joining corporate data to data derived from the web," *Communications of the ACM*, (48:9), Sep. 2005, 99-104.
- Turetken, O., Schuff, D., Sharda, R. and **Ow, T. T.** (2004), "Supporting systems analysis and design through fisheye views," *Communications of the ACM*, (47:9), Sep. 2004, 72-77.
- De Leone, R. and **Ow, T. T.** (1991), "Parallel implementation of Lemke's algorithm on the hypercube," *Operations Research Society of America (INFORMS) Journal on Computing*, (3:1), Winter 1991, 56-62.

REFEREED CONFERENCE PROCEEDINGS

- Hwang, A., **Ow, T. T.**, and Hinton-Hudson, V. (2007), "Antecedents of online trust and acceptance of e-commerce," in *Managing Worldwide Operations and Communications with Information Technology - Proceedings of the Information Resources Management Association (IRMA) International Conference*, M. Khosrow-Pour (ed.), Vancouver, Canada, 1345-1347.
- Ow, T. T.** (2005), "Factors influencing information technology investment – A policy capturing approach," in *Proceedings of the International Symposium on Research Methods (ISRM)*, Las Vegas, NV.
- Devaraj, S., **Ow, T. T.**, and Kohli, R. (2003), "Impact of information technology investment on healthcare performance using the metaphor of just-in-time," in *Proceedings of the INFORMS Conference on Information System and Technology (CIST)*, Atlanta, GA.

Ow, T. T. and Wood, C. A. (2003), "The Conflicting effects of experience on buying and selling in online auctions – An empirical examination of the effect of trust in electronic markets," in *Proceedings of the INFORMS Conference on Information System and Technology (CIST)*, Atlanta, GA.

Devaraj, S., **Ow, T. T.**, and Kohli, R. (2002), "Impact of information technology investment on healthcare performance using the metaphor of just-in-time," in *Proceedings of the Annual Meeting of the Decision Sciences Institute*, San Diego, CA, 1258-1263.

Ow, T. T. and Sharda, R. (1998), "A fisheye view based system for identifying telecommunications investment decision factors," in *Proceedings of the Fourth Americas Conference on Information Systems*, Baltimore, MD, 949-951.

Ow, T. T. (1998), "Dynamic modeling and performance analysis of information systems," in *Proceedings of the Annual Meeting of the Decision Sciences Institute*, Las Vegas, NV, 822-824.

CONFERENCE ACCEPTANCE AND PRESENTATIONS

†presented by coauthor

"An Analytical Extension to the Internet Beer Game," with M. Cotteleer†, C. A. Wood, and F. R. Jacobs, Annual Conference of Production and Operations Management Society (POM), Dallas, TX, May 4-7, 2007.

"Antecedents of Online Trust and Acceptance of E-commerce," with A. Hwang† and V. Hinton-Hudson, Information Resources Management Association (IRMA) International Conference, Vancouver, Canada, May 21-23, 2007.

"Factors Influencing Information Technology Investment – A Policy-capturing Approach," International Symposium on Research Methods (ISRM), Las Vegas, NV, Dec. 11, 2005.

"Impact of Information Technology Investment on Healthcare Performance using the Metaphor of Just-in-Time," with S. Devaraj and R. Kohli, INFORMS Conference on Information System and Technology (CIST), Atlanta, GA, Oct. 18-19, 2003.

"The Conflicting Effects of Experience on Buying and Selling in Online Auctions – An Empirical Examination of the Effect of Trust in Electronic Markets," with C. A. Wood, INFORMS Conference on Information System and Technology (CIST), Atlanta, GA, Oct. 18-19, 2003.

"Impact of Information Technology Investment on Healthcare Performance using the Metaphor of Just-in-Time," with S. Devaraj and R. Kohli, Annual Meeting of the Decision Sciences Institute (DSI), San Diego, CA, Nov. 23-26, 2002.

"Management of Information Systems through a Fisheye View," with R. Sharda, INFORMS Conference, Philadelphia, PA, Nov. 7-10, 1999.

"Dynamic Modeling and Performance Analysis of Information Systems," Annual Meeting of the Decision Sciences Institute (DSI), Las Vegas, NV, Nov. 21-24, 1998.

“A Fisheye View Based System for Identifying Telecommunications Investment Decision Factors,” with R. Sharda, Americas Conference on Information Systems (AMCIS), Baltimore, MD, Aug. 14-16, 1998.

