

**CURRICULUM VITA**  
 Bongsik Shin, Ph.D  
 Management Information Systems  
 San Diego State University

**EDUCATION**

University of Arizona, Ph.D (1997), Management Information Systems

**POSITIONS AND RANKS HELD**

- |                                |                    |              |
|--------------------------------|--------------------|--------------|
| • San Diego State University   | Professor          | 1999 -       |
| • Yonsei University            | Visiting scholar   | 2007(Spring) |
| • Univ. of Nebraska at Omaha   | Assistant Prof.    | 1997 – 1999  |
| • Hong Kong U. of Sci. & Tech. | Research Assistant | 1996         |
| • The University of Arizona    | Instructor         | 1992 – 1995  |

**TEACHING**

**1. Teaching Interests**

- Computer Networking/telecommunications
- IT Strategy/Management
- Network and information security
- Electronic commerce (strategy and technologies)
- Business statistics (introduction and advanced)

**2. Courses Taught**

**Information Systems**

- Introduction to MIS category
  - Introduction to Management Information Systems (MIS 101, U of Arizona)
  - Computer and Communication Systems (CIST 2010, UN Omaha)
  - Management Information Systems (BSAD 3100, UN Omaha)
- Networking & Telecommunications category
  - Networking and Data Communications (IDS483, SDSU)
  - Data Communication and Distributed Data Processing (IDS 687, SDSU, BAE Systems)
  - Business Data Communications: Undergraduate (ISQA 3400, UN Omaha)
  - Data Communications: Graduate (ISQA 8310, UN Omaha)
  - Telecommunications & Operating Systems (MIS 307, U of Arizona)
- E-commerce category
  - Seminar on Electronic commerce (IDS 696, SDSU)
  - Advanced Technology in E-Commerce (IDS 620, SDSU)
- Seminar on Data Warehousing & Mining (ISQA 8080, UN Omaha)
- IT Strategy/Management (IDS492, SDSU)

**Statistics**

- Statistical Analysis for Business (MIS301, SDSU)
- Principles of Business Statistics (BSAD 2130, UN Omaha)
- Business Statistical Applications (BSAD 3140, UN Omaha)

### 3. Other Teaching Activities

#### **Supervision of Independent Studies**

- Enterprise Resource Planning with SAP Data warehousing
- In-depth look at component technologies
- Forecasting Interest Swap based on Neural Net Models
- Electronic Commerce: Starting a Small Business Online
- Systems Analysis of BattleTop.COM Operational Plan
- Designing E-Commerce Systems: Considerations for Building E- Commerce Solutions
- Certification and Accreditation of the Tactical Training Group, Pacific Automated Information Systems, US Navy
- Microchip Identification Technology: RFID and SmartCards
- Digital Cash: Current Technologies and Applications
- Linux networking

#### **Adviser: MBA Business Consulting (BA 790, BA795)**

- Knowledge Management at COMNAVSURFPAC, US Navy
- The Balanced Scorecard, The Customer Perspective and A Strategic Implementation Guide”
- Kaiser Permanente, California Service Center
- USA Marketing Plan,” BattleTop.COM.
- Technology Exploitation Analysis for the Wireless USB Implementation of GAP’s Ultra Wideband Technology,” Photonics Division, General Atomics
- Market Feasibility Analysis and Business Plan Development for a Web-based HR System,” Qualcomm
- Developing solutions for an effective database management system,” San Diego Telecommunication Council

#### **Master Thesis**

- Jung, W., “The Application of System Analysis and Design Principles to the Prototyping of an E-Business Information System,” SP 2001(Supervisor).
- Momeni, Z., “Mobile Agent Protection against malicious host in the Internet environment,” Department of Computer Science, F 2004.(Committee member)
- Lee, N., "Web Services and Their Security Issues" Department of Computer Science, F 2005(Committee member)
- Raj, J., “Normalizing Systems Engineering requirements counts at the *sea level*” Department of Computer Science, SP 2006. (Committee member)

