

Richard Thomas Watson

J. Rex Fuqua Distinguished Chair for Internet Strategy

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Academic Record

Ph. D., University of Minnesota, 1984-1987.
A study of group decision support system use in three and four-person groups for a preference allocation decision
M.B.A., Monash University, 1971-1973.
Diploma in Computation, University of Western Australia, 1969.
B. Sc. (Mathematics), University of Western Australia, 1966-1968.

Scholarships and Awards

Association for Information Systems' VISION award for contributions to ISWorld, 2009.
Fellow of the Royal Society of Arts, June 2007.
Fellow of the Association of Information Systems, December 2006.
Honored by the PhD Project Information Systems Doctoral Student Association, August 2006.
Terry College Research Award May 2006
Visiting professor, University of Sydney, Australia May 2005.
H. L. Hooker Distinguished Visiting Professor, McMaster University, Hamilton, Canada, April 2005.
Visiting professor Fudan University, Shanghai, China, 2004.
Visiting professor, University of Agder, Kristiansand, Norway, 1998-
Professor Carlos LLoyd Braga Chair, University of Minho, Portugal, May 2003.
Alpha Kappa Psi, Alpha Epsilon Chapter Blue Sapphire MIS teaching award, April 2003.
Selected by MBA students as one of the top five MBA teachers, 1996-97, 1997-98, 1998-99, 2002-3.
Cecil and Ida Green Honors Professor, Texas Christian University, October 2001.
Best Academic Competitive Paper Prize Academy of Marketing Conference (UK) 1998.
Vielberth Stiftung Fellow, University of Regensburg, Germany 1997, 2000, and 2002.
University of Georgia honored for instructional contribution, 1989-90, 1990-91, 1994-1995, 1996-97, and 2001-02.
Best paper *Australian Computer Journal* 1989.
Fulbright Award, 1984-1987.
University of Minnesota School of Management Fellowship, 1986-1987.
University of Minnesota School of Management Grant, 1984-1985.
Commonwealth Government Post-graduate Course Award, 1973.
Commonwealth Government University Scholarship, 1966-1969.
General Exhibition, University Matriculation Exam, 1965.

Employment History

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|-----------|---------------------------------|--|
| 2009- | University of Georgia | J. Rex Fuqua Distinguished Chair for Internet Strategy |
| 2006-2009 | University of Georgia | Interim Head of the MIS department J. Rex Fuqua Distinguished Chair for Internet Strategy Director of the Center for Information Systems |
| 2001-2006 | University of Georgia | Leadership J. Rex Fuqua Distinguished Chair for Internet Strategy Director of the Center for Information Systems |
| 2000 | University of Georgia | Leadership Professor of MIS Director of the Center for Information Systems |
| 1999 | University of Georgia | Leadership Professor of MIS |
| 1998-99 | University of Georgia | Professor of Management |
| 1993-1998 | University of Georgia | Associate Professor of Management |
| 1989-1993 | University of Georgia | Assistant Professor of Management |
| 1987-1989 | Edith Cowan University | Principal Lecturer and Head of Information Systems |
| 1979-1984 | Edith Cowan University | Senior Lecturer and Head of Information Systems |
| 1976-1978 | Curtin University of Technology | Senior Tutor |
| 1974-1975 | Simpson Consulting Services | Consultant Programmer/analyst |
| 1972 | Nylex Corporation | Programmer/analyst |
| 1970-1971 | Telecom Australia | Computer Programmer |

Research Interests

Energy Informatics
Ecological sustainability
Electronic commerce
IS leadership

Professional Associations

Association for Information Systems, Association for Computer Machinery, Royal Society of the Arts.

Publications

Books

1. Watson, R. T. (2006). *Data management: databases and organizations*. New York, NY: John Wiley.
2. Watson, R. T., & others (2004). *XML: Managing data exchange*. Wikibooks.
3. Watson, R. T. (2004). *Data management: banco de dados e organizações*. Rio de Janeiro, Brazil: LTC Editora.
4. Watson, R. T. (2004). *Data management: databases and organizations*. New York, NY: John Wiley.
5. Watson, R. T. (2002). *Data management: databases and organizations*. New York, NY: John Wiley.
6. Watson, R. T., Ariyachandra, T., Gao, J., & Chang, L. (2001). *Advanced electronic commerce*. Hong Kong, China: The Open University of Hong Kong.
7. Watson, R. T., Berthon, P., Pitt, L. F., & Zinkhan, G. M. (2000). *E-commerce & impresa*. Milano, Italy: McGraw Hill.
8. Watson, R. T., Berthon, P., Pitt, L. F., & Zinkhan, G. M. (2000). *Electronic commerce: the strategic perspective*. Fort Worth, TX: Dryden.
9. Watson, R. T. (1999). *Data management: databases and organizations*. New York: John Wiley.
10. Watson, R. T., & Watson, C. (1998). *A business research primer*. Orlando, FL: Hartcourt Brace.
11. McKeown, P. G., Watson, R. T., & Lehner, F. (1997). *World Wide Web und Internet—Eine einfach verständliche Einführung für Unternehmen*.

12. McKeown, P. G., & Watson, R. T. (1997). *Metamorphosis: a guide to the World Wide Web & electronic commerce*. New York, NY: Wiley.
13. Watson, R. T., & Bostrom, R. P. (1996). *Proceedings of Telecommuting '96*.
14. Watson, R. T. (1996). *Data management: an organizational perspective*. New York, NY: Wiley.
15. McKeown, P. G., & Watson, R. T. (1996). *Metamorphosis - Guia para Internet e Comercio Eletronico*. São Paulo, Brazil: Senac.
16. McKeown, P. G., & Watson, R. T. (1996). *Metamorphosis: a guide to the World Wide Web & electronic commerce*. New York, NY: Wiley.
17. Bostrom, R. P., Watson, R. T., & Kinney, S. T. (1992). *Computer augmented teamwork: a guided tour*. New York, NY: Van Nostrand Reinhold.

