

# Richard Thomas Watson

## J. Rex Fuqua Distinguished Chair for Internet Strategy

### Address

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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

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. Koch, H., Van Slyke, C., Watson, R. T., Wells, J., & Wilson, R. L. (2010). Best practices for increasing IS enrollment: A program perspective. *Communications of AIS*, 26, 477-492.
2. Watson, R. T., Boudreau, M.-C., & Chen, A. J. W. (2010). Information Systems and environmentally sustainable development: Energy Informatics and new directions for the IS community. *MIS Quarterly*, 34(1), 23-38.
3. Watson, R. T., Boudreau, J. W., & Li, S. (2010). Telematics at UPS: Energy Informatics in action. *MISQ Executive*, 9(1), 203-213.
4. 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.
5. Polites, G. L., & Watson, R. T. (2009). Using social network analysis to analyze relationships among is journals. *Journal of AIS*, 10(8).
6. Watson, R. T., & McCubbrey, D. J. (2009). The Global Text Project. *The African Journal of Information Systems*, 1(2), 30-36.
7. 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.
8. 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.
9. 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.
10. 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.
11. Suleiman, J., & Watson, R. T. (2008). Social loafing in technology-supported team. *Computer Supported Cooperative Work*, 17(4), 291-309.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. Junglas, I. A., & Watson, R. T. (2008). Location-based services. *Communications of the ACM*, 51(4), 65-69.
19. 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.

20. Boudreau, M.-C., Watson, R. T., & Chen, A. (2008). From green IT to green IS. *Cutter Benchmark Review*, 8(5), 11.
21. Berthon, P., Pitt, L. F., & Watson, R. T. (2008). From genesis to revelations: the technology diaspora. *Communications of the ACM*, 51(12), 151-154.
22. 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.
23. Berthon, P., Pitt, L. F., & Watson, R. T. (2008). IS executives: organizational focus, customer creativity, and supplier relationships. *Cutter Benchmark Review*, 8(8), 5-13.
24. 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.
25. 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.
26. Watson, R. T., & Karahanna, E. (2007). The timing of IS leadership. *Cutter Benchmark Review*, 7(4), 5-12.
27. Pitt, L. F., & Watson, R. T. (2007). An ecosystem perspective on privacy. *Journal of Consumer Affairs*, 41(2), 365-375.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.
33. 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.
34. 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*.
35. 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.
36. Watson, R. T. (2006). The essential skills of data modeling. *Journal of Information Systems Education*, 17(1), 39-41.
37. 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.
38. Karahanna, E., & Watson, R. T. (2006). Information systems leadership. *IEEE Transactions on Engineering Management*, 53(2), 171-176.
39. Junglas, I. A., & Watson, R. T. (2006). The U-constructs: Four information drives. *Communications of AIS*, 17, 569-592.
40. 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.
41. 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.
42. Desouza, K. C., El Sawy, O. A., Galliers, R. D., Loebecke, 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.
43. 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.

44. 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.
45. Boudreau, M.-C., & Watson, R. T. (2006). Internet advertising strategy alignment. *Internet Research: Electronic Networking Applications and Policy*, 16(1), 23-37.
46. Bennett, C., & Watson, R. T. (2006). Renewable student projects: a learning strategy. *Communications of AIS*, 17, 288-298.
47. Watson, R. T., Wynn, D., & Boudreau, M.-C. (2005). JBoss: The evolution of professional open source software. *MIS Quarterly Executive*, 4(3), 329-341.
48. Watson, R. T., & Saunders, C. (2005). Managing insight velocity: The design of meetings. *Business Horizons*, 48(4), 285-295.
49. 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.
50. 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.
51. Watson, R. T., & Boudreau, M.-C. (2005). The business of open source: a strategic perspective. *Cutter Benchmark Review*, 5(11), 5-11.
52. Pitt, L. F., Watson, R. T., & Shapiro, D. (2005). [www.betfair.com](http://www.betfair.com): world-wide wagering. *Communications of the AIS*, 15(8).
53. 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.
54. Chatterjee, D., & Watson, R. T. (2005). Infosys Technologies Limited: unleashing CIMBA. *Journal of Cases on Information Technology*, 7(4), 128-143.
55. Watson, R. T., Zinkhan, G. M., & Pitt, L. F. (2004). Object orientation: a tool for enterprise design. *California Management Review*, 46(4), 89-110.
56. 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.
57. Watson, R. T., Piccoli, G., Brohman, M. K., & Parasuraman, A. (2004). I am my own database. *Harvard Business Review*, 81(11), 18-19.
58. 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.
59. Watson, R. T. (2004). I am my own database. *Harvard Business Review*, 81(11), 18-19.
60. Rothstein, C., & Watson, R. T. (2004). NetBank: The conservative Internet entrepreneurs. *Communications of the AIS*, 14(10), 1-24.
61. 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.
62. 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.
63. 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.
64. Watson, R. T., & Monod, E. (2003). AIS Council white paper: tools and techniques for AIS strategic planning. *Communications of AIS*, 12(7), 119-126.
65. 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.
66. 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.
67. Lewis Jr, W., Watson, R. T., & Pickren, A. (2003). An empirical assessment of IT disaster probabilities. *Communications of the ACM*, 46(9), 201-206.
68. 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.
69. Garfield, M. J., & Watson, R. T. (2003). Four case studies in state-supported telemedicine initiatives. *Telemedicine Journal and e-Health*, 9(2), 193-202.