“A Parallel Implementation of Lemke's Algorithm on the Hypercube,” with R. De Leone[†], International Conference on Parallel Computing, Achievements, Problems and Prospects, Capri (Naples), Italy, Jun. 1990.

“A Parallel Implementation of Lemke's Algorithm on the Hypercube,” with R. De Leone, Annual SIAM Conference on Parallel Processing for Scientific Computing, Chicago, Illinois, Dec. 11-13, 1989.

MANUSCRIPTS UNDER REVIEW

(REVISION AND RESUBMISSION)

“Does IT Investment lead to healthy hospitals and healthier patients? Deploying an operations management perspective,” with S. Devaraj and R. Kohli, **under review** at *MIS Quarterly* (submitted 2/07, 12/07, **8/09**).

“An analytical extension for the Internet beer game,” with M. Cotteleer, C. A. Wood and F. R. Jacobs **under review** at *INFORMS Transactions on Education* (submitted 10/07, manuscript preparation and submission plan **10/09**).

“Does information technology investment increase firm's market value? Development and application of Tobin's q for not-for-profit hospitals,” with R. Kohli and S. Devaraj **under review** at *MIS Quarterly* (submitted 5/09, **resubmission plan 12/09**).

MANUSCRIPTS UNDER REVIEW

(FIRST REVIEW)

“Security from the perspective of Internet users: The component, antecedents, and consequences of perceived security,” with S. Ray **under review** at *Journal of Management Information Systems* (submitted **10/09**).

AVAILABLE WORKING PAPERS

(PREPARATION FOR JOURNAL SUBMISSION)

“Factor reduction, executive decision making, and bounded rationality,” with J. G. Morris preparation at *MIS Quarterly*.

“The confounding effects of trust and ability in online auctions,” with C. Wood and S. Ba preparation for *MIS Quarterly*.

“Judgment biases in information technology decision-making,” preparation for *IEEE Transactions for Engineering Management*.

RESEARCH IN PROGRESS

“Factors affecting the efficacy of technology assisted learning,” with S. Devaraj.

“Technology enabled negotiations and the agony of opportunity in negotiation,” with C. Naquin.

OTHER INVITED PRESENTATIONS

“Trust versus the winner’s curse: The effects of bidder experience on prices in online auctions,” presented at:

- University of Notre Dame, MIS Research Symposium, April 2004.

“Information technology investments and not-for-profit firm value: A Tobin's q assessment in the healthcare,” presented at:

- University of Vermont (Nov. 2003)
- Wichita State University (Dec. 2003)
- Providence College (Jan. 2004)
- University of Louisville (Feb. 2004)
- Marquette University (Mar. 2004)

“Using analogical reasoning in understanding the mapping of structured models to object-oriented models,” presented at University of Notre Dame MIS Research Symposium 2003.

“A Modified Tobin's q to Measure IT Payoff in Not-for-profit Organizations: An Empirical Assessment in the Healthcare Industry,” presented at University of Notre Dame MIS Research Symposium 2003.

“Impact of Information Technology Investment on Healthcare Performance using the Metaphor of Just-in-Time,” presented at University of Notre Dame MIS Research Symposium 2002.

“An Investigation of Factors Influencing the Strategic Telecommunications Investment Decision - A Policy Capturing Study,” presented at:

- Oklahoma State University (Nov. 1998)
- University of Notre Dame (Jan. 1999)
- State University of New York – Binghamton (Feb. 1999)

TEACHING INTERESTS

- ❖ System Analysis and Design
- ❖ Web-based Applications Development with xHTML, CSS, JavaScript, PHP and MySQL
- ❖ Emerging Technology and Management of Information Technology Innovations
- ❖ Management of Information Technology (undergraduate and graduate)
- ❖ Database Management System
- ❖ Programming Languages with C++ and Java.

