

CURRICULUM VITAE

MARCUS A. ROTHENBERGER

Marcus A. Rothenberger, Ph.D.

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Professor of MIS

Department of Mgmt., Entrepreneurship, & Technology

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EDUCATION

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| Ph.D. | 1999 | Arizona State University |
| | | Major Area: Business Administration, Computer Information Systems |
| | | Dissertation Title: Systems Development with Systematic Software Reuse:
an Empirical Analysis of Project Success Factors |
| M.B.A. | 1994 | Arizona State University |
| | | Concentration: International Management |
| B.S. | 1993 | Darmstadt University of Technology (Germany) |
| | | Major Areas: Computer Science and Business |

ACADEMIC EXPERIENCE

- | | |
|-------------|---|
| since 2004 | University of Nevada Las Vegas |
| | Professor, Dept. of Mgmt., Entrepreneurship and Technology, since Jul 2012 |
| | Associate Professor, Dept. of Mgmt. Information Systems, Aug 04-Jun 12 |
| | <ul style="list-style-type: none">• Department Chair, January 2010 – June 2012• Graduate Coordinator for MS MIS Program, Jan 2007 – Dec 2009 |
| Spring 2013 | University of St. Gallen, Switzerland |
| | Visiting Professor, Institute for Information Management |
| 1999 - 2004 | University of Wisconsin – Milwaukee |
| | Assistant Professor of MIS, School of Business Administration |
| 1995 – 1999 | Arizona State University |
| | Graduate Associate, School of Accountancy and Information Management |

RESEARCH

RESEARCH INTERESTS

- *Enterprise Resource Planning System (ERP) Adoption:* ERP systems require substantial customization and reengineering efforts in order to be implemented by an organization. This research stream investigates how ERP systems can be successfully adopted using both qualitative methods and quantitative approaches.
- *Software Reuse and Component-Based Software Development:* Reusing software artifacts when developing new information systems can improve quality and productivity in software development. This research stream examines how a reuse program can be employed in organizations by developing reuse measures and component structures following the design science paradigm, and by investigating success factors.
- *Software Process Improvement and Productivity:* The focus of this research stream is on the investigation of factors that contribute to the increase of both the productivity of the software development process and the quality of the software product. Also investigated are emerging paradigms that can improve the software process, such as Service-oriented Architectures.
- *Design Science Research:* This stream of meta-research contributes to the definition of a methodology of design science for the Information Systems discipline. This includes the development of criteria for the quality assessment of design science research, as well as an investigation of methods of artifact evaluation.

REFEREED JOURNAL PUBLICATIONS

- Michael L. Lee, Marcus A. Rothenberger, Ken Peffers, "Effort Estimation Factors for Corrective Software Maintenance Projects: A Qualitative Analysis of Estimation Criteria", Journal of Information Technology Theory and Application, Vol. 16, Iss. 2, 2015, pp. 39-56.
- Thomas Norman, Natasa Christodoulidou, Marcus Rothenberger, "Technology Outsourcing of Human Resource Activities in Hospitality", Journal of Hospitality and Tourism Technology, Vol. 5, No. 1, 2014, pp. 50-61.
- Marcus A. Rothenberger, Yi-Ching Kao, Luk van Wassenhove, "Total Quality in Software Development: An Empirical Study of Quality Drivers and Benefits in Indian Software Projects", Information & Management, Vol. 47, No. 7-8, 2010, pp. 372-379.
- Marcus A. Rothenberger, Mark Srite, Karen Jones-Graham, "The Role of Project Team Attributes in ERP Implementation: A Positivist Field Investigation", Information Technology & People, Vol. 23, No. 1, 2010, pp. 80-109.