70. 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.
71. Webster, J., & Watson, R. T. (2002). Analyzing the past to prepare for the future: writing a literature review. *MIS Quarterly*, 26(2), iii-xiii.
72. 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.
73. Thomas, D. M., & Watson, R. T. (2002). Q-sorting and MIS research: a primer. *Communications of the AIS*, 8, 141-156.
74. Singh, S. K., Watson, H. J., & Watson, R. T. (2002). EIS support for the strategic management process. *Decision Support Systems*, 33, 71-85.
75. 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.
76. 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).
77. 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.
78. Watson, R. T., & Mundy, B. (2001). A strategic perspective of electronic democracy. *Communications of the ACM*, 44(1), 27-30.
79. Watson, R. T. (2001). Perfect choice. *Ubiquity*, 2(32).
80. Straub, D. W., & Watson, R. T. (2001). Transformational issues in researching IS and net-enabled organizations. *Information Systems Research*, 12(4), 337-345.
81. Pitt, L. F., Berthon, P., Watson, R. T., & Ewing, M. (2001). Internet y la estrategia de precios. *Revista Economía & Administración*, 29-38.
82. Pitt, L. F., Berthon, P., Watson, R. T., & Ewing, M. (2001). Pricing strategy and the Internet. *Business Horizons*, 44(2), 45-54.
83. Geissler, G. L., Zinkhan, G. M., & Watson, R. T. (2001). Web home page complexity and communication effectiveness. *Journal of AIS*, 2(2).
84. Watson, R. T., Zinkhan, G. M., & Pitt, L. F. (2000). Integrated Internet Marketing. *Communications of the ACM*, 43(6), 97-102.
85. Watson, R. T. (2000). U-Commerce: The Ultimate. *Ubiquity*, 1(33).
86. 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.
87. 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.
88. 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.
89. Watson, R. T., McKeown, P. G., & Zinkhan, G. M. (1999). Electronic commerce and pricing. *University of Georgia Working Paper*.
90. Watson, R. T., & McKeown, P. G. (1999). Manheim Auctions: transforming interorganizational relationships with an extranet. *International Journal of Electronic Commerce*, 3(4), 29-46.
91. Watson, R. T., Akselsen, S., Evjemo, B., & Aarsæther, N. (1999). Teledemocracy in local government. *Communications of the ACM*, 42(12), 58-63.
92. 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.
93. 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.
94. 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.
95. 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.
96. McKeown, P. G., Watson, R. T., & Zinkhan, G. M. (1999). Electronic Commerce and Pricing. *Unpublished working paper. Terry College of Business, University of Georgia*.
97. McKeown, P. G., & Watson, R. T. (1999). Manheim Auctions. *Communications of the AIS*, 1(20), 1-20.