Articles

1. Brohman, M. K., Piccoli, G., Martin, P., Zulkernine, F., Parasuraman, A., & Watson, R. T. (2009). A design theory approach to building strategic network-based customer service systems. *Decision Sciences*, 40(3), 403-430.
2. Polites, G. L., & Watson, R. T. (2009). Using social network analysis to analyze relationships among is journals. *Journal of AIS*, 10(8).
3. Watson, R. T., & McCubbrey, D. J. (2009). The Global Text Project. *The African Journal of Information Systems*, 1(2), 30-36.
4. Pitt, L. F., Watson, R. T., Berthon, P. R., Piccoli, G., & Engstrom, A. (2009). E-Commerce, Web 2.0 and entrepreneurship: opportunities in the U-Space. *International Review of Entrepreneurship*, 7(1), 5-20.
5. Piccoli, G., Brohman, M. K., Watson, R. T., & Parasuraman, A. (2009). Process completeness: Strategies for aligning service systems with customers' service needs. *Business Horizons*, 52(July-August), 367-376.
6. Watson, R. T., Boudreau, M.-C., York, P., Greiner, M., & Wynn, D. (2008). The business of open source. *Communications of the ACM*, 51(4), 41-46.
7. Watson, R. T., Boudreau, M.-C., Greiner, M., Wynn, D., & York, P. (2008). Opening the classroom. *The Journal of Information Systems Education*, 19(1), 75-85.
8. Suleiman, J., & Watson, R. T. (2008). Social loafing in technology-supported team. *Computer Supported Cooperative Work*, 17(4), 291-309.
9. Polites, G. L., & Watson, R. T. (2008). The centrality and prestige of CACM: a social network analysis of IS Journals. *Communications of the ACM*, 51(1), 95-100.
10. Piccoli, G., & Watson, R. T. (2008). Profit from customer data by identifying strategic opportunities and adopting the "born digital" approach. *MISQ Executive*, 7(3), 113-122.
11. Negash, S., Watson, R. T., & Straub, D. (2008). An African PhD program in Information Systems: the case of Addis Ababa University, Ethiopia. *The African Journal of Information Systems*, 1(1), 67-76.
12. Meyers, A. D., McCubbrey, D. J., & Watson, R. T. (2008). Open content textbooks: Educating the next generation of bioentrepreneurs in developing economies. *Journal of Commercial Biotechnology*, 14(4), 277-281.
13. Loiacono, E. T., Taylor, N. J., & Watson, R. T. (2008). Alternative scenarios to the "banner" years: A test of alternative formats to Web banner ads. *Communications of the ACM*, 51(2), 53-58.
14. Kock, N., Hantula, D. A., Hayne, S. C., Saad, G., Todd, P. M., & Watson, R. T. (2008). Introduction to Darwinian Perspectives on Electronic Communication. *IEEE Transactions on Professional Communication*, 51(2), 133-146.
15. Junglas, I. A., & Watson, R. T. (2008). Location-based services. *Communications of the ACM*, 51(4), 65-69.
16. Chen, A. J. W., Boudreau, M.-C., & Watson, R. T. (2008). Information systems and ecological sustainability. *Journal of Systems and Information Technology*, 10(3), 186-201.
17. Boudreau, M.-C., Watson, R. T., & Chen, A. (2008). From green IT to green IS. *Cutter Benchmark Review*, 8(5), 11.
18. Berthon, P., Pitt, L. F., & Watson, R. T. (2008). From genesis to revelations: the technology diaspora. *Communications of the ACM*, 51(12), 151-154.
19. Abraham, D. C., Watson, R. T., & Boudreau, M.-C. (2008). Ubiquitous access: On the frontlines of patient care and safety. *Communications of the ACM*, 51(6), 95-99.

20. Zinkhan, G. M., DeLorme, D. E., Peters, C. O., & Watson, R. T. (2007). Information sources and government research: Ethical conflicts and solutions. *Public Integrity*, 9(4), 341-354.
21. Watson, R. T., & Straub, D. W. (2007). Brave new horizons for IS research in net-enhanced organizations. *The Data Base for Advances in Information Systems*, 8(3), 8-19.
22. Watson, R. T., & Karahanna, E. (2007). The timing of IS leadership. *Cutter Benchmark Review*, 7(4), 5-12.
23. Pitt, L. F., & Watson, R. T. (2007). An ecosystem perspective on privacy. *Journal of Consumer Affairs*, 41(2), 365-375.
24. Pitt, L. F., Berthon, P., Watson, R. T., Wynn, D., & Strasheim, A. (2007). Open to all: a postmodern perspective on product development and brands in an open-source environment. *International Journal of Technology Marketing*, 2(4), 316-330.
25. Loiacono, E., Watson, R., & Goodhue, D. (2007). WebQual: An instrument for consumer evaluation of web sites. *International Journal of Electronic Commerce*, 11(3), 51-87.
26. Granger, M. J., Dick, G., Luftman, J., Van Slyke, C., & Watson, R. T. (2007). Information systems enrollments: Can they be increased? *Communications of the Association for Information Systems*, 20, 649-659.
27. Dunbar, S., Watson, R. T., & Boudreau, M.-C. (2007). Greenway Medical Technologies: challenging the goliaths in electronic medical records. *Communications of the AIS*, 19, 14-32.
28. Desouza, K. C., Ein-Dor, P., McCubbrey, D. J., Galliers, R. D., Myers, M. D., & Watson, R. T. (2007). Social activism in information systems research: making the world a better place. *Communications of the AIS*, 19, 261-277.
29. Dawson, G. S., & Watson, R. T. (2007). Involved or committed? Similarities and differences in advising and mentoring in the academic and business world. *Communications of AIS*, 20(2), 3-10.
30. Chakrabarti, R., Pitt, L. F., Berthon, P., & Watson, R. T. (2007). Quality management in business relationships: the role of brands in an open source environment. *Total Quality Management & Business Excellence*.
31. Avital, M., Lyytinen, K., King, J. L., Gordon, M. D., Granger-Happ, E., Mason, R. O., et al. (2007). Leveraging information technology to support agents of world benefit. *Communications of AIS*, 19, 567-588.
32. Watson, R. T. (2006). The essential skills of data modeling. *Journal of Information Systems Education*, 17(1), 39-41.
33. Pitt, L. F., Watson, R. T., Berthon, P., Wynn, D., & Zinkhan, G. M. (2006). The penguin's window: corporate brands from an open-source perspective. *Journal of the Academy of Marketing Science*, 34(2), 115-127.
34. Karahanna, E., & Watson, R. T. (2006). Information systems leadership. *IEEE Transactions on Engineering Management*, 53(2), 171-176.
35. Junglas, I. A., & Watson, R. T. (2006). The U-constructs: Four information drives. *Communications of AIS*, 17, 569-592.
36. Gray, P., Lyytinen, K. J., Saunders, C. S., Watson, R. T., Willcocks, L. P., & Zwass, V. (2006). How shall we manage our journals in the future? A discussion of Richard T. Watson's proposals at ICIS 2004. *Communications of AIS*, 18, 275-295.
37. Geissler, G. L., Zinkhan, G. M., & Watson, R. T. (2006). The influence of home page complexity on consumer attention, attitudes, and purchase intent. *Journal of Advertising*, 35(2), 69-80.
38. Desouza, K. C., El Sawy, O. A., Galliers, R. D., Loebbecke, C., & Watson, R. T. (2006). Beyond rigor and relevance towards responsibility and reverberation: information systems research that really matters. *Communications of AIS*, 17, 341-353.
39. Chatterjee, D., Segars, A. H., & Watson, R. T. (2006). Realizing the promise of e-business: developing and leveraging electronic partnering options. *California Management Review*, 48(4), 60-83.
40. Bray, D., Chidambaram, L., Epstein, M., Hill, T. R., Thomas, D. M., Venkatsubramanian, S., et al. (2006). AMCIS 2006 panel report: the Web as a digital reflection of reality. *Communications of AIS*, 18, 578-592.
41. Boudreau, M.-C., & Watson, R. T. (2006). Internet advertising strategy alignment. *Internet Research: Electronic Networking Applications and Policy*, 16(1), 23-37.
42. Bennett, C., & Watson, R. T. (2006). Renewable student projects: a learning strategy. *Communications of AIS*, 17, 288-298.
43. Watson, R. T., Wynn, D., & Boudreau, M.-C. (2005). JBoss: The evolution of professional open source software. *MIS Quarterly Executive*, 4(3), 329-341.