- Marc Haines, Marcus A. Rothenberger, "How a Service-Oriented Architecture May Change the Software Development Process", Communications of the ACM, Vol. 53, No. 8, 2010, pp. 135-140.
- Marcus A. Rothenberger, Mark Srite, "Customization in Enterprise Resource Planning System Implementations", IEEE Transactions on Engineering Management, Vol. 56, No. 4, November 2009, pp. 663-676.
- Trevor T. Moores, Alexander Nil, Marcus A. Rothenberger, "Knowledge of Software Piracy as an Antecedent to Reducing Pirating Behavior", Journal of Computer Information Systems, Vol. 50, No. 1, Fall 2009, pp. 82-89.
- Ken Peffers, Tuure Tuunanen, Marcus Rothenberger, Samir Chatterjee, "A Design Science Research Methodology for Information Systems Research", Journal of Management Information Systems, Vol. 24 No. 3, Winter 2007-2008, pp. 45-77.
- Derek L. Nazareth, Marcus A. Rothenberger, "Does the Goldilocks Conjecture hold for Software Reuse? ", Journal of Information Technology Theory and Application, Vol. 8 No. 2, 2006, pp. 57-68.
- Wei Ge, Marcus A. Rothenberger, Edward Chen, "A Model for an Electronic Information Marketplace", Australasian Journal of Information Systems, Vol. 13, No. 1, September 2005, pp. 139-149.
- Pearl Brewer, Natasa Christodoulidou, Marcus Rothenberger, "The Evolution of Room Inventory", Journal of the Hospitality Financial and Technology Professionals (AKA The Bottomline), Vol. 20, No. 7, October/November 2005, pp. 22-24.
- Derek Nazareth, Marcus A. Rothenberger, "Assessing the Cost-Effectiveness of Software Reuse: A Model for Planned Reuse" Journal of Systems and Software, Vol. 73, No. 2, October 2004, pp. 245-255.
- Marcus A. Rothenberger, Kevin Dooley, Uday Kulkarni, Nader Nada, " Strategies for Software Reuse: A Principal Component Analysis of Reuse Practices", IEEE Transactions on Software Engineering, Vol. 29, No. 9, September 2003, pp. 825-837.
- T. Ravichandran, Marcus A. Rothenberger, "Software Reuse Strategies and Component Markets", Communications of the ACM, August 2003.

- Marcus A. Rothenberger, "Project-Level Reuse Factors: Drivers for Variation within Software Development Environments", Decision Sciences Journal, Vol. 34, No. 1, Winter 2003, pp. 83-106.
- Marcus A. Rothenberger, "Nutzung von betriebsweiten Datenmodellen zum Auffinden von wiederverwendbaren Software-Elementen (Using Enterprise-Level Data Models to Facilitate the Retrieval of Reusable Software Components)", Information Management (Germany), Vol. 16, No. 1, March 2001, pp. 74-78.
- Marcus A. Rothenberger, Kevin Dooley, "A Performance Measure for Software Reuse Projects", Decision Sciences Journal, Vol. 30, No. 4, Fall 1999.
- Marcus A. Rothenberger, James C. Hershauer, "A Software Reuse Measure: Monitoring an Enterprise-Level Model Driven Development Process", Information & Management, Vol. 35, No. 5, May 1999, pp. 283-293.

REFEREED CONFERENCE PROCEEDING PUBLICATIONS (* = PRESENTED AT CONFERENCE)

- D. Raber, J. Eppele, R. Winter, M. Rothenberger, "Closing the Loop: Evaluating a Measurement Instrument for Maturity Model Design", Hawaii International Conference on Systems Science (HICCS), Waikoloa, HI, January 2016.
- M. Lei, M. Zhang, H. Deng, M. Rothenberger, N. Christodoulidou, "Dynamic Interaction Effects between Product Sales, Online Word-of-Mouth, and E-commerce Service Quality in B2C Sales Platforms", Forty-Fourth Annual Meeting of the Western Decision Sciences Institute (WDSI 2015), Maui, HI, March 2015.
- M. Lei, M. Zhang, H. Deng, M. A. Rothenberger, N. Christodoulidou, "The Value of Observational Learning in Online Sales: The Moderating Effect of Product Involvement and Market Age", European Decision Sciences Institute Meeting, Kolding, Denmark, June 2014.
- * Carel Miske, Marcus Rothenberger, Ken Peffers, "Towards a More Cognitively Effective Business Process Notation for Requirements Engineering", Design Science Research in Information Systems and Technology Conference (DESRIST 2014), Miami, FL, May 2014.
- Nils Labusch, Stephan Aier, Marcus Rothenberger, Robert Winter, "Architectural Support of Enterprise Transformations: Insights from Corporate Practice", Multikonferenz Wirtschaftsinformatik (MKWI 2014), Paderborn, Germany, February 2014.
- Ken Peffers, Marcus A. Rothenberger, Tuure Tuunanen, Reza Vaezi, "Design Science Evaluation", Design Science Research in Information Systems and Technology Conference (DESRIST 2012), Las Vegas, NV, May 2012.

