

# Richard Thomas Watson

## Address

Department of MIS  
Terry College of Business  
University of Georgia  
Athens, GA 30602-6273  
Phone: +1.706.542.3706      Fax: +1.706.583.0037  
Internet: [rwatson@terry.uga.edu](mailto:rwatson@terry.uga.edu)

## 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

Fellow of the Association of Information Systems, December 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, Agder University College, 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 and 2000, 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

2006-	University of Georgia	Interim Head of the MIS department J. Rex Fuqua Distinguished Chair for Internet Strategy Director of the Center for Information Systems Leadership
2001-	University of Georgia	J. Rex Fuqua Distinguished Chair for Internet Strategy Director of the Center for Information Systems Leadership
2000	University of Georgia	Professor of MIS and Director of the Center for Information Systems Leadership
1999	University of Georgia	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

Electronic commerce

Management of the Information Systems function

National culture and MIS

## Professional Associations

Association for Information Systems, Association for Computer Machinery, Academy of Management.

## Publications

### Books

Watson, Richard T. 2006. *Data management: databases and organizations*. 5th ed. New York, NY: John Wiley.

Watson, Richard T. 2004. *Data management: banco de dados e organizaçes*. Translated by C. C. B. Ellis and E. C. da Silva. 3rd ed. Rio de Janeiro, Brazil: LTC Editora.

Watson, Richard T. 2004. *Data management: databases and organizations*. 4th ed. New York, NY: John Wiley.

Watson, R. T. 2002. *Data management: databases and organizations*. 3rd ed. New York, NY: John Wiley.

- Watson, Richard T., Thilini Ariyachandra, Jerry Gao, and Lee Chang. 2001. *Advanced electronic commerce*. Hong Kong, China: The Open University of Hong Kong.
- Watson, Richard T., Pierre Berthon, Leyland F. Pitt, and George M. Zinkhan. 2000. *E-commerce & impresa*. Translated by R. Bianchi. Milano, Italy: McGraw Hill.
- Watson, R. T. 2000. *Data management: databases and organization*. Chinese translation. China: Gua Lih Book Co.
- Watson, Richard T., Pierre Berthon, Leyland F. Pitt, and George M. Zinkhan. 2000. *Electronic commerce: the strategic perspective*. Fort Worth, TX. Dryden.
- Watson, R. T. 1998. *Data management: databases and organizations*. 2nd ed. New York, NY: John Wiley.
- Watson, Richard T., and Clare Watson. 1998. *A business research primer*. Orlando, FL: Hartcourt Brace.
- McKeown, P. G.; Watson, R. T. *Metamorphosis: a guide to the World Wide Web & electronic commerce*. Version 2. New York, NY: John Wiley; 1997.
- McKeown, P. G.; Watson, R. T.; Lehner, F. *World Wide Web und Internet—Eine einfach verständliche Einführung für Unternehmen*. 1997.
- McKeown, P. G.; Watson, R. T. *Methamorphosis—Guia para Internet e Comercio Eletronico*. São Paulo, Brazil: Senac; 1996.
- McKeown, P. G.; Watson, R. T. *Metamorphosis: a guide to the World Wide Web & electronic commerce*. New York, NY: John Wiley; 1996.
- Watson, R. T. *Data management: an organizational perspective*. New York, NY: John Wiley; 1996.
- Bostrom, R. P.; Watson, R. T.; Kinney, S. T., eds. *Computer augmented teamwork: a guided tour*. New York, NY: Van Nostrand Reinhold; 1992.