44. Watson, R. T., & Saunders, C. (2005). Managing insight velocity: The design of meetings. *Business Horizons*, 48(4), 285-295.
45. Watson, R. T., Piccoli, G., Brohman, M. K., & Parasuraman, A. (2005). Customer-managed interactions: a new paradigm for firm-customer relationships. *MIS Quarterly Executive*, 4(2), 319-327.
46. Watson, R. T., Boudreau, M.-C., Greiner, M., Wynn, D., York, P., & Gul, R. (2005). Governance and global communities. *Journal of International Management*, 11(2), 125-142.
47. Watson, R. T., & Boudreau, M.-C. (2005). The business of open source: a strategic perspective. *Cutter Benchmark Review*, 5(11), 5-11.
48. Pitt, L. F., Watson, R. T., & Shapiro, D. (2005). www.betfair.com: world-wide wagering. *Communications of the AIS*, 15(8).
49. Davies, M., Pitt, L. F., Shapiro, D., & Watson, R. T. (2005). BetFair.com: five technology forces revolutionize worldwide wagering. *European Management Journal*, 23(5), 533-541.
50. Chatterjee, D., & Watson, R. T. (2005). Infosys Technologies Limited: unleashing CIMBA. *Journal of Cases on Information Technology*, 7(4), 128-143.
51. Watson, R. T., Zinkhan, G. M., & Pitt, L. F. (2004). Object orientation: a tool for enterprise design. *California Management Review*, 46(4), 89-110.
52. Watson, R. T., Pitt, L. F., Berthon, P., & Zinkhan, G. M. (2004). Marketing in the age of the network: from marketplace to U-space. *Business Horizons*, 47(6), 33-40.
53. Watson, R. T., Piccoli, G., Brohman, M. K., & Parasuraman, A. (2004). I am my own database. *Harvard Business Review*, 81(11), 18-19.
54. Watson, R. T., Akselsen, S., Monod, E., & Pitt, L. F. (2004). The Open Tourism Consortium: Laying the foundations for the future of tourism. *European Management Journal*, 22(3), 315-326.
55. Watson, R. T. (2004). I am my own database. *Harvard Business Review*, 81(11), 18-19.
56. Rothstein, C., & Watson, R. T. (2004). NetBank: The conservative Internet entrepreneurs. *Communications of the AIS*, 14(10), 1-24.
57. Piccoli, G., Brohman, M. K., Watson, R. T., & Parasuraman, A. (2004). Net-based customer service systems: evolution and revolution in Web site functionalities. *Decision Sciences*, 35(3), 423-455.
58. Piccoli, G., Anglada, L., & Watson, R. T. (2004). Using information technology to improve customer service: evaluating the impact of strategic opportunities. *Journal of Quality Assurance in Hospitality and Tourism*, 5(1), 3-26.
59. Junglas, I. A., & Watson, R. T. (2004). National culture and electronic commerce: a comparative study of U.S. and German Web sites. *e-Service Journal*, 3(2), 3-34.
60. Watson, R. T., & Monod, E. (2003). AIS Council white paper: tools and techniques for AIS strategic planning. *Communications of AIS*, 12(7), 119-126.
61. Watson, R. T., & Brohman, M. K. (2003). The IS leadership research centre at the University of Georgia. *International Journal of Information Management*, 23(2), 155-162.
62. Van Slyke, C., Bostrom, R. P., Courtney, J. P., McLean, E. R., Snyder, C., & Watson, R. T. (2003). Experts advice to information systems doctoral students. *Communications of AIS*, 12(28), 1-19.
63. Lewis Jr, W., Watson, R. T., & Pickren, A. (2003). An empirical assessment of IT disaster probabilities. *Communications of the ACM*, 46(9), 201-206.
64. Huang, W. W., Wei, K. K., & Watson, R. T. (2003). Overview of the MIS discipline - Background, core course, research mainstreams, and major conferences and journals. *Chinese Journal of Management Science*, 6(6), 85-91.
65. Garfield, M. J., & Watson, R. T. (2003). Four case studies in state-supported telemedicine initiatives. *Telemedicine Journal and e-Health*, 9(2), 193-202.
66. Brohman, M. K., Watson, R. T., Piccoli, G., & Parasuraman, A. (2003). Data completeness: a key to effective net-based customer service systems. *Communications of the ACM*, 46(6), 47-51.
67. Webster, J., & Watson, R. T. (2002). Analyzing the past to prepare for the future: writing a literature review. *MIS Quarterly*, 26(2), iii-xiii.
68. Watson, R. T., Pitt, L. F., Berthon, P., & Zinkhan, G. M. (2002). U-commerce: expanding the universe of marketing. *Journal of the Academy of Marketing Science*, 30(4), 329-343.
69. Thomas, D. M., & Watson, R. T. (2002). Q-sorting and MIS research: a primer. *Communications of the AIS*, 8, 141-156.

