

CURRICULUM VITAE

BRIEF BIOGRAPHY

Terence T. Ow is a Wipfli Fellow in Artificial Intelligence and Professor of Information Systems and Analytics in the College of Business Administration. He currently holds a joint appointment in the Department of Computer Science, Klinger College of Arts and Sciences. He is a recipient of the John P. Raynor, S.J., Faculty Award, Marquette University highest honor for Teaching Excellence. He was inducted as an honorary faculty member of Alpha Sigma Nu, Jesuit Honor Society for his dedication to the Jesuit ideals of scholarship, loyalty, and service at Marquette University. In 2023, he is recognized as Poets and Quants Top 50 best undergraduate business professors. Dr. Ow completed his Ph.D. in Business at the University of Wisconsin-Madison. He was previously a faculty member at the Wisconsin School of Business, University of Wisconsin-Madison and Mendoza College of Business, University of Notre Dame.

His current research focuses on the transformative effects of emerging areas such as generative AI on individuals or organizations, online community participation and knowledge creation. His research has been published in information systems and management science journals including *MIS Quarterly*, *Journal of Operations Management*, *Communications of the ACM*, *Decision Sciences*, *European Journal of Information Systems*, *Information & Management*, *Journal of Organizational Computing and Electronic Commerce*, *INFORMS Journal on Computing*, *Fuzzy Sets and Systems* and *European Journal of Operational Research*. His research has won best paper in the *Hawaii International Conference on System Sciences 2019*. He currently serves as Department/Associate Editor for *IEEE Transactions on Engineering Management* and *Distributed Ledger Technologies: Research and Practice*, an ACM journal. He is also a founding member of the Technical Committee on Blockchain and Distributive Ledgers Technologies at IEEE Technology and Engineering Management Society.

His teaching interests include AI technology for business, technology strategy, systems analysis and design, database management systems, emerging technology, full stack web applications development and business analytics. Students from his information systems courses are engaged in a semester-long rigorous service-learning project to design and create a database solution to benefit local service organizations. His courses have generated prototype database systems for more than a hundred social organizations in Milwaukee to streamline and automate the organization's activities. He takes pride in his innovative teaching and continues to strive to provide an enriching learning experience for his students at Marquette University and previously at University of Notre Dame and University of Wisconsin-Madison.

He was recognized as a Marquette Faculty All-Star for his service, research, and teaching in 2019. He is also a recipient of the College of Business Administration Miles Teaching Fellow and was the Faculty Advisor of the Year for Marquette University in recognition of his involvement with student organization and engagement. He was a member of the steering committee for the Wisconsin Entrepreneurs' Conference 2009 and served as a member of the technology task force for the United Performing Arts Fund 2009-2012. He has moderated panels for Milwaukee Institute and has also been cited in Milwaukee Journal Sentinel and BizTimes Magazine of Milwaukee on topics such as FinTech, mobile banking, and Internet access for consumers.

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MARQUETTE UNIVERSITY

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EDUCATION

University of Wisconsin-Madison

Doctor of Philosophy in Business Administration, May 2000

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 Information Systems

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

Professor of Information Systems and Analytics, August 2022 – present

Wipfli Fellow in Artificial Intelligence

Management Department, College of Business Administration, Marquette University

Professor, January 2020 – present (Joint Appointment)

Department of Computer Science, Klinger College of Arts and Sciences, Marquette University

Associate Professor, August 2011 – July 2022

Management Department, College of Business Administration, Marquette University

Visiting Associate Professor, August 2014 – December 2014, January 2020 – May 2020.

Operations and Information Management Department, Wisconsin School of Business, University of Wisconsin-Madison

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 Assistant Professor, August 1999 – August 2000

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

Lecturer, August 1997 – May 1999

School of Business, University of Wisconsin-Madison

AWARDS AND HONORS

- † Wipfli Fellow in Artificial Intelligence 2024 - present.
- † Poets and Quants 2023 Top 50 Best Undergraduate Professors.
- † Finalist Nominee for Marquette University Excellence in Diversity & Inclusion Faculty Award, 2023.
- † Faculty All-Star Recognition, Marquette University, Feb. 9th, 2019.
- † Best Paper, Knowledge Innovation and Entrepreneurial Systems Track, 52nd Hawaii International Conference on System Sciences, Jan. 2019.
- † Inducted Honorary Member, Alpha Sigma Nu, Jesuit Honor Society, Marquette University, 2015.
- † Institution Faculty of the Month, National Residence Hall Honorary, Marquette University, 2015.
- † John P. Raynor, S.J., Faculty Award for Teaching Excellence, Marquette University, 2014.
- † Outstanding 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.
- † School of Business Graduate Scholarship, University of Wisconsin-Madison, Fall 1998 – Spring 1999.
- † Beta Gamma Sigma Business Honor Society, University of Wisconsin-Madison, 1992.
- † Phi Kappa Phi Scholastic Honor Society, University of Wisconsin-Madison, 1988.