COURSES TAUGHT AND TEACHING EVALUATIONS

Marquette University

- Management of Information Technology (MBA)
 - 1 semester, 1 section:
Overall Satisfaction 6.33/7.0, Instructor Rating 6.17/7.0

- Business Process Analysis and Design (MBA)
 - 2 semesters, 2 sections:
Overall Satisfaction: Highest - 6.1/7.0, Average - 6.05/7.0
Instructor Rating: Highest - 6.8/7.0, Average - 6.65/7.0

- Foundations in Information Technology (MBA)
 - 1 semester, 1 section:
Overall Satisfaction: 5.12/7.0, Instructor Rating: 6.12/7.0

- Management of Information Technology (undergraduate)
 - 1 semester, 2 sections: Highest - 72.6/77.0, Average - 69.8/77.0 (old TCE scores)
 - 6 semesters, 12 sections: Highest - 4.9/5.0, Average - 4.67/5.0
 - 2 semesters, 3 sections: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest - 5.9, Average* - 5.64
 - b. How was the content of this class? Highest - 5.9, Average* - 5.64
 - c. How was the instructor's contribution to this class? Highest - 5.9, Average* - 5.73
 - d. How effective was the instructor in this class? Highest - 5.8, Average* - 5.71

- Web-based Applications (undergraduate)
 - 3 semesters, 3 sections: Highest - 4.8/5.0, Average - 4.73/5.0
 - 1 semester, 1 section: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest - 5.8, Average - 5.8
 - b. How was the content of this class? Highest - 5.8, Average - 5.8
 - c. How was the instructor's contribution to this class? Highest - 5.9, Average - 5.9
 - d. How effective was the instructor in this class? Highest - 5.8, Average - 5.8

- Emerging Technology (undergraduate)
 - 1 semester, 1 section: 3.5/5.0
 - 1 semester, 1 section: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest - 5.7, Average - 5.7
 - b. How was the content of this class? Highest - 5.7, Average - 5.7
 - c. How was the instructor's contribution to this class? Highest - 5.9, Average - 5.9
 - d. How effective was the instructor in this class? Highest - 5.9, Average - 5.9

*Weighted average of median scores

University of Notre Dame

- Systems Analysis and Design (undergraduate)
7 semesters, 13 sections: Highest – 3.96/4.0, Average – 3.68/4.0.
- Systems Analysis and Design (MBA and MS in Accounting)
2 semesters, 2 sections: Highest – 3.60/4.0, Average – 3.54/4.0.
- Programming in Java (undergraduate)
2 semesters, 4 sections: Highest – 3.83/4.0, Average – 3.54/4.0.

University of Wisconsin-Madison (Lecturer)

- Management of Information Technology (MBA)
1 semester, 2 modules total: Highest – 3.76/5.0, Average – 3.48/5.0.
- Decision and Information Systems (MBA)
2 semesters, 2 sections total: Highest – 4.08/5.0, Average – 4.03/5.0.

University of Wisconsin-Madison (Teaching Assistant)

- Decision and Information Systems (MBA)
- Computers in Business (undergraduate)
- Business Statistics (undergraduate)
- Management of Service and Manufacturing Operations (undergraduate)
- Computer Based Database Management System (graduate and undergraduate)

GRANTS

Marquette University, College of Business Summer 2008 Research Grant (\$3250).

Marquette University, College of Business Mini-Grant 2006, 2008

Master of Science in Accounting Curriculum Development Grant 2001, “Essentials of Systems Analysis and Design for Accounting Managers,” Accounting Department, Mendoza College of Business, University of Notre Dame (\$10,000).

PricewaterhouseCoopers, E-commerce Undergraduate Curriculum Grant 2001, “Systems Analysis and Design for E-commerce Development,” University of Notre Dame (\$5,000).

PricewaterhouseCoopers, E-commerce Undergraduate Curriculum Grant 2000, “Java Programming for E-commerce Development,” University of Notre Dame (\$5,000).

Community-based Learning and Social Concerns, Curriculum Development Grant 1999, The Center for Social Concerns, University of Notre Dame (\$2,500).

UNIVERSITY SERVICE

- ❖ Chair, Information Technology Committee, College of Business, Marquette University, 2007.
- ❖ Faculty Advisor, Information Technology Student Organization, Marquette University since 2007.
- ❖ Participated in External Review of Marquette University Information Technology Service 2007.
- ❖ University Academic Technology Advisory Committee, Marquette University, 2005 - 2007.
- ❖ Information Technology Committee, College of Business, Marquette University, 2005 - present
- ❖ Faculty Panel, "Integrating Community Based Learning Opportunities in the Curriculum," Center for Social Concerns, University of Notre Dame, Apr. 17, 2001.
- ❖ MIS Faculty Search Committee, Management Dep't., University of Notre Dame, 1999-2001.