- Yudhbir, A. “Impact of marital transitions on household savings,” Department of Economics, F 2006 (Committee member)
- Yang, J. W., “Moderating Effects of Organizational Climate and Followers’ Psychology between Authentic Leadership and Followers’ Attitude” Department of Management, SP 2009 (Committee member)
- Ramos, J. O., “Philippine Dichotomy: Filipino and Nationalism or English and Globalization” Department of Philosophy 2009 (Committee member)
- Rower, D. T., “Providing Legacy Applications Access to PKI-Protected Resources by Trusted Proxy” Management Information Systems, SP 2009 (Committee member)
- Srikanathan, S., “Online Homework System” Department of Computer Science, SP 2010 (Committee member)
- Zhu, W., “Website Design Optimization with Genetic Algorithms,” Department of Computer Science, Fall 2011 (Committee member)

## PROFESSIONAL GROWTH

### Articles In Refereed Journals

- Kim, G., Shin, B., Lee, H. and Kim, K., “IT Capabilities, Dynamic Capabilities, and Firm Financial Performance” *Journal of Association for Information Systems (JAIS)* 12(7), 2011, 487-517.
- Shin, B. and Kim, G. “Examining the reliability of Second-Order Formative Measurement in Structural Equation Modeling ” *European Journal of Information Systems (EJIS)*, 20, 2011, 608-623.
- Kim, G., Shin, B., and Grover, V., “Assessing the Reliability of Formative Measurement in Structural Equation Modeling” *MIS Quarterly* 34(2), 2010, 345-365.
- Lee, S., Shin, B., and Lee, H., “Understanding Post-adoption Usage of Mobile Data Services, The Role of Supplier-side Variables” *Journal of Association for Information Systems (JAIS)* 10(12), article 2, 2009.
- Kim, G., Shin, B., and Lee, H., "Understanding Dynamics between Initial Trust and Usage Intentions of Mobile Banking," *Information Systems Journal*, 19, 2009, pp.283-311. (top cited article, 2011)
- Shin, B., “An Exploratory Investigation of System Success Factors in Data Warehousing,” *Journal of Association for Information Systems (JAIS)* 6(4), 2003, pp. 141-170.
- Reinig, B and Shin, B., "Improving GSS Research Through Process Modeling and Longitudinal Validation: An Empirical Investigation of Relationships among Group Processes and Their Outcomes," *Journal of Management Information Systems* 19(2), 2002, pp.303-325.

- Lee, S., Shin, B., and Lee, H., "Boundary Spanning Role of the IS Implementation Team in Consultant Partnered Projects: Knowledge Sharing Perspective", *International Journal of Knowledge Management* 7(2), 2011, pp/ 22-48.
- Sawng, Y., Om, K., Shin, B., and Lee, J., "Discontinuous Innovation and Market Chasm: the Case of Digital Convergence Services," *Journal of Research and Practice in Information Technology*, 42(3), 2010, pp. 219-239.
- Shin, Y., Lee, S., Shin, B., and Lee, H., "Examining Influencing Factors of Post-Adoption Usage of Mobile Internet, Focusing on the User Perception of Supplier-Side Attributes," *Information Systems Frontiers* 12(5), 2010, pp. 595-606.
- Lee, H., Shin, B., and Higa, K., "Telework vs. central work: A comparative view of media usage for knowledge access", *Decision Support Systems(DSS)* 43(3), 2007, pp. 687-700.
- Kim, G., Shin, B., and Lee, H., "A study of factors that affect user intentions for email service switching" *Information & Management* 43(7), 2006, 884-893.
- Shin, B., and Lee, H., "Ubiquitous Computing-Driven Business Models: A Case of SK Telecom's Financial services" *International Journal of Electronic Markets* 15(1), 2005, pp. 1-9.
- Shin, B., and Higa, K., "A Comparative Study on Meeting Scheduling: Face-to-Face, Automatic Scheduler and E-mail Based Coordination," *Journal of Organizational Computing & Electronic Commerce* 15(2), 2005, pp. 137-159.
- Higa, K. and Shin, B., "The Telework Experience in Japan," *Communications of the ACM* 46(9), 2003, 233-242.
- Shin, B., "Managing the Data Warehousing Project: A Case Study," *Information & Management* 39(7), 2002, 581-592.
- Shin, B., Sheng, O., and Higa, K., "Telework-Existing Research and Future Directions," *Journal of Organizational Computing & Electronic Commerce* 10(2), 2000, 85-101.
- Higa, K., Sheng, O., Shin, B., and Figueredo, A.J., "Software Engineers' Media Use and Their Perception on the Work Productivity under Telework Environment," *IEEE Transactions on Engineering Management* 47(2), 2000, 163-173.
- Shin, B., Higa, K., Sheng, O., and Ide, T., "Analyzing the Media Usage Behavior of Telework Groups: A Contingency Approach," *IEEE Transactions on Systems, Man, and Cybernetics* 29(1), 1999, 127-139.