98. Berthon, P., Lane, N., Pitt, L., & Watson, R. T. (1999). The World Wide Web: instrument voor marketingcommunicatie. *Marketing Select*, 2(2), 23-33.
99. 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.
100. 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.
101. 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.
102. 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.
103. 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.
104. 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.
105. 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.
106. 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.
107. 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.
108. 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.
109. Watson, R. T., & Zinkhan, G. M. (1997). Electronic commerce strategy: addressing the key questions. *Journal of Strategic Marketing*, 5(4), 189-209.
110. 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.
111. 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.
112. 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.
113. Zinkhan, G. M., & Watson, R. T. (1996). Advertising trends: innovation and the process of creative destruction. *Journal of Business Research*, 37(3), 163-171.
114. Ytterstad, P., Akselsen, S., Svendsen, G., & Watson, R. T. (1996). Teledemocracy: using information technology to enhance political work. *MISQ Discovery*, 20(3), 347.
115. 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.
116. 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.
117. 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.
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12. Raman, K. S.; Ho, T. H.; Watson, R. T. Group Decision Support Systems (GDSS): application in Pacific Rim countries. In: Computerisation for Development - The Research Challenge; 16-18 Aug; Kuala Lumpur, Malaysia; 1988.
13. Watson, R. T. Group decision support systems: improving group decision making with information technology. Information Technology Management for Productivity and Competitive Advantage: An IFIP TC-8 Open Conference; 7-8 Mar; Singapore; 1988: 2.56-2.71.
14. Watson, R. T.; DeSanctis, G.; Poole, M. S. Using a GDSS to facilitate group consensus: some intended and unintended consequences. In: Proceedings of the Eighth International Conference in Information Systems; 6-9 Dec 1987; Pittsburgh; 1987: 399-402. and Proceedings of the International Communication Conference; 1988; New Orleans.
15. Watson, R. T. Microcomputers in tertiary education: problems and solution. International Microcomputer Conference. Perth. 1984.
16. Watson, R. T. Application development with DMS/CICS/VS. Australasian SHARE/GUIDE 9. Melbourne. 1983.
17. Watson, R. T. A course for the 80s - information management. CAE Computer Conference. Bendigo. 1979.
18. Watson, R. T. Key factors in selecting an inventory package. Australian Mining Industry Council Supply Conference. Perth. 1978.
19. Watson, R. T. Scientific inventory management. Western Motion Seminar. Perth. 1978.

### *Dissertations supervised*

Greg Dawson 2008

Paul York

Donald Wynn 2007

Dorothea Abraham 2004

Iris Junglas 2003

Nolan Taylor 2001

Eleanor Loiacono 2000

Monica Garfield 1999  
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  
Daniel Clapper (Georgia State University) 1991  
Pat Doran 1991

### *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*

20. University of Agder, Kristiansand, Norway, May, 2010
21. University of Passua, Passau, Germany, May, 2010
22. Atlanta CIO Forum, Atlanta, May 2010
23. Long Term Ecological Research Network workshop, Harvard Forest, April 2010
24. Addis Ababa University, Addis Ababa, Ethiopia, February 2010
25. Foreign Language Teaching Assistant Conference, December 10, 2009
26. Universidad de Concepción, Concepción, Chile, November 26, 2009
27. Universidad Andina Simón Bolívar, La Paz, Bolivia, November 24, 2009
28. Universidad Católica Boliviana San Pablo, La Paz, Bolivia, November 24, 2009
29. Universidad Católica Boliviana San Pablo, La Paz, Bolivia, November 23, 2009
30. Universidad Privada del Valle, La Paz, Bolivia, November 21, 2009
31. Universidad La Salle, La Paz, Bolivia, November 20, 2009
32. SIMPosium, Seattle, November 2009 (winning case presentation)
33. Detroit Chapter of the of the Society for Information Management, Detroit, August 2009
34. University of Passua, Germany, June, 2009
35. University of Innsbruck, Austria, June, 2009
36. University of Liechtenstein, Liechtenstein, June, 2009
37. Advanced Practices Council of the Society for Information Management, Chicago, May 2008
38. Addis Ababa University, Addis Ababa, Ethiopia, April 2009
39. King Fahd University of Petroleum & Minerals, Dharan, Saudi Arabia, April 2009
40. Aramco, Dharan, Saudi Arabia, April 2009