70. Singh, S. K., Watson, H. J., & Watson, R. T. (2002). EIS support for the strategic management process. *Decision Support Systems*, 33, 71-85.
71. Pitt, L. F., Berthon, P., Watson, R. T., & Zinkhan, G. M. (2002). The Internet and the birth of real consumer power. *Business Horizons*, 45(4), 7-14.
72. Ives, B., Valacich, J. S., Watson, R. T., & Zmud, R. (2002). What every business student needs to know about information systems. *Communications of AIS*, 9(30).
73. Huang, W. W., Wei, K.-K., Watson, R. T., & Tan, B. C. Y. (2002). Supporting virtual team-building with a GSS: an empirical investigation. *Decision Support Systems*, 34(4), 359-367.
74. Watson, R. T., & Mundy, B. (2001). A strategic perspective of electronic democracy. *Communications of the ACM*, 44(1), 27-30.
75. Watson, R. T. (2001). Perfect choice. *Ubiquity*, 2(32).
76. Straub, D. W., & Watson, R. T. (2001). Transformational issues in researching IS and net-enabled organizations. *Information Systems Research*, 12(4), 337-345.
77. Pitt, L. F., Berthon, P., Watson, R. T., & Ewing, M. (2001). Internet y la estrategia de precios. *Revista Economía & Administración*, 29-38.
78. Pitt, L. F., Berthon, P., Watson, R. T., & Ewing, M. (2001). Pricing strategy and the Internet. *Business Horizons*, 44(2), 45-54.
79. Geissler, G. L., Zinkhan, G. M., & Watson, R. T. (2001). Web home page complexity and communication effectiveness. *Journal of AIS*, 2(2).
80. Watson, R. T., Zinkhan, G. M., & Pitt, L. F. (2000). Integrated Internet Marketing. *Communications of the ACM*, 43(6), 97-102.
81. Watson, R. T. (2000). U-Commerce: The Ultimate. *Ubiquity*, 1(33).
82. Walczuch, R. M., & Watson, R. T. (2000). Analyzing group data in MIS research: including the effect of the group. *Group Decision and Negotiation*, 10(1), 83-94.
83. de Bussy, N., Watson, R. T., Pitt, L. F., & Ewing, M. T. (2000). Stakeholder communication management on the Internet: an integrated matrix for the identification of opportunities. *Journal of Communication Management*, 5(2), 138-146.
84. Berthon, P., Pitt, L. F., & Watson, R. T. (2000). Postmodernism and the Web: meta themes and discourse. *Technological Forecasting and Social Change*, 65(3), 265 - 279.
85. Watson, R. T., McKeown, P. G., & Zinkhan, G. M. (1999). Electronic commerce and pricing. *University of Georgia Working Paper*.
86. Watson, R. T., & McKeown, P. G. (1999). Manheim Auctions: transforming interorganizational relationships with an extranet. *International Journal of Electronic Commerce*, 3(4), 29-46.
87. Watson, R. T., Akselsen, S., Evjemo, B., & Aarsæther, N. (1999). Teledemocracy in local government. *Communications of the ACM*, 42(12), 58-63.
88. Tan, B. C. Y., Wei, K. K., & Watson, R. T. (1999). The equalizing impact of a group support system on status differentials. *Transactions on Information Systems*, 17(1), 77-100.
89. Pitt, L. F., Berthon, P., & Watson, R. T. (1999). Cyberservice: taming service marketing problems with the World Wide Web. *Business Horizons*, 42(1), 11-18.
90. O'Hara, M. T., Watson, R. T., & Kavan, C. B. (1999). Managing the three levels of change. *Information Systems Management Journal*, 16(3), 63-70.
91. Morgado, E. M., Reinhard, N., & Watson, R. T. (1999). Adding value to key issues research through Q-sorts and Interpretive Structured Modeling. *Communications of AIS*, 1(3), 1-24.
92. McKeown, P. G., Watson, R. T., & Zinkhan, G. M. (1999). Electronic Commerce and Pricing. *Unpublished working paper. Terry College of Business, University of Georgia*.
93. McKeown, P. G., & Watson, R. T. (1999). Manheim Auctions. *Communications of the AIS*, 1(20), 1-20.
94. Berthon, P., Lane, N., Pitt, L., & Watson, R. T. (1999). The World Wide Web: instrument voor marketingcommunicatie. *Marketing Select*, 2(2), 23-33.
95. Bamber, E. M., Hill, M. C., & Watson, R. T. (1999). Accounting groups and group technology: prior research and directions for future research. *Journal of Information Systems*, 12(2), 45-73.
96. Zinkhan, G. M., & Watson, R. T. (1998). Electronic commerce: a marriage of management information systems and marketing. *Journal of Market-Focused Management*, 3(1), 5-22.
97. Watson, R. T., Pitt, L. F., & Kavan, C. B. (1998). Information systems service quality: lessons from two longitudinal case studies. *MIS Quarterly*, 23(1), 61-79.