- Shin, B., and Dick, K., “A Comparison of the Business Strategies of Two Telecommunication Service Providers” *Journal of Information Technology Cases and Applications (JITCA)* 7(2), 2005, pp. 19-30.
- Dick, K., and Shin, B., “Implementation of the Telecommunications Management Network (TMN) at WorldCom: Strategic Information Systems Methodology Focus” *Journal of Systems Integration* 10(4), 2001, 329-354.
- Nazem, S. and Shin, B., "Data Mining: New Arsenal for Strategic Decisions," *Journal of Database Management* 10(1), 1999, 39-42.
- Luo, D., Shin, B., and Wolcott, P. “A Holistic Evaluation Scheme for the Components of an Enterprise Data Warehouse System: A Theory Based Approach” *Journal of Data Warehousing* 4(3), Fall 1999, 44-62.
- Hwang, K., Shin, B., and Kim, K., "Ubiquitous Computing-Driven Business Models: An Analytical Structure & Empirical Validations" *Journal of Information Technology Applications & Management* 12(4), 2005, 105-121.
- Hwang, K., Shin, B., and Amoroso, D., "Evaluating E-business Models from Cross-Cultural (Korea vs. US) Perspective" *Journal of Information Technology Applications & Management* 11(1), 2004, pp. 83-100.
- Shin, B., “Telework Effectiveness: Task, Technology, and Communication Fit Perspective,” *Business Strategies for Information Technology Management*, Kalle Kangas (ed), March 2003, pp. 1-13, IRM Press.
- Shin, B. and Kinsella, D. “Increasing Business Value of Communications Infrastructure: The Case of Internet-based Virtual Private Networks,” *Creating Business Value with Information Technology: Challenges and Solutions*, N. Shin (ed), October 2002, pp. 220-235.

### **Book**

- Shin, B (2010) *Principles of Computer Networking: Practice Orientation*, San Diego, CA. Montezuma Publishing, ISBN-13: 978-0-7442-0159-8 (1<sup>st</sup> ed)  
ISBN-13: 978-0-7442-0469-8 (2<sup>nd</sup> ed)
- Shin, B (2011) *Principles of Computer Networking and Network Security: Practice Orientation*, San Diego, CA. Montezuma Publishing, ISBN-13: 978-0-7442-1083-5

### **Non-Refereed Book Chapters**

- Shin, B., “Telecommuting,” *The IEBM Handbook of Information Technology in Business*, International Thomson Business Press, volume 1, 1999, 804-811.
- Shin, B. and Dick, K., “Enterprise Technological Architecture,” *The IEBM Handbook of*

*Information Technology in Business*, International Thomson Business Press, volume 1, 1999, 674-680.