RESEARCH INTERESTS

- † Transformative Role of Generative AI in Business
- † Knowledge Co-creation and Sharing in Online Communities
- † Effect of Emerging Technology on Organizations
- † E-commerce and M-Commerce Transactions

PEER REVIEWED JOURNAL PUBLICATIONS

**IF: Impact Factor Score, ABDC Ranking, *FT: Financial Times Journal List, SJR Quartile*

- [23] Shi, W. J., Wang, Y. and **Ow, T. T.** (2025), "Assessment of Web3 platform data management efficiency with simulation," *Distributed Ledger Technologies: Research and Practice - an ACM Journal*, in press. doi.org/10.1145/3756328

- [22] Wang, Y., Shi, W. J., **Ow, T. T.**, Yang, Y. and Yun, J. (2025), "The impact of technological innovations on consumer behavior in e-commerce: A systematic review," *Journal of Organizational and End User Computing*, (37:1), 1-27. [IF=4.35, Q2]
- [21] Matthes, J., Wang, X., Lu, J., and **Ow, T. T.** (2024), "Drivers of knowledge sharing in virtual brand communities: Self-determination perspective," *Journal of Organizational Computing and Electronic Commerce*, (35:1), 51-71. [IF=2.57, A, Q2]
- [20] Xu, Y., Chen, W. and **Ow, T. T.** (2023), "The effects of social media posts' characteristics on consumer engagement: Evidence from WeChat," *Information & Management*, (60:7), 103854. [IF=7.55, A*, Q1]
- [19] Xu, Y., Chen, W. and **Ow, T. T.** (2022), "How does enterprise use social media post to acquire online social capital? A measurement perspective based on users' digital footprints," *Journal of Organizational Computing and Electronic Commerce*, (32:3-4), 175-195. [IF=2.57, A, Q2]
- [18] Wang, X., Lu, J., **Ow, T. T.**, Feng, Y. and Liu, L. (2021), "Understanding the emotional and informational influence on customer knowledge contribution through quantitative content analysis," *Information & Management*, (58:2), 103426. [IF=7.55, A*, Q1]
- [17] Wang, X., **Ow, T. T.**, Feng, Y., and Liang, Y. and Liu, L. (2020), "Peer influence and network effect on user participation in a firm-hosted software community: The moderating role of network centrality," *European Journal of Information Systems*, (29:5), 521-544. [IF=4.34, A*, Q1]
- [16] Liang, Y., **Ow, T. T.**, and Wang, X. (2020), "How do group performances affect user contribution? A cross-level moderation model in online communities," *Journal of Organizational Computing and Electronic Commerce*, (30:2), 129-149. [IF=2.57, A, Q2]
- [15] Spaid, B. I., O'Neill, B. S. and **Ow, T. T.** (2019), "The upside of showrooming: How online information creates positive spill-over for the brick-and-mortar retailer," *Journal of Organizational Computing and Electronic Commerce*, (29:4), 294-315. [IF=2.57, A, Q2]
- [14] Liang, Y., **Ow, T. T.** (2019), "The effects of customer engagement and group diversity on value co-creation in virtual brand communities," *Enterprise Economy – Chinese Journal*, (39:3), 43-49.
- [13] **Ow, T. T.**, Spaid, B. I., Wood, C. A. and Ba, S. (2018), "Trust and experience in online auctions," *Journal of Organizational Computing and Electronic Commerce*, (28:4), 297-311. [IF=2.57, A, Q2]
- [12] **Ow, T. T.**, O'Neill, B. S. and Naquin, C. E. (2014), "Computer-aided tools in negotiation: Negotiable issues, counterfactual thinking, and satisfaction," *Journal of Organizational Computing and Electronic Commerce*, (24:4), 297-311. [IF=2.57, A, Q2]
- [11] Devaraj, S., **Ow, T. T.** and Kohli, R. (2013), "Examining the impact of information technology on healthcare performance: A theory of swift and even flow (TSEF) perspective," *Journal of Operations Management*, (31:4), 181-192. [IF=6.97, A*, FT, Q1]
- [10] Kohli, R., Devaraj, S. and **Ow, T. T.** (2012), "Does information technology investment influences firm's market value? The case of non-publicly traded healthcare firms," *MIS Quarterly*, (36:4), 1145-1163. [IF=7.20, A*, FT, Q1]

- [9] 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=4.15, A*, Q1]
- [8] **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=6.01, Q1]
- [7] **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=2.57, A, Q2]
- [6] Kim, D., **Ow, T. T.** and Jun, M. (2008), "SME strategies: An assessment of high vs. low performers," *Communications of the ACM*, (51:11), Nov. 2008, 113-117. [IF=4.65, A, Q1]
- [5] 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=3.34, Q1]
- [4] 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=5.32, A*, Q1]
- [3] 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=4.65, A, Q1]
- [2] 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=4.65, A, Q1]
- [1] 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=2.28, Q1]

PUBLICATIONS - OTHERS

- [1] Liang, Y. and **Ow, T. T.** (2021), "The effects of customer engagement and group diversity on value co-creation in virtual brand communities," Available at SSRN: <https://ssrn.com/abstract=3888373> – translated version of published Chinese article with permission.