- Michael Lee, Marcus A. Rothenberger, Ken Peffers, "Identifying Effort Estimation Factors for Corrective Maintenance in Object-Oriented Systems", Americas Conference on Information Systems (AMCIS), Detroit, MI, August 2011.
- Veit Schulz, Thomas Herz, Marcus A. Rothenberger, Walter Brenner, "IT Shared Service Centers and External Market Activities", Americas Conference on Information Systems, Lima, Peru, August 2010.
- Mark Srite, En Mao, Marcus A. Rothenberger, "How an Individual's Cultural Values Effect a Series of Individual-Level Variables: A Work-in-Progress", 16th Annual Cross Cultural Research in Information Systems Meeting (a joint AIS (SIG-CCRIS) and JSIS Workshop), Paris, France, December 2008.
- * Hemant Jain, Marcus A. Rothenberger, Vijay Sugumaran, "Flexible Software Component Design Using A Product Platform Approach", International Conference on Information Systems (ICIS), Milwaukee, WI, December 2006.
- Mark Srite, Marcus A. Rothenberger, "Cross-Cultural Antecedents to Technology Acceptance: An Empirical Investigation of Chinese and US Users", Global Information Technology Management Conference (GITM), Anchorage, AK, June 2005.
- Mark Srite, En Mao, Marcus A. Rothenberger, "Explaining the Differences in ERP adoption and Use: A Multinational Study", Global Information Technology Management Conference (GITM), San Diego, CA, June 2004.
- Marcus A. Rothenberger, Yi-Ching Kao, Luk van Wassenhove, "Total Quality in Software Development: The Impact on the Quality-Productivity Relationship", Workshop for Information Technology and Systems (WITS), Seattle, WA, December 2003.
- * Marcus A. Rothenberger, Mark Srite, "Customization of ERP Systems: An Exploratory Study of Drivers and Motives " International Business Information Management Conference, Cairo, Egypt, December 2003.
- Mark Srite, En Mao, Marcus A. Rothenberger, "Development of an Individual-Level Theory to Explain the Adoption and Use of ERP Systems: How Type of Training Can Improve Acceptance Rates" International Business Information Management Conference, Cairo, Egypt, December 2003.
- * Marcus A. Rothenberger, Hemant Jain, "Flexibility of Product Platform Software Components", Americas Conference on Information Systems, Tampa, FL, August 2003.

- * Marcus A. Rothenberger, Derek Nazareth, "Does the 'Goldilocks Conjecture' Apply to Software Reuse?", Americas Conference on Information Systems, Dallas, TX, August 2002.
- * Marcus A. Rothenberger, Derek Nazareth, "A Cost-Benefit Model for Systematic Software Reuse", European Conference on Information Systems, Gdansk, Poland, June 2002.
- * Marcus A. Rothenberger, Derek Nazareth, "Modeling the Cost-Effectiveness of Systematic Software Reuse", Americas Conference on Information Systems, Boston, MA, August 2001.
- * Marcus A. Rothenberger, Uday R. Kulkarni, "Software Reuse in Information Systems Development" (White Paper for Mini-Track), Americas Conference on Information Systems, Long Beach, CA, August 2000.
- * Marcus A. Rothenberger, Uday R. Kulkarni, James C. Hershauer, "Software Reuse Success Factors: A Qualitative Assessment of Developers' Perception", Americas Conference on Information Systems, Milwaukee, WI, August 1999.
- * Marcus A. Rothenberger, Uday R. Kulkarni, Kevin Dooley, "Critical Success Factors for Software Reuse Projects", International Conference on Information Systems, Helsinki, Finland, December 1998.
- * Marcus A. Rothenberger, Kevin Dooley, "Programmer Performance Measurement in a Software Reuse Context", 30th Annual Meeting Decision Sciences Institute, Las Vegas, NV, November 1998.
- * Marcus A. Rothenberger, James C. Hershauer, "Facilitating the Retrieval of Reusable Software Components using an Enterprise-Level Model", Association for Information Systems Americas Conference, Baltimore, MD, August 1998.
- * Marianne Murphy, Uday Kulkarni, Marcus Rothenberger, "A Framework for Evaluating Heterogeneous Database Schema Integration Methodologies", Association for Information Systems Americas Conference, Indianapolis, IN, August 1997.