98. Watson, R. T., Akselsen, S., & Pitt, L. F. (1998). Attractors: building mountains in the flat landscape of the World Wide Web. *California Management Review*, 40(2), 36-56.
99. Tan, B. C. Y., Wei, K. K., Watson, R. T., & Walczuch, R. M. (1998). Reducing status effects with computer-mediated communication: evidence from two distinct national cultures. *Journal of MIS*, 15(1), 119-141.
100. Tan, B. C. Y., Wei, K. K., Watson, R. T., Clapper, D. L., & McLean, E. R. (1998). Computer-mediated communication and majority influence: assessing the impact in an individualistic and a collectivistic culture. *Management Science*, 44(9), 1263-1278.
101. Huang, W., Watson, R. T., & Wei, K.-K. (1998). Can a lean email medium be used for rich communication: a psychological perspective. *European Journal of Information Systems*, 7, 269-274.
102. Gottschalk, P., Christense, B. H., & Watson, R. T. (1998). Key issues in systems management surveys: methodological issues and choices in the Norwegian context. *Scandinavian Journal of Information Systems*, 9(2), 57-66.
103. Clapper, D. L., McLean, E., & Watson, R. T. (1998). Mediating group influence with a group support system: an experimental investigation. *Journal of Organizational Computing and Electronic Commerce*, 8(2), 109-126.
104. Berthon, P., Lane, N., Pitt, L., & Watson, R. T. (1998). The World Wide Web as an industrial marketing communication tool: models for the identification and assessment of opportunities. *Journal of Marketing Management*, 14, 691-704.
105. Watson, R. T., & Zinkhan, G. M. (1997). Electronic commerce strategy: addressing the key questions. *Journal of Strategic Marketing*, 5(4), 189-209.
106. Watson, R. T., Kelly, G. G., Galliers, R. D., & Brancheau, J. C. (1997). Key issues in information systems management: an international perspective. *Journal of Management Information Systems*, 13(4), 91-115.
107. Pitt, L. F., Watson, R. T., & Kavan, C. B. (1997). Measuring information systems service quality: concerns for a complete canvas. *MIS Quarterly*, 21(2), 209-221.
108. Garfield, M. J., & Watson, R. T. (1997). The impact of national culture on national information infrastructure. *Journal of Strategic Information Systems*, 6(4), 313-338.
109. Zinkhan, G. M., & Watson, R. T. (1996). Advertising trends: innovation and the process of creative destruction. *Journal of Business Research*, 37(3), 163-171.
110. Ytterstad, P., Akselsen, S., Svendsen, G., & Watson, R. T. (1996). Teledemocracy: using information technology to enhance political work. *MISQ Discovery*, 20(3), 347.
111. Watson, R. T., Pitt, L. F., & Berthon, P. R. (1996). Service: the future of information technology. *Database: Advances in Information Systems*, 27(4), 58-67.
112. Pitt, L. F., Berthon, P., & Watson, R. T. (1996). From surfer to buyer on the WWW: what marketing managers might want to know. *Journal of General Management*, 22(1), 1-13.
113. Bostrom, R. P., Clawson, V. K., & Watson, R. T. (1996). The importance of facilitator role behaviors: implications for training facilitators and teachers in the use of GSS. *Journal of Teaching and International Business*, 7(4), 7-30.
114. Berthon, P. R., Pitt, L. F., & Watson, R. T. (1996). The World Wide Web as an advertising medium: towards an understanding of conversion efficiency. *Journal of Advertising Research*, 36(1), 43-54.
115. Berthon, P. R., Pitt, L. F., & Watson, R. T. (1996). Re-surfing W3: research perspectives on marketing communication and buyer behaviour on the World Wide Web. *International Journal of Advertising*, 15(4).
116. Berthon, P. R., Pitt, L. F., & Watson, R. T. (1996). Marketing communication on the World Wide Web: what managers need to know about conversion and efficiency. *Business Horizons*, 39(5), 2-10.
117. Bamber, E. M., Hill, M. C., & Watson, R. T. (1996). Effects of group support systems on audit group decision making. *Auditing*, 15(1), 122-134.
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 James Suleiman 1998
 Wayne Huang (National University of Singapore co-supervisor) 1997
 Maggie O'Hara 1996
 Bernard Tan (National University of Singapore co-supervisor) 1995
 Rita Walczuch 1994
 Susan Kinney 1992
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Grants

Advanced Practices Council, Society for Information Management, Co-investigator. \$20,000, 2008-9.
Jacobs Foundation, Global Text Project. \$150,000, 2007.
Advanced Practices Council, Society for Information Management, Co-investigator. \$20,000, 2006.
Advanced Practices Council, Society for Information Management, Co-investigator. \$20,000, 2005.
Advanced Practices Council, Society for Information Management, Co-investigator. \$5,000, 2004.
IBM Endowment for the Business of Government. Co-investigator. \$15,000. 2003.
NCR Teradata and Marketing Science Institute. Network Customer Service Systems. Co-investigator. \$32,500. 2001.
KMPG Peat Marwick Foundation. Group support systems and audit judgment in the audit team: a study of the potential use of group support systems and a test of their decision effects. (Co-investigators were Bamber, E. M. and Callahan Hill, M.) \$28,400. 1992.
3M Meeting Management Institute. A study of the use of the use of key-pad based decision support technology. Principal investigator. \$27,400. 1990.
Apple Computer, Inc. Development and testing of a Macintosh based group decision support system. Joint research program with the National University of Singapore, University of Illinois, and University of Minnesota. Equipment grant of \$34,895 to the University of Georgia. 1990.