REFEREED CONFERENCE PROCEEDINGS

- [9] Mazzone, S., Harlan, J., Xu, L. Z. and **Ow, T. T.** (2025), "LLMs enhance emotional expression while maintaining analytical depth in news writing," in *Proceedings of the Hawaii International Conference on System Sciences (HICSS)*, Waikoloa Village, Big Island, HI, USA, 2257-2266.
- [8] Wang, X., **Ow, T. T.**, Feng, Y. and Liu, L. (2019), "Understanding the emotional and informational influence on customer knowledge contribution through quantitative content analysis," in

Proceedings of the Hawaii International Conference on System Sciences (HICSS), Grand Wailea, HI, USA, 5538-5547. *Best Paper for Track*.

- [7] 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.
- [6] **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., USA.
- [5] 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., USA.
- [4] **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., USA.
- [3] 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., USA. 1258-1263.
- [2] **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., USA, 822-824.
- [1] **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., USA, 949-951.

CONFERENCE ACCEPTANCE AND PRESENTATIONS

[†]*presented by coauthor*

- [17] "Emotional dependency and social implications of AI companions: A semantic analysis of Replika user reviews," with W. J. Shi and Y. Wang[†], *Information Systems Journal Paper Development Workshop*, Pacific Asia Conference on Information Systems (PACIS), Kuala Lumpur, Malaysia, Jul. 5-9, 2025.
- [16] "LLMs enhance emotional expression while maintaining analytical depth in news writing," with S. Mazzone[†], J. Harlan[†] and L. Z. Xu[†], *Hawaii International Conference on System Sciences (HICSS)*, Waikoloa Village, Big Island, HI, Jan. 7-10, 2025.
- [15] "Embracing GenAI in the Classroom: Getting Business Students Excited about Information Technology," with B. H. Al Lawati[†], J. Lee and L. Z. Xu, *Americas Conference on Information Systems (AMCIS)*, Technology, Research, Education and Opinion (TREO) Talk, Salt Lake City, UT, Aug. 15-17, 2024.

- [14] "Omnichannel Retail Strategy and Operationalization," with J. Matthes[†], B. I. Spaid and M. Barratt, Society for Marketing Advances Annual Conference, New Orleans, LA, Nov. 6-9, 2019.
- [13] "Understanding the Emotional and Informational Influence on Customer Knowledge Contribution through Quantitative Content Analysis," with X. Wang[†], Y. Feng and L. Liu, Hawaii International Conference on System Sciences (HICSS), Grand Wailea, HI, Jan. 8-11, 2019.
- [12] "The Impact of Technology-Based Shopper Empowerment on Retail Re-Patronage Intentions," with B. I. Spaid[†], Direct/Interactive Marketing Research Summit, Los Angeles, CA, Oct. 15-16, 2016.
- [11] "Antecedents of Self-Service Technology Use Decisions," with B. I. Spaid[†], Annual Meeting of the Decision Sciences Institute (DSI), Tampa, FL, Nov. 22-25, 2014.
- [10] "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.
- [9] "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.
- [8] "Factors Influencing Information Technology Investment – A Policy-capturing Approach," International Symposium on Research Methods (ISRM), Las Vegas, NV, Dec. 11, 2005.
- [7] "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.
- [6] "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.
- [5] "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.
- [4] "Dynamic Modeling and Performance Analysis of Information Systems," Annual Meeting of the Decision Sciences Institute (DSI), Las Vegas, NV, Nov. 21-24, 1998.
- [3] "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.
- [2] "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.
- [1] "A Parallel Implementation of Lemke's Algorithm on the Hypercube," with R. De Leone, Annual SIAM Conference on Parallel Processing for Scientific Computing, Chicago, IL, 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.

MANUSCRIPT INVITED FOR REVISE AND RESUBMIT

Shi, W. J., Wang, Y. and **Ow, T. T.** “Engaging MBTI personality types in decentralized autonomous organizations,” **under review** at *IEEE Engineering Management Review* (submitted **12/24, 3/25, 6/25, 7/25, 9/25**).

Xu, L. Z. and **Ow, T. T.** “When transparency is costly: GenAI disclosure suppresses empathy in medical crowdfunding,” **preparation for resubmission** at *Journal of Organization Computing and Electronic Commerce* (submitted **3/25**, plan **11/25**).

MANUSCRIPT UNDER REVIEW

Waldkirch, O., George, A., **Ow, T. T.**, Sebastian, S. R. and Sebastian, G. “Is AI ready to become heuristic in clinical decision-making? A study of two regions,” **under review** at *Journal of Medical Internet Research AI* (submitted **7/25**).

Cano, A., O’Neill, B. S. and **Ow, T. T.** “Perceived organizational practices in e-commerce exchange relations and the formation of psychological contracts,” **under review** at *Journal of Organizational Computing and Electronic Commerce* (submitted **5/25**).

Hughes-Morgan, M., Wang, Y., Shi, W. J. and **Ow, T. T.** “The new academic currency: How editorial proximity and network centrality shape success in business academia,” **under review** at *Journal of Business Research* (submitted **9/25**).