## Articles, monographs, chapters

- Karahanna, Elena, and Richard T. Watson. 2006. Information systems leadership *IEEE Transactions on Engineering Management* 53 (2):171-176.
- Bray, David, Laku Chidambaram, Michael Epstein, Timothy R. Hill, Dominic M. Thomas, Shailaja Venkatsubramanian, and Richard T. Watson. 2006. AMCIS 2006 panel report: the web as a digital reflection of reality *Communications of AIS* 18:578-592.
- Chatterjee, Debabroto, Albert H. Segars, and Richard T. Watson. 2006. Realizing the promise of e-business: developing and leveraging electronic partnering options. *California Management Review* 48 (4):60-83.
- Gray, Paul, Kalle J. Lyytinen, Carol S. Saunders, Richard T. Watson, Leslie P. Willcocks, and Vladimir Zwass. 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.
- Junglas, Iris A., and Richard T. Watson. 2006. The U-constructs: Four information drives. *Communications of AIS* 17:569-592.
- Geissler, Gary L., George M. Zinkhan, and Richard T. Watson. 2006. The influence of home page complexity on consumer attention, attitudes, and purchase intent. *Journal of Advertising* 35 (2):69-80.
- Watson, Richard T. 2006. The essential skills of data modeling. *Journal of Information Systems Education* 17 (1):39-41.

- Pitt, Leyland F., Richard T. Watson, Pierre Berthon, Donald Wynn, and George M. Zinkhan. 2006. The penguin's window: corporate brands from an open-source perspective. *Journal of the Academy of Marketing Science* 34 (2):115-127.
- Desouza, Kevin C., Omar A. El Sawy, Robert D. Galliers, Claudia Loebbecke, and Richard T. Watson. 2006. Beyond rigor and relevance towards responsibility and reverberation: information systems research that really matters. *Communications of AIS* 17:341-353.
- Bennett, Chris, and Richard T. Watson. 2006. Renewable student projects: a learning strategy. *Communications of AIS* 17:288-298.
- Boudreau, Marie-Claude, and Richard T. Watson. 2006. Internet advertising strategy alignment. *Internet Research: Electronic Networking Applications and Policy* 16 (1):23-37.
- Davies, Mark, Leyland F. Pitt, Daniel Shapiro, and Richard T. Watson. 2005. BetFair.com: five technology forces revolutionize worldwide wagering. *European Management Journal* 23 (5):533-541.
- Watson, Richard T., Donald Wynn, and Marie-Claude Boudreau. 2005. JBoss: The evolution of professional open source software. *MIS Quarterly Executive* 4 (3):329-341.
- Watson, Richard T., Marie-Claude Boudreau, Martina Greiner, Donald Wynn, Paul York, and Rusen Gul. 2005. Governance and global communities. *Journal of International Management* 11 (2):125-142.
- Dorfman, Jeffrey H., and Richard T. Watson. 2005. Farming, the Internet, and E-market structures. In *E-commerce in agribusiness*, edited by T. G. Schmitz, C. B. Moss, A. Schmitz, A. Kagan and B. Babcock. Longboat Key, FL: Florida Science Source.
- Watson, R.T., Piccoli, G., Brohman, M.K., and Parasuraman, A. "Customer-managed interactions: a new paradigm for firm-customer relationships," *MIS Quarterly Executive* (3:4) 2005, pp 319-327.
- Pitt, Leyland F., Richard T. Watson, and Daniel Shapiro. 2005. www.betfair.com: world-wide wagering. *Communications of AIS* 15 (8).
- Chatterjee, Debabroto, and Richard T. Watson. 2005. Infosys Technologies Limited: unleashing CIMBA. *Journal of Cases on Information Technology* 7 (4): 128-143.
- Watson, Richard T., and Cliff Saunders. 2005. Managing insight velocity: The design of meetings. *Business Horizons* 48 (4):285-295.
- Piccoli, Gabriele, L. Anglada, and Richard T. Watson. 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.
- Junglas, Iris A., and Richard T. Watson. 2004. National culture and electronic commerce: a comparative study of U.S. and German Web sites. *e-Service Journal* 3 (2):3-34.
- Watson, R.T., Pitt, L.F., Berthon, P., and Zinkhan, G.M. Marketing in the age of the network: from marketplace to U-space, *Business Horizons* (47:6) 2004, 33-40.
- Watson, Richard T. 2004. I am my own database. *Harvard Business Review* 81 (11):18-19.
- Rothstein, Cheryl, and Richard T. Watson. 2004. NetBank: The conservative Internet entrepreneurs. *Communications of AIS* 14 (10):1-24.
- Abraham, D. Chon, Richard T. Watson, Marie-Claude Boudreau, and Dale L Goodhue. 2004. *Patient care and safety at the frontlines: nurses' experiences with wireless computing*: IBM Corporation.
- Watson, Richard T., Sigmund Akselsen, Emmanuel Monod, and Leyland F. Pitt. 2004. The Open Tourism Consortium: Laying the foundations for the future of tourism. *European Management Journal* 22 (3):315-26.

