

CURRICULUM VITAE

Brief Biography

Terence T. Ow is an Associate Professor of Information Technology in the Management Department, College of Business Administration at Marquette University. He completed his PhD. in Business at the University of Wisconsin-Madison. Dr. Ow was a faculty at the Mendoza College of Business at University of Notre Dame prior to his appointment at Marquette University.

His research focuses on the effect of IT and its performance on both the individual and the organization level, auction behavior in electronic markets, and also executive decision making in information technology. His research has been published in information systems and management science journals including *MIS Quarterly*, *Communications of the ACM*, *Decision Sciences Journal*, *Electronic Commerce Research and Applications*, *Journal of Organizational Computing and Electronic Commerce*, *INFORMS Journal on Computing*, *Fuzzy Sets and Systems* and *European Journal of Operational Research*. He has presented in national conferences including INFORMS, AMCIS, CIST and DSI. He also served as Associate Editor for a special issue in *Electronic Commerce Research and Applications* Journal on electronic market.

He has taught courses in systems analysis and design, both undergraduate and graduate foundation courses in IT, java programming, emerging technology, web applications development using PHP and MySQL. Recently, he has added mobile programming on the Android as part the emerging technology course. The number of IT students under his advice that have gone on to successful career in IT shows both his passion in delivering courses and mentoring students to be successful IT majors during earlier stages of their academic career. All the students in his introductory class in IT are engaged in service learning projects by providing a much needed database solutions to the service organizations. He takes pride in his innovative teaching to provide an enriching learning experience for his students both at Marquette University and previously at University of Notre Dame.

He continues to organize speakers to present at Marquette University on the topics of emerging technology, technology entrepreneurship and social innovation. He was awarded a Miles Teaching Fellow for excellence in teaching in 2008. He was the recipient of the Faculty Advisor of the Year for Marquette University for his involvement with the IT student Organization. He has served both at the college and at the university academic technology committee. He was a member of the steering committee for the Wisconsin Entrepreneurs' Conference 2009, committee member of technology task force for United Performing Arts Fund and is also currently the advisory board member for Spreenkler Talent Lab Tech Incubator and PosiPair.com

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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

Associate Professor, August 2011 – present

Management Department, College of Business Administration, Marquette University

Assistant Professor, July 2004 – July 2011

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

*IF: 2010 ISI Impact Factor Score

- Kohli, R., Devaraj, S. and **Ow, T. T.** (accepted 2011), “Does information technology investment influences firm’s market value? The case of non-publicly traded healthcare firms,” *MIS Quarterly (in press)* [IF =5.83].
- Ray, S., **Ow, T. T.**, and Kim, S. (2011), “Security assurance: How online service providers can influence security control perceptions and gain trust,” *Decision Sciences*, (42:2), 391-412. [IF =2.23]
- Ow, T. T.** and Wood, C. A. (2011), “Which online channel is right? Online auction channel choice for personal computers in the presence of demand decay,” *Electronic Commerce Research and Applications*, (10:2), 203-213. [IF =1.95]
- Ow, T. T.** and Morris, J. G. (2010), “An experimental study of executive decision-making with possible implications for decision support,” *Journal of Organizational Computing and Electronic Commerce*, (20:4), 370-397. [IF=0.79]
- 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. [IF=2.35]
- 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. [IF=1.88]
- Liginlal, D. and **Ow, T. T.** (2005), “On policy capturing with fuzzy measures,” *European Journal of Operational Research*, (167:2), Dec. 2005, 461-474. [IF=2.16]
- 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. [IF=2.35]
- 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. [IF=2.35]

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. [IF=1.17]

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. (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.

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.

CONFERENCE ACCEPTANCE AND PRESENTATIONS

†presented by coauthor

"An Analytical Extension to the Internet Beer Game," with M. Cottleer†, 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.
- “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.

INVITED CONFERENCE PRESENTATIONS

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

MANUSCRIPTS UNDER REVIEW

(REVISION AND RESUBMISSION)

- Devaraj, S., **Ow, T. T.**, and Kohli, R. “Examining the Impact of Information Technology on Healthcare Performance: A Theory of Swift and Even Flow (TSEF) Perspective,” **under review** at *Journal of Operations Management* (submitted 3/10, 4/11).
- Cotteleer, M. J., **Ow, T. T.**, Wood, C. A. and Jacobs, F. R. “An analytical extension for the Internet beer game,” **preparation** for resubmission at *INFORMS Transactions on Education* (submitted 10/07, 7/10, plan 7/11).
- Ba, S., **Ow, T. T.** and Wood, C. A. “Exploring trust and experience in online auctions,” **preparation** for 2nd round review at *Information Systems Research* (submitted 1/11, plan 11/11).