Mazzone, S., Harlan, J., Islam, S., Xu, L. Z. and **Ow, T. T.** “Can GenAI optimize emotional delivery in communication while maintaining analytical depth?” **under review** at *ACM Transactions on Social Computing* (submitted **9/25**).

Shi, W. J., Lee, J., Xu, L. Z., Wang, Y. and **Ow, T. T.** “When AI becomes its own biggest fan: Self preference bias in AI-assisted peer review,” **under review** at *IEEE Transactions on Engineering Management* (submitted **10/25**).

Xu, W., Shi, W. J., Wang, Y., Yu, Z. and **Ow, T. T.** “Turning scandals into sales: The role of self-operated stores in mitigating negative publicity,” **under review** at *Journal of Interactive Marketing* (submitted **10/25**).

Al Lawati, B. H., Lee, J., Xu, L. Z. and **Ow, T. T.** “Emphasizing the Trade-off: Beyond the Cognitive Crutch: Mapping the Configurational Affordances of Generative AI,” **under review** at International Conference on Information Systems (ICIS), Technology, Research, Education and Opinion (TREO) Talk (submitted **10/25**).

RESEARCH IN PROGRESS

Shi, W. J., Wang, Y., Yun, J., Al Lawati, B. H. and **Ow, T. T.** "Sharia meets digital: A case of Islamic fintech innovation in Indonesia through the ethical-tech balanced lens," preparation for *Pacific Asia Journal of Management* (plan 10/25).

Shi, W. J., Gan, J., Lee, J., Wang, Y. and **Ow, T. T.** "Building public trust in AI governance: A cross-national topic modeling study," preparation for *International Journal of Information Management* (plan 11/25).

Shi, W. J., Wang, X., Wang, Y. and **Ow, T. T.** "Emotional dependency and social implications of AI companions: A semantic analysis of Replika user reviews," preparation for *Journal of Management Information Systems* (plan 11/25).

Lee, J., Matthes, J., Spaid, B. I. and **Ow, T. T.** "Empowering shoppers' satisfaction and repurchase with in-store mobile Internet device facilitation," preparation for *Journal of Consumer Marketing* (plan 12/25).

Gan, J., Shi, W. J., Xu, L. Z., Wang, Y. and **Ow, T. T.** "The Hidden Risk in AI-Generated Contracts."

Shi, W. J., Hughes-Morgan, M., Wang, Y. and **Ow, T. T.** "The integration of genomics and artificial intelligence in leadership research."

Wang, X., Lu, J. and **Ow, T. T.** "Beyond Play-to-Purchase: Fostering consumers' sustainable behaviors through an AI-enabled gamification ecosystem."

Makarova, A., Otchere, C., Xu, L. Z., Lee, J. and **Ow, T. T.** "AI feelings over AI features."

Xu, L. Z., Velez, G., Fitzgerald, J., Lee, J. and **Ow, T. T.** "When ChatGPT is down, so are our brains: Cognitive offloading perspective."

Waldkirch, O., George, A., **Ow, T. T.**, Sebastian, S. R. and Sebastian, G. "Looking beyond basic vital signs and cultural idiosyncrasies: How Artificial Intelligence cues shape clinical judgement."

Shi, W. J., Wang, Y. and **Ow, T. T.** "A systematic review of fraud susceptibility across disciplines: Meta-Analysis and case study."

OTHER INVITED PRESENTATIONS

"When transparency is costly: GenAI disclosure suppresses empathy in medical crowdfunding," presented at University of North Carolina-Wilmington, Apr. 2025.

"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, Apr. 2004.

"Information technology investments and not-for-profit firm value: A Tobin's q assessment in the healthcare industry," 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)

“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)

SUPERVISED UNDERGRADUATE RESEARCH PUBLICATIONS

Mueller, A. (2016), “Python Programming in Web Vulnerability Assessments,” *Proceedings of the 6th Undergraduate Conference in Information Systems (UCIS)*, Carnegie Mellon University, Pittsburgh, PA.

Isken, A. (2016), “Beating the Stock Market: Measuring the Predictive Power of Twitter Sentiment Analysis,” *Proceedings of the 6th Undergraduate Conference in Information Systems (UCIS)*, Carnegie Mellon University, Pittsburgh, PA. (Best Conference Presentation)

Ali, A. Crocker, K. and Schreiber, A. (2016), “Experiential Learning: Redefining the University Experience,” *Undergraduate Journal of Service Learning and Community-Based Research Vol. 5*.

MEDIA MENTIONS AND CORPORATE PRESENTATIONS

† Marquette Business School adding required AI course, future degree, *Milwaukee Business Journal*, Dec. 16, 2024.

† Home office gadgets and workarounds are in demand because of coronavirus lockdowns, *Milwaukee Journal Sentinel*, Apr. 3, 2020.

† Big bucks: Fiserv's \$22 billion deal, *BizTimes Magazine, Milwaukee*, Apr. 1, 2019.

† From selling homes to delivering beer, technology transforms business, *Milwaukee Journal Sentinel*, Apr. 22, 2016.

† AT&T's ultra-fast Internet may include discount with a catch: less privacy, *Milwaukee Journal Sentinel*, Dec. 15, 2015.