- Piccoli, Gabriele, M. Kathryn Brohman, Richard T. Watson, and A. Parasuraman. 2004. Net-based customer service systems: evolution and revolution in Web site functionalities. *Decision Sciences* 35 (3):423-55.
- Watson, Richard T., George M. Zinkhan, and Leyland F. Pitt. 2004. Object orientation: a tool for enterprise design. *California Management Review*. 46(4): 89-110.
- Huang, Wayne W., K. K. Wei, and Richard T. Watson. 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.
- Lewis Jr., William, Richard T. Watson, and Ann Pickren. 2003. An empirical assessment of IT disaster probabilities. *Communications of the ACM* 46 (9):201-206.
- Van Slyke, Craig, Robert P. Bostrom, James P. Courtney, Ephraim R. McLean, Charles Snyder, and Richard T. Watson. 2003. Experts advice to information systems doctoral students. *Communications of AIS* 12 (28): 1-19
- Watson, Richard T., and Emmanuel Monod. 2003. AIS Council white paper: tools and techniques for AIS strategic planning. *Communications of AIS* 12 (7):119-126.
- Brohman, M. Kathryn, Richard T. Watson, Gabriele Piccoli, and A. Parasuraman. 2003. Data completeness: a key to effective net-based customer service systems. *Communications of the ACM* 46 (6):47-51.
- Garfield, Monica J., and Richard T. Watson. 2003. Four case studies in state-supported telemedicine initiatives. *Telemedicine Journal and e-Health* 9 (2):193-202.
- Watson, Richard T., and M. Kathryn Brohman. 2003. The IS leadership research centre at the University of Georgia. *International Journal of Information Management* 23 (2):155-162.
- Ives, Blake, Joseph S. Valacich, Richard T. Watson, and Robert Zmud. 2002. What every business student needs to know about information systems. *Communications of AIS* 9 (30).
- Watson, Richard T., Leyland F. Pitt, Pierre Berthon, and George M. Zinkhan. 2002. U-commerce: expanding the universe of marketing. *Journal of the Academy of Marketing Science* 30 (4):329-343.
- Webster, Jane, and Richard T. Watson. 2002. Analyzing the past to prepare for the future: writing a literature review. *MIS Quarterly* 26 (2):iii-xiii.
- Pitt, Leyland F., Pierre Berthon, Richard T. Watson, and George M. Zinkhan. 2002. The Internet and the birth of real consumer power. *Business Horizons* 45 (4):7-14.
- Singh, S. K., H. J. Watson, and R. T. Watson. 2002. EIS support for the strategic management process. *Decision Support Systems* 33:71-85.
- Thomas, Dominic M., and Richard T. Watson. 2002. Q-sorting and MIS research: a primer. *Communications of the AIS* 8:141-156.
- Huang, Wayne W., Kwok-Kee Wei, Richard T. Watson, and Bernard C. Y. Tan. 2002. Supporting virtual team-building with a GSS: an empirical investigation. *Decision Support Systems*.
- Pitt, Leyland F., Pierre Berthon, Richard T. Watson, and Michael Ewing. 2001. Internet y la estrategia de precios. *Revista Economía & Administración*:29-38.
- Geissler, G. L., G. M. Zinkhan, and R. T. Watson. 2001. Web home page complexity and communication effectiveness. *Journal of AIS* 2 (2).
- Straub, Detmar W., and Richard T. Watson. 2001. Transformational issues in researching IS and net-enabled organizations. *Information Systems Research* 12 (4):337-345.
- Pitt, L. F., P. Berthon, R. T. Watson, and M. Ewing. 2001. Pricing strategy and the Internet. *Business Horizons* 44 (2):45-54.