DISSERTATION COMMITTEE

- ❖ Invited committee member for Amber Hwang Ph.D., Cappella University, July 2006-July 2008,

ACADEMIC PROFESSIONAL SERVICES

Editorial Activities:

Guest Associate Editor, Electronic Commerce Research and Applications - Special Issue on Electronic Auctions.

Journals Ad Hoc Reviewer:

Management Science • Information Systems Research • Communications of the ACM • Production Operations Management • Journal of the Association for Information Systems • Decision Support Systems • Journal of Global Information Management • Journal of Organizational and End User Computing • Electronic Commerce Research and Applications

Conference Reviewer:

International Conference on Information Systems ['02, '04, '05, '06, '07, '08, '09]
Americana Conference of Information Systems ['06]
European Conference of Information Systems ['09]
Cross-Cultural Research in Information Systems, Pre-ICIS Meeting ['05, '06, '07]
Asian Pacific Decision Science Institute ['02]
Information Resources Management Association Conference ['01]
Hawaii International Conference on System Science ['04, '07]

Conference Service:

Decision Science Institute [Discussant, 1998]
Conference on Information Systems and Technology [Session Chair, 2003]

Book/Chapter Reviewer:

Systems Analysis and Design Methods 6th edition by Whitten, Bentley, & Dittman, 2004
The Internet Encyclopedia, Reviewer for chapter on Java Programming, 2002

OTHER PROFESSIONAL SERVICES

- ❖ Steering Committee Member, Wisconsin Entrepreneurs' Conference 2009, June 9-10, Milwaukee, Wisconsin - organized by Wisconsin Technology Council.
- ❖ Education Advisory Board, Spreenkler: www.spreenkler.com, Milwaukee, Wisconsin
- ❖ Member of the Technology Task Force, United Performing Arts Fund, Milwaukee, Wisconsin
- ❖ Advisor, PosiPair: www.posipair.com.

AWARDS AND HONORS

- ❖ Student Organization Faculty Advisor of the Year Award, Marquette University, 2009
- ❖ Miles Teaching Fellow, College of Business Administration, Marquette University, 2008
- ❖ Way Klinger Summer Research Award, College of Business, Marquette University, 2005
- ❖ University of Wisconsin-Madison, School of Business Scholarship, Fall 1998
- ❖ UW-Madison, OIM Department Nomination for Reggie Tate Teaching Excellence Award, 1996
- ❖ UW-Madison School of Business' Nomination for Richard D. Irwin Doctoral Fellowship, 1996
- ❖ UW-Madison School of Business' Nomination for Anderson Foundation Doctoral Fellowship, 1996
- ❖ Dean's List, University of Wisconsin-Madison, Fall 1986, Spring 1987, Fall 1987
- ❖ Beta Gamma Sigma Business Honor Society, 1992
- ❖ Phi Kappa Phi Scholastic Honor Society, 1988

PROFESSIONAL EXPERIENCE

Administrative Computing Support Staff, January 1990 – June 1993
Computer Aided Engineering, University of Wisconsin-Madison

Summer Internship, June – August 1990
Information Technology Institute, National Computer Board, Singapore

Computer Aided Instruction Coordinator, December 1984 – June 1986
School of Artillery, Singapore Armed Forces, Singapore

PROFESSIONAL MEMBERSHIPS

INFORMS, AIS, ACM, DSI, SIGMIS

REFERENCES

Professor James G. Morris

Operations and Information Management Department
Graduate School of Business, University of Wisconsin-Madison, Madison, WI 53706
Phone: (608) 262-1284, Fax: (608) 263-3142, E-mail: jmorris@bus.wisc.edu

Associate Professor Sarv Devaraj

Mendoza College of Business, University of Notre Dame, Notre Dame, IN 46556
Phone: (574) 631-5074, Fax: (574) 631-5255, E-mail: sdevaraj@nd.edu

Professor Ramesh Sharda

Regents Professor of Management Science and Information Systems
Conoco/DuPont Chair of Management of Technology
College of Business Administration, Oklahoma State University, Stillwater, OK 74078
Phone: (405) 744-8850, Fax: (405) 744-7474, E-mail: sharda@okstate.edu

Professor Khalil Matta

Director of MIS Programs
Mendoza College of Business, University of Notre Dame, Notre Dame, IN 46556
Phone: (574) 631-6333, Fax: (574) 631-5255, E-mail: kmatta@nd.edu