† *Technology Transformation and Future of Retail* presentation at Kohl's Corporate Office, Aug. 1, 2014.

† U.S. Cellular apologizes for billing problems, says company is ready for iPhone launch, *Milwaukee Journal Sentinel*, Nov. 7, 2013.

† Dialing for dollars: Mobile banking becomes the norm, *BizTimes Magazine, Milwaukee*, Nov. 26, 2012.

- † Time Warner Cable offers light online users savings deal, *Milwaukee Journal Sentinel*, Oct. 15, 2012.
- † 4G wireless service on fast track in Wisconsin, *Milwaukee Journal Sentinel*, Jul. 15, 2012.

TEACHING INTERESTS

- † Applied Artificial Intelligence
- † Programming Fundamentals for Business Analytics with Python and R
- † Database Management System with Microsoft-Access, MySQL, Salesforce.com
- † Web-based Applications Development with HTML, CSS, JavaScript, PHP, and MySQL
- † Modern System Analysis and Design and Business Process Design
- † Digital Transformation, Strategy and Innovation
- † Introduction to Information Management (undergraduate and graduate)

COURSES TAUGHT AND TEACHING EVALUATIONS

Marquette University (AY 2004 – present)

- Introduction to Information Technology (undergraduate)
 - 2 sections: Highest – 72.6/77.0, Average – 69.8/77.0 (old TCE scores)
 - 12 sections: Highest – 4.9/5.0, Average – 4.67/5.0 (old TCE scores)
 - 51 sections: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest – 5.8, Ave* – 5.29
 - b. How was the content of this class? Highest – 5.8, Ave* – 5.39
 - c. How was the instructor's contribution to this class? Highest – 6.0, Ave* – 5.62
 - d. How effective was the instructor in this class? Highest – 5.9, Ave* – 5.53
 - e. This class was intellectually challenging. Highest – 6.0, Ave* – 5.84
- *Weighted average of median scores*
- Database Management Systems (undergraduate)
 - 21 sections: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest – 5.9, Ave* – 5.52
 - b. How was the content of this class? Highest – 5.9, Ave* – 5.66
 - c. How was the instructor's contribution to this class? Highest – 5.9, Ave* – 5.72
 - d. How effective was the instructor in this class? Highest – 5.9, Ave* – 5.68
 - e. This class was intellectually challenging. Highest – 6.0, Ave* – 5.82
- Web-based Applications (undergraduate)
 - 3 sections: Highest – 4.8/5.0, Average – 4.73/5.0 (old TCE scores)
 - 14 sections: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest – 5.9, Ave* – 5.41
 - b. How was the content of this class? Highest – 5.9, Ave* – 5.57
 - c. How was the instructor's contribution to this class? Highest – 5.9, Ave* – 5.58
 - d. How effective was the instructor in this class? Highest – 5.8, Ave* – 5.35
 - e. This class was intellectually challenging. Highest – 6.0, Ave* – 5.87

- Systems Analysis and Design (undergraduate)
 - 7 sections: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest – 5.8, Ave* – 5.43
 - b. How was the content of this class? Highest – 5.8, Ave* – 5.52
 - c. How was the instructor's contribution to this class? Highest – 6.0, Ave* – 5.72
 - d. How effective was the instructor in this class? Highest – 5.9, Ave* – 5.64
 - e. This class was intellectually challenging. Highest – 6.0, Ave* – 5.85
- Emerging Technology (undergraduate)
 - 1 section: 3.5/5.0 (old TCE scores)
 - 3 sections: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest – 5.7, Ave* – 5.24
 - b. How was the content of this class? Highest – 5.7, Ave* – 5.24
 - c. How was the instructor's contribution to this class? Highest – 5.9, Ave* – 5.39
 - d. How effective was the instructor in this class? Highest – 5.9, Ave* – 5.35
 - e. This class was intellectually challenging. Highest – 5.7, Ave* – 5.41
- Design and Management of Database Systems (graduate)
 - 10 sections: *New Course Evaluation (6-point median scale)*
 - a. How was this class as a whole? Highest – 5.8, Ave* – 5.22
 - b. How was the content of this class? Highest – 5.8, Ave* – 5.38
 - c. How was the instructor's contribution to this class? Highest – 5.9, Ave* – 5.54
 - d. How effective was the instructor in this class? Highest – 5.9, Ave* – 5.38
 - e. This class was intellectually challenging. Highest – 5.9, Ave* – 5.68
- Business Process Analysis & Design renamed as Systems Analysis and Design (graduate)
 - 6 sections:
 - Overall Satisfaction: Highest – 6.8/7.0, Ave* – 6.22/7.0
 - Instructor Rating: Highest – 6.8/7.0, Ave* – 6.49/7.0
 - a. How was this class as a whole? Highest – 5.3/6.0, Ave* – 4.99
 - b. How was the content of this class? Highest – 5.3/6.0, Ave* – 5.07
 - c. How was the instructor's contribution to this class? Highest – 5.9/6.0, Ave* – 5.41
 - d. How effective was the instructor in this class? Highest – 5.8/6.0, Ave* – 5.24
 - e. This class was intellectually challenging. Highest – 5.7/6.0, Ave* – 5.41
- Foundations in Information Technology (MBA)
 - 2 sections:
 - Overall Satisfaction: Highest 5.12/7.0, Ave* – 5.06/7.0
 - Instructor Rating: Highest 6.12/7.0, Ave* – 6.01/7.0
- Information Technology Strategy (MBA)
 - 2 sections:

Overall Satisfaction: Highest – 5.8/7.0, Average* – 5.67/7.0

Instructor Rating: Highest – 6.6/7.0, Average* – 6.21/7.0

- a. How was this class as a whole? Highest – 5.1/6.0, Ave* – 4.93
 - b. How was the content of this class? Highest – 4.9/6.0, Ave* – 4.68
 - c. How was the instructor's contribution to this class? Highest – 5.7/6.0, Ave* – 5.36
 - d. How effective was the instructor in this class. Highest – 5.6/6.0, Ave* – 5.15
- Management of Information Technology (MBA)
1 section: Overall Satisfaction 6.33/7.0, Instructor Rating 6.17/7.0

University of Notre Dame (AY 1999 – 2004)

- 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

- Data Technology for Business Analytics (MSBA, face to face and asynchronous)
- Technology for Computer-Based Business Systems (undergraduate)
- Analysis and Design of Computer-Based Systems (undergraduate)
- Database Management Systems and Applications (undergraduate and graduate)
- Computer-Based Database Management System (undergraduate and graduate)
- Management of Information Technology (MBA)
- Decision and Information Systems (MBA)

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

- † Northwestern Mutual Decision Science Institute Pioneer Collaborative Curricula Program (2025).
- † Northwestern Mutual Decision Science Institute Research Grant: Aligning Generative AI and Human Heuristics (Summer 2024).
- † Marquette University, College of Business Competitive Summer Miles Research Grant
2008 (\$3,400), 2010 (\$3,400), 2022 (\$12,000), 2023 (\$5,800), 2024 (\$9,000), 2025 (\$5,500)

- † PricewaterhouseCoopers INquires Grant 2018 (\$5,000), "Business Analytics Essentials for Accounting – Module Development." Marquette University.
- † Marquette University, College of Business Mini-Grant for data collection
 - 2023 (\$1,000 for data collection on clinical decision-making with AI)
 - 2016 (\$1,500 for online data collection on mobile technology and retail shopping experience)
 - 2015 (\$1,350 for online data collection on mobile technology and retail shopping experience)
 - 2008 (\$2,000 for online data collection on eBay auction).
 - 2006 (\$2,000 for online data collection on Internet security)
- † 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).

DISSERTATION AND MASTER'S THESIS COMMITTEE

- † External committee member for Yu-Meng Miao, Ph.D., Wisconsin School of Business, University of Wisconsin-Madison, 2025.
- † Dissertation Chair for Olga Kozlova, Ph.D. Candidate, Interdisciplinary Program, Marquette University, 2024.
- † Co-supervisor for Yue Xu, Ph.D., School of Agricultural Economics and Rural Development, Renmin University of China, China, 2022.
- † External committee member for Shi-He Pan, Ph.D., Wisconsin School of Business, University of Wisconsin-Madison, 2022.
- † Co-supervisor for Xiao-Lei Wang, Ph.D., School of Management, Harbin Institute of Technology, China, 2021.
- † Co-supervisor for Yuan Liang, Ph.D., Guanghua School of Management, Peking University, China, 2019.
- † Thesis defense committee for Richard Bernard, M.S. in Applied Economics, Marquette University, 2017.
- † Committee member for Amber Hwang, Ph.D., Cappella University, July 2006 – July 2008.

UNIVERSITY AND DEPARTMENT SERVICE

MARQUETTE UNIVERSITY

University Service

- Subcommittee for Securing our Future: Centralization of Operations, 2025 - present
- Search Committee for Director of University Academic Assessment, 2024.
- Search Committee for Co-Director, Northwestern Mutual Data Science Institute, 2019.
- University Teaching Committee, Fall 2011, Fall 2012, AY2013 – 2016, Fall 2019.
- Faculty Affiliate, Northwestern Mutual Data Science Institute, AY2018 – 2021.
- Recruiting Tech@Marquette, AY 2018 – 2019.
- Digital Badges and Micro-Credentials Policy Group AY2016 – 2018.
- Faculty Panel, “Project Based Learning with Milwaukee as Co-Teacher,” Innovative Teaching Inspires Innovative Minds Workshop Series, Center for Teaching and Learning, Apr. 15, 2015.
- Faculty Panel, “Tenure on the Mommy/Daddy Track”, Manressa for Faculty, Marquette University, Nov. 8, 2013.
- Chair, University Teaching Committee, AY2014.
- University Academic Technology Advisory Committee, AY2005 – 2007.
- Participated in External Review of Marquette University Information Technology Service, 2007.