### **Refereed Conference Proceedings**

- Shin, B. and Kim, G., “Understanding the nature of formative construct’s error variation in conducting IS research” *Proceedings of Conf-IRM*, 2011, Seoul, Korea.
- Shin, B. and Kim, G., “Second-Order Formative Modeling in Information Systems Research” *Proceedings of KMIS* (The Korea Society of Management Information Systems), 2010, Seoul, Korea.
- Shin, Y., Lee, S., Shin, B., and Lee, H., “Understanding Post-Adoption Usage of Mobile Internet,” *Proceedings of ASAC 2009*, Volume 30, Niagara Falls, Canada.
- Kim, G., Shin, B., and Grover, V. "Does Information Systems Research Need Formative Measurement?," *The Proceedings of KMIS* (The Korea Society of Management Information Systems), 2008, Seoul, Korea, pp. 689-695.
- Lee, S.H., Shin, B.S., and Lee, H.G., “What Makes Usage of Mobile Data Service Increase or Decrease: Perspective of Two Factor Theory,” *Proceedings of the 21th Pacific Asia Conference on Information Systems* (PACIS2008), Suzhou, People's Republic of China, July 3<sup>rd</sup>-7<sup>th</sup>, 2008.
- Lee, S, Lee, H, Shin. B., “Investigation of Factors That Have Impacts on Usage Increase and Decrease of Mobile Data Service.” *Proceedings of Hawaii International Conference on System Sciences*(HICSS), 2007 (nominated for HICSS-41 Best Paper Award)
- Kim, G., Shin, B., and Lee, H., “Understanding the role of trustee in the adoption of IT services,” *KMIS Spring Conference*, 2007.
- Kim, H., Lee, S., Lee, H., and Shin, B., "Psychological Contracts in Information Systems Outsourcing," *Proceedings: KMIS Spring Conference*, 2006, pp. 406-416. (Received Best Paper Award)
- Shin, B., "Assumption-based assessment of a Business Model: A Feasibility Study," *Proceedings: KMIS Spring Conference*, 2006, pp. 909-920.
- Lee, H., Kim, G., and Shin, B., "Switching Portal Email Services: Switching Costs and Attractive Alternatives", *Networking and Electronic Commerce Research Conference (NAEC 2006)*, Italy.
- Kim, G., Shin, S., and Lee, H.G., “Exploratory study for email switching: impacts of switching costs and user satisfaction,” *Proceedings: San Diego International Systems Conference*, 2005.

- Shin, B., and Lee, H., “MONETA Service: A New Business Model for Ubiquitous Computing,” *Proceedings: San Diego International Systems Conference*, 2005.
- Lee, S., Shin, B., and Lee, H., “Knowledge Transfer in IS projects: Its critical role for IS success” *Proceedings: San Diego International Systems Conference*, 2005.
- Lee, H., Shin, B., and Higa, K., “ Exploring implications of telework arrangements on knowledge creation and sharing,” *Proceedings of the Information Resources Management Association International Conference(IRMA)*, May 2003.
- Shin, B., and Hwang, K., “Proposing an Analysis Structure of E-business Models from Value Perspective,” *Proceedings: Information Technology and Global Management*, August 21-23, 2003, San Diego State University, pp. 67-76.
- Shin, B., and Yudhbir, A., “Predicting Individual Promotion at an Organization: A Data Mining Approach,” *Proceedings of ISOneWorld Conference*, 2002.
- Shin, B., “Contingency Theory of Virtual Work effectiveness: Task, Technology, and Communication Fit” *Proceedings of Information Resources Management Association International Conference (IRMA)*, May 2002.
- Jung, D. and Shin. B., “Telework Adoption and its Effectiveness: A Multi-level Contingency Perspective,” *Proceedings of Eastern Academy of Management*, May 2001, 99-102.
- Chen, M., Shin, B., and Yoshine, K., “Comparative Studies of E-commerce in US and Japan,” *Proceedings of Pan Pacific Business Conference XVII*, Australia, May 31-June 2, 2000.
- Wixom, B. H., Shin, B. and Wolcott, P. “Introduction to the Data Warehousing Minitrack,” *Proceeding of the 2000 Americas Conference on Information Systems*, 2000, Long Beach, CA, 106-107.
- Shin, B., “Risk Assessment of Data Warehousing, A Case Study,” *Proceedings of the 5<sup>th</sup> APDSI Conference*, 2000, Tokyo, Japan.
- Nazem, S. M., and Shin, B., “Policy Implications for Speedy Rural Telecommunications Development,” *Proceedings of the Annual Conference of the Information Resource Management Association*, 1999.
- Shin, B., "Investigating the Use of a Data-Warehouse at aFortune 500 company" *Proceedings of America's Conference on Information Systems (AIS)*, 1998.
- Reinig, B., and Shin, B., “Investigating the impact of GSS support on the process quality and outcomes of a group meeting,” *Proceedings of America's Conference on Information Systems (AIS)*, 1998.