- Watson, Richard T., and Bryan Mundy. 2001. A strategic perspective of electronic democracy. *Communications of the ACM* 44 (1):27-30.
- Walczuch, Rita M., and Richard T. Watson. 2000. Analyzing group data in MIS research: including the effect of the group. *Group Decision and Negotiation* 10 (1):83-94.
- de Bussy, Nigel, Richard T. Watson, Leyland F. Pitt, and Michael T. Ewing. 2000. Stakeholder communication management on the Internet: an integrated matrix for the identification of opportunities. *Journal of Communication Management* 5 (2). 138-146.
- Berthon, P., L. Pitt, and R. T. Watson. 2000. Postmodernism and the Web: meta themes and discourse. *Technological Forecasting and Social Change* 65 (3):265 - 279.
- Carte, Traci A., Barbara H. Wixom, and Richard T. Watson. 2000. An exploratory study of the Web's early adopters. In *Advertising research: the Internet, consumer behavior, and strategy*, edited by G. Zinkhan. Chicago, IL: American Marketing Association.
- Watson, R. T., G. M. Zinkhan, and L. F. Pitt. 2000. Integrated Internet Marketing. *Communications of the ACM* 43 (6):97-102.
- Watson, Richard T., Leyland F. Pitt, and Pierre Berthon. 2000. Service: the future. In *Process think: winning perspectives for business change in the information age*, edited by V. Grover and W. J. Kettinger. Hershey, PA: Idea Group.
- Watson, R. T., S. Akselsen, B. Evjemo, and N. Aarsæther. 1999. Teledemocracy in local government. *Communications of the ACM* 42 (12):58-63.
- Tan, B. C. Y., K. K. Wei, and R. T. Watson. 1999. The equalizing impact of a group support system on status differentials. *Transactions on Information Systems* 17 (1):77-100.
- McKeown, P. G., and R. T. Watson. 1999. Manheim Auctions. *Communications of the AIS* 1 (20):1-20.
- Watson, Richard T., and Patrick G. McKeown. 1999. Manheim Auctions: transforming interorganizational relationships with an extranet. *International Journal of Electronic Commerce* 3 (4):29-46.
- Berthon, P., N. Lane, L. Pitt, and R. T. Watson. 1999. The World Wide Web: instrument voor marketingcommunicatie. *Marketing Select* 2 (2):23-33.
- O'Hara, Margaret T., Richard T. Watson, and C. Bruce Kavan. 1999. Managing the three levels of change. *Information Systems Management Journal* 16 (3):63-70.
- Gottschalk, Petter, Bo Hjort Christense, and Richard T. Watson. 1999. Key issues in systems management surveys: methodological issues and choices in the Norwegian context. *Scandinavian Journal of Information Systems* 9 (2):57-66.
- Pitt, Leyland F., Pierre Berthon, and Richard T. Watson. 1999. Cyberservice: taming service marketing problems with the World Wide Web. *Business Horizons* 42 (1):11-18.
- Bamber, E. Michael, Mary Callahan Hill, and Richard T. Watson. 1999. Accounting groups and group technology: prior research and directions for future research. *Journal of Information Systems* 12 (2):45-73.
- Morgado, E. M., N. Reinhard, and R. T. Watson. 1999. Adding value to key issues research through Q-sorts and Interpretive Structured Modeling. *Communications of AIS* 1 (3):1-24.
- Huang, Wei, Richard T. Watson, and Kwok-Kee Wei. 1998. Can a lean email medium be used for rich communication: a psychological perspective. *European Journal of Information Systems* 7:269-274.
- Clapper, Danial L., Ephraim. McLean, and Richard T. Watson. 1998. Mediating group influence with a group support system: an experimental investigation. *Journal of Organizational Computing and Electronic Commerce* 8 (2):109-126.