41. American Academy of Advertising Annual Conference, Cincinnati, March 2009 (keynote speaker)
42. Pragma, Kristiansand, Norway, March 2009
43. University of Agder, Kristiansand, Norway, March 2009
44. Houston Chapter of the Society for Information Management, Houston, February 2009
45. University of Houston, February 2009
46. International Business Week, University of North Florida, Jacksonville, February 2009 (keynote speaker)
47. Arab Conference on Information Technology, Tunisia, December 2008 (keynote speaker)
48. Workshop on Information Systems research and education in developing countries, Paris, December 2008 (keynote speaker)
49. AACSB/EFMD Global Collaboration Conference, Barcelona, Spain, November 2008 (plenary speaker)
50. Advanced Practices Council of the Society for Information Management, October 2008
51. University of Western Australia, Australia, August 2008
52. Universiti Teknologi Petronas, Malaysia, August 2008
53. University of Innsbruck, Austria, June 2008
54. European Foundation for Management Development Conference, Oslo, Norway, June 2008
55. University of Agder, Kristiansand, Norway, June 2008
56. University of Lausanne, Switzerland, May 2008
57. University of Passau, Germany, May 2008
58. King Fahd University of Petroleum & Minerals, Bahrain, May 2008
59. Zayed University, Dubai, UAE, April 2008
60. Addis Ababa University, Addis Ababa, Ethiopia, March 2008
61. Arizona State University, Tempe, AZ, March 2008
62. Florida State University, Tallahassee, FL, February 2008
63. North East Ohio Society for Information Management, Cleveland, OH, January 2008
64. Luleå University of Technology, Luleå, Sweden, December 2007
65. Journal of Strategic Information Systems workshop, Montreal, Canada, December 2007
66. Bentley College, Waltham, MA, November 2007
67. International Association for Computer Information Systems Conference, Vancouver, Canada, October 2007 (keynote speaker)
68. Université Paris Dauphine, July 2007
69. Universiti Teknologi Petronas, Malaysia, June 2007
70. China University of Geosciences, Wuhan, China, May 2007
71. Hubei University of Economics, Wuhan, China, May 2007
72. Sixth International Conference on Electronic Business, Wuhan, China May 2007 (keynote speaker)
73. Wuhan University, Wuhan, China, May 2007
74. Huazhong University of Science and Technology, Wuhan, China, May 2007
75. Neusoft Institute for Information, Dalian, China, May 2007
76. The 2007 Techno-Tourism Conference: Downloading Technology into Georgia Tourism, Athens, Georgia, May 2007
77. King Fahd University of Petroleum & Minerals, Bahrain, April 2007
78. Washington State University, Pullman, WA, April 2007
79. Southern Association of Information Systems Conference, Jacksonville, FL, March 2007 (keynote speaker)
80. Ain Shams University, Cairo, Egypt, March 2007
81. 3rd Annual Forum for the Future of Tourism, Atlantic City, NJ, February 2007
82. University of Dayton, Dayton, OH, MIS Distinguished Speaker, February 2007
83. AACSB Conference, Scottsdale, AZ, November 2006
84. Universiti Teknologi Petronas, Malaysia, June 2006
85. AACSB Conference, Tampa, FL, June 2006
86. King Fahd University of Petroleum & Minerals, Bahrain, May 2006
87. University of Passau, Germany, May 2006
88. Agder University College, Kristiansand, Norway, May 2006
89. Temple University, Philadelphia, March 2006
90. Insurance Data Management Association, Philadelphia, PA, March 2006
91. OGETA Forum, Atlanta, March 2006