- Shin, B., Sheng, O.R., Higa, K., and Figueredo, A.J., "A Study of Teleworkers' Media Use," *Proceedings of Hawaii International Conference on System Sciences*(HICSS), vol. 4, 178-187, 1998.
- Higa, K., Shin, B., and Au,G., "Suggesting a Diffusion Model of Telemedicine: A Focus on Hong Kong's Case," *Proceeding of Hawaii International Conference on System Sciences* (HICSS), vol. 4, 156-165, 1997.
- Shin, B., Higa, K., and Sheng, O. L., "An Adoption Model of Telework for Organizations," *Proceedings of Hawaii International Conference on System Sciences* (HICSS), vol. 4, 110-119, 1997.
- Shin, B., and Higa, K., and Sheng, O.L., "Modeling Intra-Organizational Adoption and Diffusion of Telework," *Proceedings of the America's Conference on Information Systems*(AIS), Phoenix, 1996, 359-361.
- Shin, B., Lee, B., and Mejias, R.J., "Evaluating the Role of Anonymity and Technology on Meeting Process and User Satisfaction in a GSS," *Proceedings of the First Asia Pacific Decision Science Institute Conference*, Hong Kong, 1996, 395-402.
- Shin, B., Higa, K., and Sheng, O.L., "Telework: Organizational Innovation," *Proceedings of Korean Federation of Scientists and Engineers International Technical Conference*, Seoul, Korea, 1996, 1248-1256.
- Higa, H., Shin, B., and Sivakumar, V., "Meeting Scheduling: An Experimental Investigation," *Proceedings of IEEE International Conference on Systems, Man, and Cybernetics*, Beijing, China, 1996, 2023-2028.
- Higa, K., and Shin, B., "Telework: Current Status and Future directions," *Research Report, Symposium in Information Technology: Directions and Impact to the Society*, Dec. 1996, pp. 72-81.

### **Funded Grants**

- "Exploring student exchange programs at the post-graduate level" Office of International Programs, SDSU, 2011.
- "Broadening the Theoretical Lens of Expectancy-Value Relationship to Understand a Person's Adoption of IT Products with Sustainability" Graduate Fee Grant, CBA, SDSU, 2011.
- "Framing theoretical research for *trust repair* in the information systems field" Graduate Fee Grant, CBA, SDSU, 2010.

- “Investigating the Nature of Error Variance of a Formative Construct in Structural Equation Modeling,” COBA-FDP, SDSU, 2009.
- “Examining Hazards of Second-Order Formative Measurement in Structural Equation Modeling” UGP, SDSU, 2008.
- “Understanding Influencing Factors of Mobile Data Service (MDS) Usage: Two Factor-Theory Perspective” COBA-FDP, SDSU, 2007.
- “Understanding implications of knowledge transfer on the success of consultant-assisted IT projects,” COBA-FDP, SDSU, 2006.
- “Ubiquitous Computing-Driven Business Models: Development of an Analytical Structure and its Empirical Validation,” COBA-FDP, SDSU, 2005.
- "Understanding implications of ubiquitous computing on business model design," Korea Research Foundation, 2005.
- “Evaluating E-business Models from Cross-Cultural (US vs. Korea) Perspective,” Korea Research Foundation, 2003.
- “Diversion and Conversion of the Evolution of Business Models: A Cross-Cultural Investigation of B2C E-commerce,” FDP and CIBER, SDSU, 2002.
- “Theoretical and Practical Issues of Trust in E-business Research: Literature Review,” COBA-FDP, SDSU, 2001.
- “Investigating Virtual Work Effectiveness: Focus on Telework Environment,” Research, Scholarship and Creative Activity Program, COBA-FDP, SDSU, 2000.
- “Use of Data Mining to Build Prediction Models for Large Scale Personnel Management,” Grant-in-Aid, SDSU, 1999.
- “Promoting a Partnership between SDSU and Korean Universities,” Office of International Programs, SDSU, 1999.
- “Effects of Telecommuting on Worker Productivity and organizational Cost/benefit,” University of Nebraska at Omaha, 1998.
- “Infrastructure grant for Electronic commerce system,” Co-Principal Investigator, University of Nebraska Foundation, 1997.