NON-REFEREED PUBLICATIONS

- Marcus A. Rothenberger, "Editorial: Advancing the Research Agenda", Journal of Information Technology Theory and Application (JITTA), vol. 16, no. 3, 2015, pp. 1-4.
- Marcus A. Rothenberger, "Editorial: Technology Adoption and Process Improvement", Journal of Information Technology Theory and Application (JITTA), vol. 15, no. 3, 2014, pp. 1-4.

- Marcus A. Rothenberger, "Editorial: Conceptualizations on Design", Journal of Information Technology Theory and Application (JITTA), vol. 14, no. 4, 2013, pp. 1-3.
- Marcus A. Rothenberger, "Editorial: Exploratory Research", Journal of Information Technology Theory and Application (JITTA), vol. 13, no. 3, 2012, pp. 1-3.
- Marcus A. Rothenberger, "Editorial: Design Artifacts for Organizational Processes", Journal of Information Technology Theory and Application (JITTA), vol. 12, no. 3, 2011, pp. 1-3.
- Marcus A. Rothenberger, "Editorial: User Involvement and User Behavior", Journal of Information Technology Theory and Application (JITTA), vol. 12, no. 1, 2011, pp. 1-3.
- Marcus A. Rothenberger, "Editorial: Research on Research", Journal of Information Technology Theory and Application (JITTA), vol. 11, no. 2, 2010, pp. 1-3.
- Marcus A. Rothenberger, "Editorial: Management of the Client Relationship", Journal of Information Technology Theory and Application (JITTA), vol. 10, no. 2, 2009, pp. 1-3.
- Marcus A. Rothenberger, Mark Srite, Tuure Tuunanen, "Editorial: Critical Applications of Information Systems", Journal of Information Technology Theory and Application (JITTA), vol. 10, no. 1, 2009, pp. 1-4.
- Marcus A. Rothenberger, Carlos Jesus Alsua, Natasa Christodoulidou, "Mentoring Ph.D. Students – A Student Perspective", Decision Line, December/January 1998/99.

EDITED BOOKS

- Brian Donnellan, Markus Helfert, Jim Kenneally, Debra VanderMeer, Marcus Rothenberger, Robert Winter (Eds). *New Horizons in Design Science: Broadening the Research Agenda*, Lecture Notes in Computer Science 9073, Springer-Verlag, Heidelberg, 2015, ISBN 313-9-187-139 (DESRIST 2015 Proceedings).
- Monica Chiarini Tremblay, Debra VanderMeer, Marcus Rothenberger, Ashish Gupta, Victoria Yoon (Eds). *Advancing the Impact of Design Science: Moving from Theory to Practice*, Lecture Notes in Computer Science 8463, Springer-Verlag, Heidelberg, 2014, ISBN 978-3-319-06700-8 (DESRIST 2014 Proceedings).
- Ken Peffers, Marcus Rothenberger, Bill Kuechler (Eds). *Design Science Research in Information Systems: Advances in Theory and Practice*, Lecture Notes in Computer Science

7286, Springer-Verlag, Heidelberg, 2012, ISBN 978-3-642-29862-2 (DESRIST 2012 Proceedings).

UNDER REVIEW, WORKING PAPERS, AND RESEARCH-IN-PROGRESS

- “A Platform-Based Design Approach for Reusable Software Components”, with Hemant Jain and Vijay Sugumaran, under review with Information Systems Frontiers.
- "The Value of Observational Learning in Online Sales: The Moderating Effect of Product Involvement and Market Age", with M. Lei, M. Zhang, H. Deng, N. Christodoulidou, working paper.
- “Towards a More Cognitively Effective Business Process Notation for Requirements Engineering”, with Carel Miske and Ken Peffers, working paper.
- “Dynamic Interaction Effects between Product Sales, Online Word-of-Mouth, and E-commerce Service Quality in B2C Sales Platforms”, with M. Lei, M. Zhang, H. Deng, and N. Christodoulidou, research-in-progress.