92. Peruvian AIS Chapter, Lima, Peru, March 2006.
93. Australian and New Zealand Marketing Academy (ANZMAC) Conference, December 2005 (keynote speaker)
94. Neusoft Institute of Information, Dalian, China, November 2005
95. Tsinghua University, Beijing, China, November 2005
96. First conference of the Chinese Chapter of AIS, Beijing, China, November 2005 (keynote speaker)
97. Advanced Practices Council of the Society for Information Management, October 2005
98. Simon Fraser University, Vancouver, Canada, September 2005.
99. PhD Project Information Systems Doctoral Student Association (ISDSA), Omaha, August 2005
100. IRIS'28 — Information Systems Research in Scandinavia Conference, Kristiansand, Norway, August 2005 (keynote speaker)
101. University of São Paulo, Brazil, June 2005
102. Federal University of Rio de Janeiro, Brazil, June 2005
103. CATI 2005 — Annual Information Technology Congress, São Paulo, Brazil, June 2005 (keynote speaker)
104. University of Sydney, Australia, May 2005
105. McMaster University, Hamilton, Canada, April 2005
106. University of Houston, March 2005
107. Agder University College, Kristiansand, Norway, March 2005
108. Southern Association of Information Systems Conference, Savannah, Georgia, February 2005 (keynote speaker)
109. Temple University, Philadelphia, February 2005
110. University of Mississippi, Oxford, February 2005
111. Advanced Practices Council of the Society for Information Management, January 2005
112. University of Illinois in Chicago, October 2004
113. University of São Paulo, Brazil, October 2004
114. First Mediterranean Conference on IS, Hammamet, Tunisia October 2004 (keynote speaker)
115. Shanghai International Forum, Shanghai, China July 2004
116. Shanghai Jiaotong University, Shanghai, China, July 2004
117. Fudan University, Shanghai, China, July 2004
118. PACIS, Shanghai, China, July 2004 (keynote speaker)
119. 9th Colloque de l'Association Information et Management Conference, Paris, France May 2004 (keynote speaker)
120. Martin-Luther University Halle-Wittenberg, Germany, May 2004
121. University of Passau, Germany, May 2004
122. Louisiana State University, April 2004
123. Temple University, Philadelphia, March 2004
124. King Fahd University of Petroleum & Minerals, Bahrain, March 2004
125. Bogaziçi University, Istanbul, Turkey, March 2004
126. Georgia Association of Convention & Visitors Bureaus, Athens, February 2004
127. University of Central Florida, Orlando, January 2004
128. Union County Rotary Club, Blairsville, January 2004
129. American Marketing Association, Atlanta, November 2003
130. Telenor, Tromsø, Norway, October 2003
131. Agder University College, Kristiansand, Norway, September 2003
132. Federal University of Rio de Janeiro, Brazil, September 2003
133. University of São Paulo, Brazil, September 2003
134. University of Evaro, Portugal, May 2003
135. University of Minho, Portugal, May 2003
136. University of Houston, November 2002
137. PACIS, Tokyo, Japan, September 2002 (keynote speaker)
138. University of Regensburg, Regensburg, Germany, June 2002
139. Tsinghua University, Beijing, China, May 2002
140. University of Western Australia, Perth, Australia, May 2002
141. Curtin University of Technology, Perth, Australia, May 2002