College of Business Administration

- Promotion and Tenure Committee, AY 2025 – present.
- Graduate Committee, AY2024 – present.
- Master of Science in Information Systems and Analytics Proposal Committee AY2023 - present.
- Applied Artificial Intelligence Undergraduate Major Proposal Committee, AY2023 – present.
- Business Analytics Undergraduate Major Course Development Committee, AY2016 – present.
- INSY Faculty Search Committee, Management Department, AY2012, 2013, 2018, 2022-24.
- OSCM Faculty Search Committee, Management Department, AY2024.
- Information Systems Major/Program Assessment Coordinator, AY2007 – present.
- Faculty Advisor, Information Technology Student Organization (ITSO), AY2007 – present.
- Faculty-in-Charge, Biznet (Fall) Student Networking Event, AY2007 – present.
- Business Career Center Faculty Liaison Committee, AY2018 – present.
- Faculty-in-Charge, Java and Jobs (Spring) Student Networking Event, AY2008 – 2019.
- Chair, Teaching Committee, Fall 2012, AY2013 – 2017.
- Judge, Mobile App Development Programming Competition, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Spring 2017.
- Graduate Analytics Certificate Committee, AY2016.
- At-large member, Executive Council, AY2014 – 2015.
- Chair, Information Technology Committee, Fall 2007, Fall 2012.
- Information Technology Committee, AY2005 – 2011.
- Teaching Committee, AY2011 – 2012.

UNIVERSITY OF NOTRE DAME

- Faculty Panel, “Integrating Community Based Learning Opportunities in the Curriculum,” Center for Social Concerns, University of Notre Dame, April 17, 2001.
- MIS Faculty Search Committee, Management Department, AY1999 – 2001.

ACADEMIC PROFESSIONAL SERVICES

Editorial and Academy Activities:

Department/Associate Editor, *IEEE Transactions on Engineering Management*, 8/25 – present.

Associate Editor, *Distributed Ledger Technologies: Research and Practice*, *ACM Journal* 6/21 – present.

Founding member, Technical Committee on Blockchain and Distributive Ledgers Technologies at IEEE Technology and Engineering Management Society (TEMS), 4/21.

Associate Editor, *Journal of Organization Computing and Electronic Commerce*, 5/18 – 5/23.

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 • MIS Quarterly • Communications of the ACM • Decision Sciences • IEEE Transactions on Engineering Management • Production Operations Management • Journal of Operations Management • Annals of Operations Research • Journal of the Association for Information Systems • Information and Management • Decision Support Systems • Journal of Global Information Management • Journal of Organizational Computing and Electronic Commerce • Computers and Security • Electronic Commerce Research and Applications • Journal of Organizational and End User Computing • Information Systems Frontiers • Computers and Human Behavior • Electronic Commerce Research • Journal of Business Research

Conference Reviewer:

International Conference on Information Systems • Americana Conference of Information Systems • European Conference of Information Systems • Asian Pacific Decision Science Institute Hawaii International Conference on System Science • Cross-Cultural Research in Information Systems • Information Resources Management Association Conference

Conference Service:

Track Chair, FinTech and Business, IEEE International Conference on Distributed Ledger Technologies 2025.

Technical Program Committee, IEEE International Conference on Metaverse Computing, Networking and Applications (MetaCom) 2023, Theories, Experiments and Evaluations Track.

Co-Associate Program Chair for Research (900 submissions for all tracks), Decision Science Conference 2014.

Assoc. Editor, Healthcare Track, International Conference on Information System 2014.

Session Chair, Conference on Information Systems and Technology 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.

COMMUNITY ENGAGEMENT AND OTHER PROFESSIONAL SERVICES

- † Tolles Career & Technical Center IT Academy Advisory Board, Plain City, Ohio, 2022 - 2025.
- † Presenter, Upward Bound Computer Science Program, Marquette University, July 13, 2022.
- † Presenter, Professional Development Bootcamp organized by Fuel Milwaukee, Jan.30, 2020
- † Honored Guest, High Tea Event organized by i.c.stars, Milwaukee, June 19, 2019.
- † Resume Reviewer, organized by i.c.stars, Milwaukee, May 2, 2019.
- † Moderator, Madwaukee Coffee with Archana Sahay, "How to Build a Robust Startup Ecosystem," organized by the Milwaukee Institute, August 21, 2018.
- † Faculty Panel Discussion, "Computer Science and Information Technology, Post-secondary Partnership and Alignment," organized by Career and Technical Education at Milwaukee Public Schools District, July 15, 2014.
- † Steering Committee Member, Wisconsin Entrepreneurs' Conference 2009, Milwaukee, Wisconsin, organized by Wisconsin Technology Council, June 9-10.
- † Member of the Technology Task Force, United Performing Arts Fund, Milwaukee, WI, 2009-2012.

SERVICE AND EXPERIENTIAL LEARNING

As part of the course requirement, the students in my *Introduction to Information Technology* course have analyzed, designed, and created prototype database systems for the following social organizations at Marquette.