Invited presentations

1. Fulbright Foreign Language Teaching Assistant Conference, December 10, 2009
2. Universidad de Concepción, Concepción, Chile, November 26, 2009
3. Universidad Andina Simón Bolívar, La Paz, Bolivia, November 24, 2009
4. Universidad Católica Boliviana San Pablo, La Paz, Bolivia, November 24, 2009
5. Universidad Católica Boliviana San Pablo, La Paz, Bolivia, November 23, 2009
6. Universidad Privada del Valle, La Paz, Bolivia, November 21, 2009
7. Universidad La Salle, La Paz, Bolivia, November 20, 2009
8. SIMPosium, Seattle, November 2009 (winning case presentation)
9. Detroit Chapter of the of the Society for Information Management, Detroit, August 2009
10. University of Passau, Germany, June, 2009
11. University of Innsbruck, Austria, June, 2009
12. University of Liechtenstein, Liechtenstein, June, 2009
13. Advanced Practices Council of the Society for Information Management, Chicago, May 2008
14. Addis Ababa University, Addis Ababa, Ethiopia, April 2009
15. King Fahd University of Petroleum & Minerals, Dharan, Saudi Arabia, April 2009
16. Aramco, Dharan, Saudi Arabia, April 2009
17. American Academy of Advertising Annual Conference, Cincinnati, March 2009 (keynote speaker)
18. Pragma, Kristiansand, Norway, March 2009
19. University of Agder, Kristiansand, Norway, March 2009
20. Houston Chapter of the of the Society for Information Management, Houston, February 2009
21. University of Houston, February 2009
22. International Business Week, University of North Florida, Jacksonville, February 2009 (keynote speaker)
23. Arab Conference on Information Technology, Tunisia, December 2008 (keynote speaker)
24. Workshop on Information Systems research and education in developing countries, Paris, December 2008 (keynote speaker)
25. AACSB/EFMD Global Collaboration Conference, Barcelona, Spain, November 2008 (plenary speaker)
26. Advanced Practices Council of the Society for Information Management, October 2008
27. University of Western Australia, Australia, August 2008
28. Universiti Teknologi Petronas, Malaysia, August 2008
29. University of Innsbruck, Austria, June 2008
30. European Foundation for Management Development Conference, Oslo, Norway, June 2008
31. University of Agder, Kristiansand, Norway, June 2008

32. University of Lausanne, Switzerland, May 2008
33. University of Passau, Germany, May 2008
34. King Fahd University of Petroleum & Minerals, Bahrain, May 2008
35. Zayed University, Dubai, UAE, April 2008
36. Addis Ababa University, Addis Ababa, Ethiopia, March 2008
37. Arizona State University, Tempe, AZ, March 2008
38. Florida State University, Tallahassee, FL, February 2008
39. North East Ohio Society for Information Management, Cleveland, OH, January 2008
40. Luleå University of Technology, Luleå, Sweden, December 2007
41. Journal of Strategic Information Systems workshop, Montreal, Canada, December 2007
42. Bentley College, Waltham, MA, November 2007
43. International Association for Computer Information Systems Conference, Vancouver, Canada, October 2007
(keynote speaker)
44. Université Paris Dauphine, July 2007
45. Universiti Teknologi Petronas, Malaysia, June 2007
46. China University of Geosciences, Wuhan, China, May 2007
47. Hubei University of Economics, Wuhan, China, May 2007
48. Sixth International Conference on Electronic Business, Wuhan, China May 2007 (keynote speaker)
49. Wuhan University, Wuhan, China, May 2007
50. Huazhong University of Science and Technology, Wuhan, China, May 2007
51. Neusoft Institute for Information, Dalian, China, May 2007
52. The 2007 Techno-Tourism Conference: Downloading Technology into Georgia Tourism, Athens, Georgia,
May 2007
53. King Fahd University of Petroleum & Minerals, Bahrain, April 2007
54. Washington State University, Pullman, WA, April 2007
55. Southern Association of Information Systems Conference, Jacksonville, FL, March 2007 (keynote speaker)
56. Ain Shams University, Cairo, Egypt, March 2007
57. 3rd Annual Forum for the Future of Tourism, Atlantic City, NJ, February 2007
58. University of Dayton, Dayton, OH, MIS Distinguished Speaker, February 2007
59. AACSB Conference, Scottsdale, AZ, November 2006
60. Universiti Teknologi Petronas, Malaysia, June 2006
61. AACSB Conference, Tampa, FL, June 2006
62. King Fahd University of Petroleum & Minerals, Bahrain, May 2006
63. University of Passau, Germany, May 2006
64. Agder University College, Kristiansand, Norway, May 2006
65. Temple University, Philadelphia, March 2006
66. Insurance Data Management Association, Philadelphia, PA, March 2006
67. OGETA Forum, Atlanta, March 2006
68. Peruvian AIS Chapter, Lima, Peru, March 2006.
69. Australian and New Zealand Marketing Academy (ANZMAC) Conference, December 2005 (keynote
speaker)
70. Neusoft Institute of Information, Dalian, China, November 2005
71. Tsinghua University, Beijing, China, November 2005
72. First conference of the Chinese Chapter of AIS, Beijing, China, November 2005 (keynote speaker)
73. Advanced Practices Council of the Society for Information Management, October 2005
74. Simon Fraser University, Vancouver, Canada, September 2005.
75. PhD Project Information Systems Doctoral Student Association (ISDSA), Omaha, August 2005
76. IRIS'28 — Information Systems Research in Scandinavia Conference, Kristiansand, Norway, August 2005
(keynote speaker)
77. University of São Paulo, Brazil, June 2005
78. Federal University of Rio de Janeiro, Brazil, June 2005
79. CATI 2005 — Annual Information Technology Congress, São Paulo, Brazil, June 2005 (keynote speaker)
80. University of Sydney, Australia, May 2005
81. McMaster University, Hamilton, Canada, April 2005