INVITED PRESENTATIONS AND PANEL PARTICIPATION AT CONFERENCES AND UNIVERSITIES

- Doctoral Consortium of the 9th International Conference on Design Science Research in Information Systems and Technology (DESRIST 2014), Miami, FL, Mentoring Faculty and Panelist.
- 8th International Conference on Design Science Research in Information Systems and Technology (DESRIST 2013), Helsinki, Finland, Invited Panelist as Co-Editor-in-Chief of the Journal of Information Technology Theory and Application (JITTA), “Meet the Editors-in-Chief”, June 2013.
- Ilmenau University of Technology, Germany, Faculty of Economic Sciences, Seminar on “Design Science Research”, June 2013.
- University of St. Gallen, Switzerland, Institute of Information Management, Presentation to Faculty and Ph.D. Students, May 2013.
- The Emirates Academy of Hospitality Management, Dubai, United Arab Emirates, Seminar on “Design Science Research”, February 2013.

- University of Nancy, France, ICN Business School, Research Seminar on “Design Science Research in Information Systems”, March 2012.
- Nanyang Technological University, Singapore, Faculty of Engineering, Presentation to Faculty and Ph.D. Students, “Effort Estimation of Corrective Software Maintenance Projects”, August 2011.
- RWTH Aachen University, Germany, Faculty of Business and Economics, “Customization in ERP System Implementations: A Multi-Methods Investigation”, November 2010.
- 5th International Conference on Design Science Research in Information Systems and Technology (DESRIST 2010), Milwaukee, WI, Invited Panelist, “Research Panel: Service Architecture“, May 2010.
- University of Nancy, France, ICN Business School, Seminar on “Business Process Analysis”, March 2010.
- Arizona State University, Department of Information Systems, W.P. Carey School of Business, Research Workshop, “A Platform-Based Design Approach for Reusable Software Components”, November 2009.
- Arizona State University, Department of Information Systems, W.P. Carey School of Business, Doctoral Seminar, “Design Science Research in Information Systems”, November 2009.
- Americas Conference on Information Systems (AMCIS) 2009, San Francisco, CA, Invited Panelist as Co-Editor-in-Chief of the Journal of Information Technology Theory and Application (JITTA), “Meet the Editors-in-Chief“, August 2009.
- 4th International Conference on Design Science Research in Information Systems and Technology (DESRIST 2009), Malvern, PA, Invited Panelist, “Research Panel: Service Design“, May 2009.
- National University of Singapore, Information Systems Department, School of Computing, “Flexible Software Component Design Using a Platform-Based Approach”, March 2009.
- AIS SIGSAND Europe Workshop, Marburg, Germany, Invited Speaker, “Design Science Research in the North American IS Community”, June 2008.

- Wirtschaftsinformatik Conference 2007, Karlsruhe, Germany, Invited Panelist, “Wirtschaftsinformatik in Zeiten der Globalisierung: Ziele der Forschung, Wettbewerbskriterien und Anreizsysteme (Information Systems in Times of Globalization: Research Goals, Criteria for Competition, and Incentive Systems)“, March 2007.
- University of Potsdam, Germany, Department of Business Information Systems and Electronic Government, “A Design Science Research Methodology for Information Systems Research”, February 2007.
- University of Karlsruhe, Germany, Institute of Applied Informatics and Formal Description Methods, “Total Quality in Software Development: An Empirical Study of Drivers and Benefits”, July 2006.
- University of Nevada Las Vegas, Department of MIS, “Flexibility of Product Platform Software Components“, April 2006.
- University of Nevada Las Vegas, Department of MIS, “Enterprise Systems Implementation: An Exploratory Study of Customization Levels“, November 2004.
- University of Nevada Las Vegas, Department of MIS, “Total Quality in Software Development: The Impact on the Quality-Productivity Relationship“, December 2003.
- University of Minnesota, Carlson School of Management, “Characteristics of Software Reuse Strategies: A Taxonomy of Implementation Patterns”, November 2002.
- 1st Annual Big 10 IS Doctoral and Junior Faculty Research Symposium, “Component-Based Software Development and Software Reuse”, May 2002.
- University of Frankfurt, Germany, Institute for Information Systems Development, “A Software Reuse Measure: Monitoring an Enterprise-Level Model Driven Process”, December 2000.
- University of Wisconsin-Milwaukee, School of Business Administration, “Software Reuse: When is It Worth It?“ (co-presented with Derek Nazareth), October 2000.
- University of Nebraska Lincoln, College of Business, “Systems Development with Systematic Software Reuse: An Empirical Analysis of Project Success Factors“, February 1999.