Guest House	Mexican Fiesta
Midtown Neighborhood Association	Salvation Army Emergency Lodge
Literacy Services	Milwaukee Christian Center
Social Development Commission	Sohi Project
Trinity Fellows	Esperanza Unida
Milwaukee Mentors	Campus Kitchens
Pregnancy Help Center	Riverside Works
March of Dimes	Marquette Law School
Spotted Eagle High School	Milwaukee Police
Core El Centro	Safe Streets Project
Marquette Education Opportunity Program	Milwaukee Center for Independence
Midnight Run	Milwaukee Choral Artists
Milwaukee Mentors	Milwaukee Chamber Orchestra
Aurora Rape Crisis Center	Pentecostals of Wisconsin
Oakton Manor	St Mary's School
Walker's Point	Aids Resource Center of Wisconsin
Living Hope Christian Counseling	Knights of Columbus
Summit Education	Project Return
Meta House	Books for Kids

Lemonade Stand
Lutheran Social Services
Urban Faith Roundtable
Council of Alcohol and Other Drug Abuse
Mental Health America of Wisconsin
Pan-African Community Association
Redeemer Lutheran Church
Donna Lexa Community Art Center
Our Next Generation
St Gregory the Great Parish and School
Big Brother Big Sisters
Journey House
Social Development Commission
Kathy's House
Independence First
Foster Care Youth Independence Center of WI
Grand Avenue Club
CARITAS for Children
Broadscope

Cathedral Center
SOS Center
Friedens Community Pantry
Notre Dame Middle School
Habitat for Humanity
Wisconsin Green Building Alliance
Easter Seals
St. Joan Antida High School
Center for Youth Engagement
True Skool
FoodRight
Milwaukee Consortium for Hmong Health
St Josephat Parish School Student Services
Riverworks Development
Dominican Center
Adult Learning Center
Bread of Healing Empowerment Ministry
Kellogg Peak Initiatives
United Neighborhood Center of Milwaukee

PROFESSIONAL AND OTHER EXPERIENCE

Teaching Assistant, August 1993 – May 1997

School of Business, University of Wisconsin-Madison

Research Assistant, January – December 1989

Computer Sciences Department, University of Wisconsin-Madison

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

PROFESSIONAL MEMBERSHIPS

INFORMS, AIS, ACM, DSI, IEEE

ACADEMIC REFERENCES

Professor Kim-Kwang Raymond Choo

Professor and Cloud Technology Endowed Professorship,
Department of Information Systems and Cyber Security
The University of Texas at San Antonio
One UTSA Circle, San Antonio, TX 78249-0631, USA

Phone: (210) 458-7876, E-mail: raymond.choo@utsa.edu

Professor Rajiv Kohli

John N. Dalton Memorial Professor of Business,
Operations and Information Management
Mason School of Business, College William & Mary, Williamsburg, VA 23186
Phone: (757) 221-3267, E-mail: rajiv.kohli@mason.wm.edu

Professor Sarv Devaraj

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

Professor Ramesh Sharda

Vice Dean for Watson Graduate School of Management
Regents Professor of Management Science and Information Systems
Watson/ConocoPhillips Chairs in Information Management
College of Business Administration, Oklahoma State University, Stillwater, OK 74078
Phone: (405) 744-8850, E-mail: sharda@okstate.edu

Professor Emeritus James G. Morris

Operations and Information Management Department,
Wisconsin School of Business, University of Wisconsin-Madison, Madison, WI 53706
E-mail: jmorris@bus.wisc.edu

PROFESSIONAL REFERENCES

Kenneth F. Kortas

Principal,
Wipfli LLP, Milwaukee, Wisconsin
E-mail: kkortas@wipfli.com

Sean P. Donahue

Partner, Trust Services
PricewaterhouseCoopers, Milwaukee, Wisconsin
E-mail: sean.p.donahue@us.pwc.com

Anthony M. Wondra

Managing Director – Applied Intelligence and Augmented Insights
Accenture, Milwaukee, Wisconsin
E-mail: anthony.m.wondra@accenture.com

Mark J. Cotteleer, Ph.D.

Managing Director – Supply Chain and Operations
Deloitte Consulting, Milwaukee, Wisconsin
E-mail: mcotteleer@deloitte.com

FORMER STUDENT/PROFESSIONAL REFERENCES

Mary Zidar

Managing Director – Financial Services, Salesforce Business Group, Accenture, New York, NY
E-mail: mary.m.zidar@accenture.com

Belton Flournoy

Managing Director – UK Digital Identity and Security, Protiviti, London, United Kingdom
E-mail: belton.flournoy@protiviti.cok.uk
Recognized as Google UK Top 10 Black Role Models, and Yahoo Finance Empower & LBG+ Top 100.

Candace Spears

Founder and CEO – Floor23 Digital, Jackson, Wisconsin
E-mail: candace@floor23digital.com
Host of Ambition, Honey & Hustle, Apple podcast: www.candacespears.com

Nick Costanzo

Managing Director – Power Platform and Sustainability, EY, Chicago, IL
Email: nick.costanzo@ey.com

Christine Lehmann

Former VP of Ultrasound, GE Healthcare, Wauwatosa, WI
E-mail: christine.lehmann@ge.com

Mark Stralka

Founder and CEO – Mobile Locker, Hudson, OH
Previously Founder and CTO of Kazaam Interactive, and Managing Director of InVentiv Health
Email: mark@mobilelocker.com