82. University of Houston, March 2005
83. Agder University College, Kristiansand, Norway, March 2005
84. Southern Association of Information Systems Conference, Savannah, Georgia, February 2005 (keynote speaker)
85. Temple University, Philadelphia, February 2005
86. University of Mississippi, Oxford, February 2005
87. Advanced Practices Council of the Society for Information Management, January 2005
88. University of Illinois in Chicago, October 2004
89. University of São Paulo, Brazil, October 2004
90. First Mediterranean Conference on IS, Hammamet, Tunisia October 2004 (keynote speaker)
91. Shanghai International Forum, Shanghai, China July 2004
92. Shanghai Jiaotong University, Shanghai, China, July 2004
93. Fudan University, Shanghai, China, July 2004
94. PACIS, Shanghai, China, July 2004 (keynote speaker)
95. 9th Colloque de l'Association Information et Management Conference, Paris, France May 2004 (keynote speaker)
96. Martin-Luther University Halle-Wittenberg, Germany, May 2004
97. University of Passau, Germany, May 2004
98. Louisiana State University, April 2004
99. Temple University, Philadelphia, March 2004
100. King Fahd University of Petroleum & Minerals, Bahrain, March 2004
101. Bogaziçi University, Istanbul, Turkey, March 2004
102. Georgia Association of Convention & Visitors Bureaus, Athens, February 2004
103. University of Central Florida, Orlando, January 2004
104. Union County Rotary Club, Blairsville, January 2004
105. American Marketing Association, Atlanta, November 2003
106. Telenor, Tromsø, Norway, October 2003
107. Agder University College, Kristiansand, Norway, September 2003
108. Federal University of Rio de Janeiro, Brazil, September 2003
109. University of São Paulo, Brazil, September 2003
110. University of Evaro, Portugal, May 2003
111. University of Minho, Portugal, May 2003
112. University of Houston, November 2002
113. PACIS, Tokyo, Japan, September 2002 (keynote speaker)
114. University of Regensburg, Regensburg, Germany, June 2002
115. Tsinghua University, Beijing, China, May 2002
116. University of Western Australia, Perth, Australia, May 2002
117. Curtin University of Technology, Perth, Australia, May 2002
118. Edith Cowan University, Perth, Australia, May 2002
119. University of Western Ontario, London, Canada, April 2002
120. Agder University College, Kristiansand, Norway, March 2002
121. Telenor, Oslo, Norway, March 2002
122. Texas Christian University, Fort Worth, October 2001 (Cecil and Ida Green Honors Professor)
123. Asia Pacific Economic Cooperation TechnoMart IV, Suzhou, China, September 2001.
124. Northern Ireland Centre for Diet and Health (NICHE) Conference, Coleraine, United Kingdom, August 2001 (Keynote speaker)
125. University of Regensburg, Regensburg, Germany, May 2001.
126. Zhejiang University, Hangzhou, China, April 2001.
127. Agder University College, Kristiansand, Norway, March 2001 (Keynote speaker Sørlandsk Conference)
128. Telenor, Oslo, Norway, March 2001.
129. Services Marketing & Management Center, Arizona State University, February 2001.
130. University of Western Australia, Perth, Australia, December 2000.
131. Curtin University of Technology, Perth, Australia, December 2000
132. São Paulo, Brazil, November 2000 (Keynote speaker at ITMídia E-business Expo).

133. University of São Paulo, Brazil, November 2000.
134. Nashville, TN, September 2000 (Keynote speaker at AMA/INFORMS Frontiers in Service conference).
135. Helsinki, August 2000 (Keynote speaker at the annual conference of the Finnish trade commission (Finpro))
136. University of Regensburg, Regensburg, Germany, July 2000 (Keynote speaker at Multimedia and e-business day)
137. National University of Singapore, Singapore, June 2000.
138. Graduate School of Business, University of Cape Town, April 2000
139. Edith Cowan University, Perth, Australia, March 2000.
140. Australian Direct Marketing Association. Perth, Australia, March 2000.
141. City University of Hong Kong, Hong Kong, February 2000.
142. Adger College, Kristiansand, Norway, February 2000.
143. Agder College, Kristiansand, Norway, August 1999.
144. Norwegian Computer Society, Tromsø, Norway, August 1999.
145. Politecnico de Milano, Como, Italy, March 1999.
146. University of Grenoble, Grenoble, France, March 1999.
147. University of Lyon 3, Lyon, France, March 1999.
148. University of South Australia, Adelaide, Australia, August 1998.
149. Western Australian Chamber of Commerce, Perth, Australia, August 1998.
150. Edith Cowan University, Perth, Australia, August 1998.
151. University of New South Wales, Sydney, Australia, July 1998.
152. University of Limerick, Ireland, March 1998.
153. Cardiff Business School, United Kingdom, March 1988.
154. Telenor, Harstad, Norway, March 1988.
155. StatOil, Harstad, Norway, March 1988.
156. Agder College, Kristiansand, Norway 1988
157. Edith Cowan University, Perth, Australia, August 1997.
158. University of Regensburg, Regensburg, Germany, June 1997.
159. International School of Economics, Rotterdam, The Netherlands, March 1997.
160. University of Maastrich, The Netherlands, March 1997.
161. University of Grenoble, France, March 1997.
162. University of Lyon 3, Lyon, France, March 1997
163. IBM Uruguay, Punta del Este, Uruguay, September 1996
164. Agder College, Kristiansand, Norway, August 1996
165. Telenor, Tromsø, Norway, August 1996
166. Melbourne University, Melbourne, Australia, July 1996
167. Curtin University of Technology, Perth, Australia, June 1996
168. University of Pittsburgh, May 1996
169. University of Lyon 3, Lyon, France, March 1996
170. Regensburg University, Regensburg, Germany, February 1996
171. Henley Management College, UK, December 1995
172. Adger College, Kristiansand, Norway, August 1995
173. Serviço Nacional de Aprendizagem Comercial, Keynote speaker at International seminar, São Paulo, Brazil, June 1995.
174. American Chamber of Commerce, breakfast meeting speaker, São Paulo, Brazil, June 1995.
175. AACSB workshop on multimedia in education. Winston-Salem, May 1995.
176. University of Tennessee at Chattanooga, Excellence in Teaching conference, May 1995.
177. XX Simposium Internacional de Sistemas Computacionales, Monterrey, Mexico, February 1995. Keynote speaker.
178. Henley Management College, UK, January 1995
179. Henley Management College, UK, September 1994.
180. Serviço Nacional de Aprendizagem Comercial, Keynote speaker at International seminar, São Paulo, Brazil, March 1994
181. FEBRABAN (National Federation of Brazilian Banks), São Paulo, Brazil, March 1994
182. Helsinki University, Finland, January 1994