- University of Wisconsin-Milwaukee, School of Business Administration, "Systems Development with Systematic Software Reuse: An Empirical Analysis of Project Success Factors", January 1999.
- University of British Columbia, Canada, Faculty of Commerce and Business Administration, "Systems Development with Systematic Software Reuse: An Empirical Analysis of Project Success Factors", January 1999.
- University of Minnesota, Carlson School of Management, "Systems Development with Systematic Software Reuse: An Empirical Analysis of Project Success Factors", January 1999.
- University of Pittsburgh, Katz Graduate School of Business, "Systems Development with Systematic Software Reuse: An Empirical Analysis of Project Success Factors", January 1999.
- University of Cincinnati, College of Business, "Systems Development with Systematic Software Reuse: An Empirical Analysis of Project Success Factors", October 1998.
- Georgia State University, J. Mack Robinson College of Business, "Systems Development with Systematic Software Reuse: An Empirical Analysis of Project Success Factors", September 1998.
- Workshop for Information Technology and Systems (WITS), Helsinki, Finland, Invited Panelist, "Component-Based Software Development", December 1998.

CONFERENCE PRESENTATIONS ONLY (NOT IN PROCEEDINGS)

- Marcus A. Rothenberger, Mark Srite, Jerry Chang, "Customization in Enterprise System Implementations: A Survey of Project Team Members", 40th Annual Meeting Decision Science Institute, Baltimore, MD, November 2008.
- Marcus A. Rothenberger, Adam Koptowsky, Jerry Chang, Mark Srite, "Refusing Business Process Change: An Inhibitor to ERP Implementation Success", 38th Annual Meeting Decision Sciences Institute, San Antonio, TX, November 2006.
- Marcus A. Rothenberger, Mark Srite, "ERP Implementation: An Exploratory Study of Customization Levels" co-presented with Mark Srite, Organization and Society in Information Systems (OASIS/IFIP 8.2) Workshop, Washington, DC, December 2004.
- Marcus A. Rothenberger, Mark Srite, "Customization versus Process Redesign: How Customer Attitude Factors Affect ERP Implementation", co-presented with Mark Srite at SAP

Research Congress, San Diego, CA, February 2001.

- Marcus A. Rothenberger, Linda Curl, Hemant Jain, Keshavamurthy Ramamurthy, "Intra-Organizational Communications as a Facilitator of Component-Based Software Development: Experiences in a Bank", 32nd Annual Meeting Decision Sciences Institute, Orlando, FL, November 2000.
- Marcus A. Rothenberger, Uday Kulkarni, Kevin Dooley, "Characteristics of Systematic Software Reuse Strategies: The Linkage to Adoption Success", International Federation for Information Processing Working Group 8.2 Research Workshop, Charlotte, NC, December 1999.
- Marcus A. Rothenberger, James Hershauer, "Effect of Enterprise Level Models on the Software Reuse Rate", 29th Annual Meeting Decision Sciences Institute, San Diego, CA, November 1997.
- "Mentoring Ph.D. Students – A Student Perspective", Panel Discussion Leader, 30th Annual Meeting Decision Sciences Institute, Las Vegas, NV, November 1998.