RESEARCH IN PROGRESS

- Ow, T. T.**, Naquin, C. E., and O'Neill, B. "Technology based negotiations and the agony of opportunity in negotiation," manuscript preparation for *MIS Quarterly*.
- Devaraj, S. and **Ow, T. T.** "Factors affecting the efficacy of technology assisted learning," manuscript preparation for *Journal of Management Information System*.
- Ow, T. T.**, Ray, S., and Kim, S. "The component, antecedents, and consequences of perceived security."
- Cotteleer, M. J., **Ow, T. T.**, and Devaraj, S. "Supply Chain Adoption in Hospital"

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 (undergraduate and graduate)
- † 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 renamed as Systems Analysis and Design (MBA)
 - 3 semesters, 3 sections:
 - Overall Satisfaction: Highest - 6.1/7.0, Average – 6.00/7.0
 - Instructor Rating: Highest - 6.8/7.0, Average – 6.53/7.0
- Foundations in Information Technology (MBA)
 - 2 semesters, 2 sections:
 - Overall Satisfaction: Highest 5.12/7.0, Average – 5.06/7.0
 - Instructor Rating: Highest 6.12/7.0, Average – 6.01/7.0
- 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
 - 5 semesters, 9 sections: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest – 5.9, Average* – 5.53
 - b. How was the content of this class? Highest – 5.9, Average* – 5.50
 - c. How was the instructor's contribution to this class? Highest – 6.0, Average* – 5.76
 - d. How effective was the instructor in this class? Highest – 5.9, Average* – 5.68
- Web-based Applications (undergraduate)
 - 3 semesters, 3 sections: Highest – 4.8/5.0, Average – 4.73/5.0
 - 2 semesters, 2 sections: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest – 5.8, Average* – 5.34
 - b. How was the content of this class? Highest – 5.8, Average* – 5.50

- c. How was the instructor's contribution to this class? Highest – 5.9, Average* – 5.65
 - d. How effective was the instructor in this class? Highest – 5.8, Average* – 5.39
- Emerging Technology (undergraduate)
 - 1 semester, 1 section: 3.5/5.0
 - 2 semesters, 2 sections: *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* – 5.7
 - d. How effective was the instructor in this class? Highest – 5.9, Average* – 5.7

**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 Miles Research Grant 2008 (\$3400), 2010 (\$3400).

Marquette University, College of Business Mini-Grant 2006 (\$2000 for online data collection on Internet security), 2008 (\$2000 for online data collection on eBay auction).

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 AND DEPARTMENT SERVICE

MARQUETTE UNIVERSITY

University Service

- University Teaching Committee, Fall 2011.
- University Academic Technology Advisory Committee, 2005 - 2007.
- Participated in External Review of Marquette University Information Technology Service, 2007.

College of Business Administration

- University Academic Technology Advisory Committee, Marquette University, 2005 - 2007.
- Faculty Advisor, Information Technology Student Organization (ITSO), 2007 - present.
- Chair, Information Technology Committee, Fall 2007.
- Information Technology Committee, 2005 - 2011.
- Teaching Committee, 2011 - present.
- Information Technology Major/Program Assessment Coordinator, 2007 - present.

UNIVERSITY OF NOTRE DAME

- 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:

Special Issue Editorial Board, *Electronic Commerce Research and Applications - Special Issue on Electronic Auctions*, Vol. 10, No. 2, March - April 2011.

Journals Ad Hoc Reviewer:

Management Science • Information Systems Research • Communications of the ACM •
Decision Sciences • IEEE Transactions for Engineering Management • 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 • Journal of Organizational Computing and Electronic Commerce • Electronic
Commerce Research and Applications

Conference Reviewer:

International Conference on Information Systems ['02, '04, '05, '06, '07, '08, '09, '11]
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.
- † Advisory Board, Spreenkler Talent Labs Tech Incubator, spreenkler.talentlabs.org, 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

- † 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

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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

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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
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Professor Khalil Matta

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