### **Speeches and Presentations**

- “Investigating Two Contradictory Views of Formative Measurement in Structural Equation Modeling” SDSU, Nov. 2011.
- “Examining the theoretical validity of formative measurement through the lens of construct error term” Yonsei University, June 2011.
- “Radio Frequency Spectrum Management in US” Electronic and Telecommunications Research Institute (ETRI), Korea, June 2011.
- “Understanding Post-adoption Usage of Mobile Data Services, The Role of Supplier-side Variables” Electronic and Telecommunications Research Institute (ETRI), Korea, June 2010.
- “Assessing the Reliability of Formative Measurement in Structural Equation Modeling,” Seoul National University, June 2010.
- “Case Study as a Research Methodology,” Electronic and Telecommunications Research Institute (ETRI), Korea, May 2007.
- “A study of factors that affect user intentions toward email service switching,” KAIST & Yonsei University, Seoul, April 2007
- “Research in IT Business Model Assessment: Current Status and Future Prospects in Assumption Analysis,” Gookmin University, Kyunghee University, Seoul, June 2006
- “An Assessment of IT Business Models based on Embedded Assumptions,” San Diego International Systems Conference, 2006
- “E-business models from the value perspective: The proposition of a parsimonious architecture,” Yonsei Univ., Seoul, December 2003
- “Data Mining from Existing and New Sources,” National Multi Housing Council (NMHC) Technology Forum, Hilton Torrey Pines, La Jolla, CA, May 2000.
- “Electronic Commerce Development in the US,” Kookmin Univ, Seoul City Univ., and Semyung Univ., Korea, May 2000.
- “Telework Policy by the US Organizations – Focus on Characterizing Formal Policies,” Tokyo Institute of Technology, Japan, July 2000.
- “Telecenters in US: Current Status and Future Prospect,” Japan Telework Society, Japan, July 2000.

- “The Role of IT in the US Organizations, Creating a Virtual World,” NTT DOCOMO (Nippon Telegraph and Telephone Corporation), Japan, July 2000(Audience: NTT executives and employees)
- “E-commerce Growth and Adaptive IT Structure,” Multimedia Venture Forum, San Diego, August 2000.
- “The Development of Telecommunication Technologies and Their Impact on Business Competition,” International Professional Development Program, University of Nebraska at Omaha, November 1998.

### **Attendance**

- Curriculum Development in Security and Information Assurance, San Jose, 2010
- Conference on Digital Forensics, Security and Law, Richmond, 2011.
- VMWorld 2011, Las Vegas

## **VI. SERVICE FOR THE UNIVERSITY AND THE COMMUNITY**

### **1. Service to the University**

#### **Services to the Department**

- MSIS Task Force Coordinator (Fall 11)
- MSIS advisor (F2011~ )
- IS group coordinator (F2011~ )
- Peer review committee, Chair (2011)
- Ph.D director recruiting committee (2010)
- Professional Leave Committee (2009)
- Chair Review Committee (2009, 2011)
- Department Branding Task Force (2009)
- Post-Promotion Increase Review Committee (2007-)
- Developed the MSIS Proposal for Academic Master Plan (2008)
- Developed the MSIS Implementation Proposal (2009)
- Graduate adviser for MBA in Information Systems (2000-2007)
- Library Resource Committee (1999- present)
- Recruiting Committee (1999- present)
- Graduate Curriculum Committee (1999-present)
- Re-design and construction of the IDS website (2006)
- Department chair review committee (2006, 2009)
- Faculty marshal for commencement (2006)
- Undergraduate Curriculum Committee (1999-2001)
- IDS Representative to the Library (2000-2001)
- Recruitment representative to the AIS conference (2000)
- Ph.D program committee (2005-)