TEACHING

PAST COURSES

GRADUATE COURSES

- Systems Analysis and Design (Structured and Object-Oriented/UML)
- IT Architecture for Business
- MIS Concepts
- Data Communication
- Database Management

UNDERGRADUATE COURSES

- Business Intelligence
- Information Systems Development & Management (capstone course)
- Systems Analysis and Design (Structured and Object-Oriented/UML)
- Data Communication
- Database Concepts

PROFESSIONAL ACTIVITIES / SERVICE

ACADEMIC JOURNAL AND REVIEWER ACTIVITIES

- Member of the Senior Advisory Board, Journal of Information Technology Theory and Application (JITTA) [AIS Journal since 2009], since 1/2016
- Co-Editor in Chief, Journal of Information Technology Theory and Application (JITTA) [AIS Journal since 2009], since 1/2009 – 12/2015
- Associate Editor, Special Issue on the Application of Design Science, European Journal of Information Systems, 2015-2016.
- Senior Editor, Journal of Information Technology Theory and Application (JTITA), 2006-2008
- Associate Editor, AIS Transactions on Enterprise Systems, AIS SIGES Journal, since 2008.
- Member, Editorial Review Board, Journal of Database Management, 2007-2012.
- Member, Editorial Review Board, Special Issue on “Flexible and Distributed Information Systems Development”, (Guest Senior Editors: Brian Fitzgerald and Sandra Slaughter), Information Systems Research (ISR), 2006
- Recent ad-hoc reviews (2007-2013) for: Decision Sciences Journal, Journal of Strategic Information Systems, Journal of the Operations Research Society, MIS Quarterly, IEEE Transactions on Software Engineering, Information Systems Frontiers, Journal of Information Technology Theory and Application, Journal of the AIS, and Information Systems Research, Information & Management, Data Base.

- Reviewer for the 2008 Decision Sciences Institute Elwood S. Buffa Doctoral Dissertation Competition

ACADEMIC CONFERENCE ACTIVITIES

- Track Co-Chair, Design Science Track, International Conference of Information Systems (ICIS), Dublin, Ireland, December 2016.
- Local Arrangements Chair, Western Decision Sciences Institute Meeting, Las Vegas, NV, March 2016.
- Track Co-Chair, Western Decision Sciences Institute Meeting, Las Vegas, NV, March 2016.
- Associate Editor, Design Science Track, International Conference of Information Systems (ICIS), Dallas, TX, December 2015.
- Doctoral Consortium Co-Chair, Post-Dissertation Consortium, Decision Science Institute Annual Meeting (DSI), Seattle, WA, November 2015.
- General Co-Chair for the Design Science in Information Systems and Technology Conference (DESRIST), Dublin, Ireland, May 2015.
- Program Co-Chair for the Design Science in Information Systems and Technology Conference (DESRIST), Miami, FL, May 2014.
- Special Interest Group Chair of the AIS Adoption and Diffusion of Information Technology Special Interest Group (SIG ADIT), January – December 2013.
- General Co-Chair for the Design Science in Information Systems and Technology Conference (DESRIST), Helsinki, Finland, June 2013.
- Program Co-Chair for the Design Science in Information Systems and Technology Conference (DESRIST), Las Vegas, NV, May 2012.
- Workshop Chair for the DIGIT Workshop of the AIS Adoption and Diffusion of Information Technology Special Interest Group (SIGADIT), Shanghai, China, December 2011.
- Track Co-Chair for “Enterprise Systems and Organizational Issues in IS” of the Americas Conference on Information Systems (AMCIS), Detroit, MI, August 2011.
- Program Chair for the DIGIT Workshop of the AIS Adoption and Diffusion of Information Technology Special Interest Group (SIGADIT), St. Louis, MO, December 2010.
- Track Chair for “Organizational Issues in IS” of the Americas Conference on Information Systems (AMCIS), Lima, Peru, August 2010.