183. University of Oulu, Finland, January 1994
184. University of Grenoble, France, January 1994
185. Graduate School of Business, Grenoble, France, January 1994
186. North Carolina IS Conference, November 1993
187. Edith Cowan University, Perth, Australia, September 1993
188. Curtin University of Technology, Perth, Australia, August 1993
189. Mac IS conference. Keynote speaker. San Antonio, TX, May 1993.
190. North Carolina Planning Forum, Charlotte, NC, February 1993
191. Wake Forest University, Winston-Salem, NC, January 1993
192. Vista University, Pretoria, South Africa, February 1992
193. Graduate School of Business, University of Cape Town, South Africa, February 1992
194. Government Group Decision Technology Conference, Charlottesville, Virginia, September 1991
195. University College of Iceland, Iceland. September 1991.
196. AACSB, MIS mini-sabbatical, Baltimore, August 1991
197. National Center for Supercomputer Applications, University of Illinois, August 1991
198. 3M Meeting Management Institute, Austin, Texas, March 1991.
199. Apple Corporation, Advanced Technology Group, Cupertino, California, March 1991.
200. Graduate School of Business, University of Cape Town, South Africa, June 1990

Service and business activities

Profession

- Co-Chair, Italian AIS Conference, Sardinia, Italy, 2009
- Co-Chair, IFIP 8.2 Conference, Guimarães, Portugal, 2009
- Research Director, Advanced Practices Council of the Society for Information Management
- International Coordinator, IS PhD program, Addis Ababa University, Ethiopia, 2008-
- Co-Director of the Global Text Project. 2006-
- Editorial Board of *The International Arab Journal of e-Technology* (2008-)
- External examiner Universiti Teknologi Petronas, Malaysia (2006 – 2008)
- External departmental review panel for University of Miami, Oxford, 2005
- Past President AIS (July 2005-June 2006)
- Co-program chair Americas Conference on Information Systems (AMCIS) 2006
- President AIS (July 2004-June 2005)
- Co-chair International Conference on Information Systems 2005
- President-elect AIS (May 2003-June 2004)
- Joint coordinator, Open Tourism Consortium, 2003-
- Editorial Board of the Journal of the Academy of Marketing Science, 2003-2006
- Editorial board of Data Base, 2002-2006
- Advisor to the Chinese America High-Tech Association, 2003-
- PACIS2003 Program Committee
- Co-chair, International Conference on Electronic Business, Beijing, China, 2002.
- Fulbright Senior Specialists Review Committee, 2001.
- Co-chair, ICIS2004, Washington, D.C.
- Program Committee, European Conference on Information Systems, 2001.
- Vice President for Communications, AIS, 2000-2003
- Scientific Board, International Institute for Infonomics, the Netherlands, 2000-
- Board of Advisors, e-Service Quarterly, 1999-
- Associate editor of European Journal of Information Systems, 1999-

Research design consultant EURESCOM telework project, 1999.
Program Committee for the Fourth CAiSE/IFIP8.1 International Workshop on the Evaluation of Modeling Methods in Systems Analysis and Design (EMMSAD'99), 1999.
Senior Editor, MIS Quarterly, responsible for MISQ Review, 1997-2001.
Foundation editorial board of Journal of AIS, 1998-
Associate Editor, MIS Quarterly, 1993-1997
Associate Editor, MISQ Discovery, 1994-97
Associate Editor, Journal of Data Warehousing, 1996-1998
Program executive committee for the International Conference on Information Systems, 1998.
Evaluation team for assessing Coca-Cola grants to universities and schools in Georgia, 1995-1997.
Planning committee for the International Conference on Information Systems, 1993-94, and 1996-98, and 2001
Co-track chair, Academy of Marketing Science Conference, 1998.
Program chair for Telecommuting 96.
Program committee for International Bled Conference on Electronic Commerce, 1997-98, and 2000-01.
Program committee for 7th Mini Euro Conference (Decision Support Systems, Groupware, Multimedia and Electronic Commerce), 1997
Program committee for IFIP Working Group 4.2 conference, 1993 and 1995.
Program committee for Information Technology and Development Conference, University of Witwatersrand, South Africa.
Program committee, IFIP TC8 / WG 8.4 Working Conference 1993.
Program committee, International Conference on Information Systems 1991.
Chairman of the 19th Annual Colleges of Advanced Education Computer Conference held in Perth in September, 1988.
Organizing committee Australasian SHARE/GUIDE 9 Conference held in Perth in March, 1982.

University

University Appeals Committee, 2005-6
Chair, Curriculum Committee, University of Georgia, 1997-98.

College of Business

MBA committee, various terms as a member and chair.
University Council, University of Georgia, 1994-98
Curriculum Committee, University of Georgia, 1994-98
Honors Council, University of Georgia, 1996-99

Department

Interim Department Head 2006-2009
Member, MBA Committee (2000-6) and chair (2000, 2004-6)
Graduate Coordinator, Department of Management, University of Georgia, 1994-99
International Business Committee, Terry College of Business, 1996-98
Graduate Programs Committee, Terry College of Business, 1994-98
Graduate coordinator, MIS area, Department of Management, University of Georgia, 1989-1993, 1998-99.
Initiator of GRITS (Georgia Research in Information Technology Systems) and convenor of GRITS 1 in 1991.
Undergraduate curriculum revision committee, Department of Management, 1990-91.

Business

Consulting editor, John Wiley & Sons' series on electronic commerce.
Board of Advisors, SelfHelpWeb, 1999-2001

Chair, Academic Advisory Board, ezgov.com, 1999-2003

Managing editor of Groupware Report 1992-1994.

Foundation member of the management committee of the Institute for Small Business Research, a division of the Western Australian Small Business Development Corporation. 1988-89.

Director of a Western Australian firm specializing in business migration, 1987-1989.

Adviser on business planning to teams participating in the Western Australian division of the Enterprise Workshop in 1982 and 1983.