### **Services to the College & University**

- CBA Peer Review Committee Chair (Fall 2011-)
- CBA Peer Review Committee (Fall 2009-)
- Faculty Hearing committee (07/08 – 08/09)
- Distance Learning Task Force, CBA (Summer 2006)
- Instructional and Information Technology Committee, University Senate (Spring 2005 - present)
- Faculty liaison to the university computer lab(Aug. 01 - present)
- International programs committee(Spring 06)
- University Senate (fall 2003- spring 2006)
- Committee on Committees, University Senate (Fa 05-Sp 06)
- Distance learning committee(Summer 2006)
- CBA representative to ICT Steering Committee, Advisory Board (2001-2004): Proposed the establishment of the “QUALCOMM Institute for Innovation and Educational Reform at San Diego State University.” This initiative ultimately resulted in two grants from Qualcomm (\$250,000, and \$2.6 million).
- Graduate Council, University Senate(fall 2003- fall 2004)
- Graduate Curriculum Committee, University Senate (fall 2003- fall 2004)
- Research Committee, University of Nebraska at Omaha, 1998/1999

### **2. Services to the Community**

#### **Industry Collaboration**

- Data Mining & Data Warehouse Project with Union Pacific Railroad Co. -- Investigation of the use of data warehouse Evaluation of organizational information need for data mining Development of evaluation scheme for data mining tools and products evaluation (1998)
- Data Warehouse Development Project with Mutual of Omaha Co. The creation of a central information & knowledge depository for a data warehouse and data mart project. (1999)
- Advisory for E-Commerce Projects (2000)
  - E-commerce Strategic Planning for First National Bank
  - Web Development Project for DineOutDiscounts.com
  - Strategic and IT planning for BattleTop USA
- Provide ad hoc feedbacks to a CNN columnist on the news of US telecommunications industry

#### **Ad hoc Reviewer: Journals**

- Journal of the Association for Information Systems (JAIS), 2011

- Journal of Electronic Commerce Research (JECR)
- Decision Support Systems (DSS)
- Information Systems Research (ISR)
- Journal of Management Information Systems (JMIS)
- Encyclopedia of Information Systems
- Journal of Information Technology Applications & Management
- International Journal of Electronic Business
- International Journal of Info. Technology and Decision Making
- Journal of Information Technology Applications & Management
- Communications of the ACM
- Journal of Information Science and Technology
- Decision Support Systems
- Journal of Organizational Computing and Electronic Commerce
- Database
- International Journal of Technology Management (IJTM)
- International Journal of Information Technology & Decision Making
- International Journal of Information Management
- Journal of Business Economics and Management

#### **Ad hoc Reviewer: Conferences**

- International Conference on Information Systems (ICIS): 2010, 2011
- Americas Conference on Information Systems (AIS)
- Hawaii International Conference on Systems Sciences (HICSS)
- The First Asia Pacific DSI Conference (APDSI)
- San Diego International Systems Conference (SISC)

#### **Reviewer: Textbooks and Book Chapters**

- Business Data Comm.(4<sup>th</sup> ed), William Stallings, Prentice Hall.
- Business Data Comm.(1<sup>st</sup> ed), Behrouz A. Forouzan, McGraw Hill.
- New Economy Handbook, Academic Press
- Basic Statistics for Business and Economics, Douglas A. Lind, William G. Marchal, and Samuel A Wathen, McGraw Hill

#### **Conference Chair**

- San Diego International Systems Conference, San Diego, 2005, 2006

#### **Conference Committee**

- Program Committee, Document Management track, Integrated Design & Process Technology (IDPT) Conference, Dallas, Texas, June 2000.

- Cluster Chair, Data Warehousing Cluster, Operations Research and the Management Sciences Conference, Seoul, Korea, June 2000,
- Mini-track Co-chair, Data Warehousing Mini-track, America's Conference on Information Systems, Long Beach, CA. August 2000.
- Program committee, The Fourth Workshop on e-Business (WEB2005), Las Vegas, NV, Dec. 2005.

## **VII. HONORS AND AWARDS**

- MARQUIS Who's Who in America
- International Who's Who of Information Technology
- Who's Who in Business Higher Education
- International WHO'S WHO of Professionals
- MARQUIS Who's Who in Science and Engineering
- Outstanding Faculty Contribution Award, CBA, SDSU, 2011