142. Edith Cowan University, Perth, Australia, May 2002
143. University of Western Ontario, London, Canada, April 2002
144. Agder University College, Kristiansand, Norway, March 2002
145. Telenor, Oslo, Norway, March 2002
146. Texas Christian University, Fort Worth, October 2001 (Cecil and Ida Green Honors Professor)
147. Asia Pacific Economic Cooperation TechnoMart IV, Suzhou, China, September 2001.
148. Northern Ireland Centre for Diet and Health (NICHE) Conference, Coleraine, United Kingdom, August 2001 (Keynote speaker)
149. University of Regensburg, Regensburg, Germany, May 2001.
150. Zhejiang University, Hangzhou, China, April 2001.
151. Agder University College, Kristiansand, Norway, March 2001 (Keynote speaker Sørlandsk Conference)
152. Telenor, Oslo, Norway, March 2001.
153. Services Marketing & Management Center, Arizona State University, February 2001.
154. University of Western Australia, Perth, Australia, December 2000.
155. Curtin University of Technology, Perth, Australia, December 2000
156. São Paulo, Brazil, November 2000 (Keynote speaker at ITMídia E-business Expo).
157. University of São Paulo, Brazil, November 2000.
158. Nashville, TN, September 2000 (Keynote speaker at AMA/INFORMS Frontiers in Service conference).
159. Helsinki, August 2000 (Keynote speaker at the annual conference of the Finnish trade commission (Finpro))
160. University of Regensburg, Regensburg, Germany, July 2000 (Keynote speaker at Multimedia and e-business day)
161. National University of Singapore, Singapore, June 2000.
162. Graduate School of Business, University of Cape Town, April 2000
163. Edith Cowan University, Perth, Australia, March 2000.
164. Australian Direct Marketing Association. Perth, Australia, March 2000.
165. City University of Hong Kong, Hong Kong, February 2000.
166. Adger College, Kristiansand, Norway, February 2000.
167. Agder College, Kristiansand, Norway, August 1999.
168. Norwegian Computer Society, Tromsø, Norway, August 1999.
169. Politecnico de Milano, Como, Italy, March 1999.
170. University of Grenoble, Grenoble, France, March 1999.
171. University of Lyon 3, Lyon, France, March 1999.
172. University of South Australia, Adelaide, Australia, August 1998.
173. Western Australian Chamber of Commerce, Perth, Australia, August 1998.
174. Edith Cowan University, Perth, Australia, August 1998.
175. University of New South Wales, Sydney, Australia, July 1998.
176. University of Limerick, Ireland, March 1998.
177. Cardiff Business School, United Kingdom, March 1988.
178. Telenor, Harstad, Norway, March 1988.
179. StatOil, Harstad, Norway, March 1988.
180. Agder College, Kristiansand, Norway 1988
181. Edith Cowan University, Perth, Australia, August 1997.
182. University of Regensburg, Regensburg, Germany, June 1997.
183. International School of Economics, Rotterdam, The Netherlands, March 1997.
184. University of Maastrich, The Netherlands, March 1997.
185. University of Grenoble, France, March 1997.
186. University of Lyon 3, Lyon, France, March 1997
187. IBM Uruguay, Punta del Este, Uruguay, September 1996
188. Agder College, Kristiansand, Norway, August 1996
189. Telenor, Tromsø, Norway, August 1996
190. Melbourne University, Melbourne, Australia, July 1996
191. Curtin University of Technology, Perth, Australia, June 1996
192. University of Pittsburgh, May 1996
193. University of Lyon 3, Lyon, France, March 1996

194. Regensburg University, Regensburg, Germany, February 1996
195. Henley Management College, UK, December 1995
196. Adger College, Kristiansand, Norway, August 1995
197. Serviço Nacional de Aprendizagem Comercial, Keynote speaker at International seminar, São Paulo, Brazil, June 1995.
198. American Chamber of Commerce, breakfast meeting speaker, São Paulo, Brazil, June 1995.
199. AACSB workshop on multimedia in education. Winston-Salem, May 1995.
200. University of Tennessee at Chattanooga, Excellence in Teaching conference, May 1995.
201. XX Simposium Internacional de Sistemas Computacionales, Monterrey, Mexico, February 1995. Keynote speaker.
202. Henley Management College, UK, January 1995
203. Henley Management College, UK, September 1994.
204. Serviço Nacional de Aprendizagem Comercial, Keynote speaker at International seminar, São Paulo, Brazil, March 1994
205. FEBRABAN (National Federation of Brazilian Banks), São Paulo, Brazil, March 1994
206. Helsinki University, Finland, January 1994
207. University of Oulu, Finland, January 1994
208. University of Grenoble, France, January 1994
209. Graduate School of Business, Grenoble, France, January 1994
210. North Carolina IS Conference, November 1993
211. Edith Cowan University, Perth, Australia, September 1993
212. Curtin University of Technology, Perth, Australia, August 1993
213. Mac IS conference. Keynote speaker. San Antonio, TX, May 1993.
214. North Carolina Planning Forum, Charlotte, NC, February 1993
215. Wake Forest University, Winston-Salem, NC, January 1993
216. Vista University, Pretoria, South Africa, February 1992
217. Graduate School of Business, University of Cape Town, South Africa, February 1992
218. Government Group Decision Technology Conference, Charlottesville, Virginia, September 1991
219. University College of Iceland, Iceland. September 1991.
220. AACSB, MIS mini-sabbatical, Baltimore, August 1991
221. National Center for Supercomputer Applications, University of Illinois, August 1991
222. 3M Meeting Management Institute, Austin, Texas, March 1991.
223. Apple Corporation, Advanced Technology Group, Cupertino, California, March 1991.
224. 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

Program Review Assessment Committee, 2009-  
 University Appeals Committee, 2005-6  
 Chair, Curriculum Committee, University of Georgia, 1997-98.  
 Chair of the assessment team for Computer Science, 2003-4

### 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.