- Member of the Program Committee, Workshop on Empirical Research in Process-oriented Information Systems, Hammamet, Tunisia, June 2010.
- Member of the Program Committee, Workshop of Information Technology and Systems (WITS), Phoenix, AZ, December 2009.
- Track Chair for “Leadership in IS” of the Americas Conference on Information Systems (AMCIS), San Francisco, CA, August 2009.
- Mini-Track Chair, “Issues in Information Technology Adoption”, at the Americas Conference on Information Systems (AMCIS), San Francisco, CA, August 2009.
- Member of the Program Committee, IEEE International Conference on Web Services, Beijing, China, September 2008.
- Member of the Program Committee, AIS SIGSAND Europe Workshop, Marburg, Germany, June 2008.
- Track Co-Chair for “Software Process Improvement” at the Wirtschaftsinformatik Conference (WI), Karlsruhe, Germany, February 2007.
- Associate Editor for “Web Applications Development” Track, International Conference on Information Systems (ICIS), Milwaukee, WI, December 2006.
- Mini-Track Co-Chair, “Productivity in Systems Analysis, Design, and Development”, at the Americas Conference on Information Systems (AMCIS), Acapulco, Mexico, August 2006.
- Local Arrangements Co-Chair for the International Conference on Information Systems (ICIS), Las Vegas, NV, December 2005.
- Local Arrangements for the Doctoral Consortium of the International Conference on Information Systems (ICIS), Henderson, NV, December 2005.
- Associate Editor for “Web Applications Development” Track, International Conference on Information Systems (ICIS), Las Vegas, NV, December 2005.
- Mini-Track Co-Chair (with Yi-Ching Kao), “Productivity in Systems Analysis, Design, and Development” Americas Conference on Information Systems (AMCIS), Omaha, NE, August 2005.
- Member of Advisory Board, International Business Information Management Association Conference (IBIMA), Cozumel, Mexico, December 2004.
- Member of Program Committee, International Workshop on Component Engineering Methodology (WCEM), Riga, Latvia, June 2004.

- Member of Program Committee, International Conference on Web Services (ICWS), San Diego, CA, June 2004.
- Mini-Track Chair, “Component-Based Software Development and Web Services”, Americas Conference on Information Systems (AMCIS), New York, NY, August 2004.
- Mini-Track Chair, “Component-Based Software Development and Web Services”, Americas Conference on Information Systems (AMCIS), Tampa, FL, August 2003.
- Mini-Track Co-Chair (with Uday Kulkarni), "Software Reuse and Component-Based Software Development", Americas Conference on Information Systems (AMCIS), Dallas, TX, August 2002.
- Member of the program committee of the Software-Management for E-Business-Applications Track at the Wirtschaftsinformatik Conference (WI), Augsburg, Germany, February 2001.
- Mini-Track Co-Chair (with Uday Kulkarni), "Software Reuse and Component-Based Software Development", Americas Conference on Information Systems (AMCIS), Boston, MA, August 2001.
- Mini-Track Co-Chair (with Uday Kulkarni), "Software Reuse and Component-Based Software Development", Americas Conference on Information Systems (AMCIS), Long Beach, CA, August 2000.

RECENT UNIVERSITY SERVICE AT UNLV

- Member, MS MIS Curriculum Revision Task Force (Fall 2015)
- Member, School Promotion and Tenure Committee (Fall 2015)
- Chair, Department Promotion and Tenure Committee (Spring 2015)
- Member, Department Promotion and Tenure Committee (Fall 2015)
- Member, BSBA in Management Curriculum Revision Committee (Fall 2014)
- Member, BSBA in Information Management Curriculum Development Task Force (Spring 2014)
- Member, Undergraduate Standards Committee (since Fall 2013)
- Member, MIS Graduate Programs Committee (since Fall 2012)
- Member, Department Promotion & Tenure Committee (since Fall 2012)
- Member, Faculty Technology Advisory Team, (Fall 2011 – Spring 2015)
- Chair, MIS Department, (Spring 2010 – Spring 2012)
- Chair, University New Programs Evaluation Committee of the Graduate College (Fall 2008 – Fall 2009)
- Chair, Department Graduate Programs Committee, MIS Department (Fall 2007 – Fall 2009)
- Chair, Department Merit Committee (2007/08, 2008/09)
- Member, Faculty Technology Advisory Board (since Fall 2011)
- Member, Graduate College Executive Committee (Fall 2008 – Fall 2009)

- Member, Graduate Council of the Graduate College (Fall 2006 to Fall 2009)
- Member, College Merit Committee (2007/08, 2008/09)
- Member, College MBA Advisory Council (since 2007/08)
- Member, College Executive MBA Advisory Council (Fall 2005 - Fall 2009)
- Member, College Graduate Programs Committee (Fall 2007 – Fall 2009)