- Berthon, P., N. Lane, L. Pitt, and R. T. Watson. 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.
- Tan, B. C. Y., K. K. Wei, R. T. Watson, D. L. Clapper, and E. R. McLean. 1998. Computer-mediated communication and majority influence: assessing the impact in an individualistic and a collectivistic culture. *Management Science* 44 (9):1263-1278.
- Zinkhan, G. M., and R. T. Watson. 1998. Electronic commerce: a marriage of management information systems and marketing. *Journal of Market-Focused Management*.
- Tan, B. C. Y., K. K. Wei, R. T. Watson, and R. M. Walczuch. 1998. Reducing status effects with computer-mediated communication: evidence from two distinct national cultures. *Journal of MIS* 15 (1):119-141.
- Watson, R. T., L. F. Pitt, and C. B. Kavan. 1998. Information systems service quality: lessons from two longitudinal case studies. *MIS Quarterly* 23 (1):61-79.
- Watson, R. T., S. Akselsen, and L. F. Pitt. 1998. Attractors: building mountains in the flat landscape of the World Wide Web. *California Management Review* 40 (2):36-56.
- Garfield, M. J., and R. T. Watson. 1997. The impact of national culture on national information infrastructure. *Journal of Strategic Information Systems* 6 (4):313-338.
- Watson, R. T., and G. M. Zinkhan. 1997. Electronic commerce strategy: addressing the key questions. *Journal of Strategic Marketing* 5 (4):189-209.
- Pitt, L. F.; R. T. Watson; C. B. Kavan. Measuring information systems service quality: concerns for a complete canvas. *MIS Quarterly*. 1997. 21(2). 209-221.
- Watson, R. T.; Kelly, G. G.; Galliers, R. D.; Brancheau, J. C. Key issues in information systems management: an international perspective. *Journal of Management Information Systems*. 13(4):91-115. 1997.
- Watson, R. T.; McKeown, P. G.; Garfield, M. Topologies for electronic cooperation. In *Telekooperation in Unternehmen*, edited by F. Lehner and S. Dustdar. Germany: Deutscher Universitäts Verlag. 1-11. 1997.
- Watson, R. T.; Pitt, L. F.; Berthon, P. R. Service: the future of information technology. *Database: Advances in Information Systems*. 27(4), 1996, 58-67.
- Zinkhan, G.M. and Watson, R.T. Advertising trends: innovation and the process of creative destruction. *Journal of Business Research* (37:3), 1996, 163-171.
- Ytterstad, P.; Akselsen, S.; Svendsen, G.; Watson, R. T. Teledemocracy: using information technology to enhance political work. *MISQ Discovery* [<http://www.misq.org/discovery/articles96/article1>] and *MIS Quarterly*. 1996. 20(3). 347
- Berthon, P. R.; Pitt, L. F.; Watson, R. T. Re-surfing W3: research perspectives on marketing communication and buyer behaviour on the World Wide Web. *International Journal of Advertising*. 1996; 15(4).
- Berthon, P. R.; Leyland, L. F.; Watson, R. T. Marketing communication on the World Wide Web: what managers need to know about conversion and efficiency. *Business Horizons*. 1996; 39(5): 2-10.
- Huang, W.; Xi, Y.; Wei, K. K.; Watson, R. T.; and Tan, B. C. Y. National Culture and decision making: amplifier and attenuator effects of group support systems. In: *The dynamic impact of culture on organizations*. Umezawa, T.; Kong, S. H.; Noronha, C., eds. Macau: Macau Foundation; 1996: 107-127.
- Pitt, L. F.; Berthon, P.; Watson, R. T. From surfer to buyer on the WWW: what marketing managers might want to know. *Journal of General Management*. 1996; 22(1): 1-13.

- Watson, R. T.; Bostrom, R. P., eds. *Proceedings of Telecommuting '96* [<http://www.cba.uga.edu/tc96/proceedings.html>]; 1996.
- Bamber, E. M.; Hill, M. C.; Watson, R. T. Effects of group support systems on audit group decision making. *Auditing*. 1996; 15(1): 122-134.
- Berthon, P. R.; Leyland, L. F.; Watson, R. T. The World Wide Web as an advertising medium: towards an understanding of conversion efficiency. *Journal of Advertising Research*. 1996; 36(1): 43-54.
- Morgado, E. M.; Reinhard, N.; Watson, R. T. Een uitbreiding op analyses van hoofdaandachtspunten bij informatiemanagement. *Informatie*. 1995; 37: 698-706.
- Pitt, L. F.; Watson, R. T.; Kavan, C. B. Service quality: a measure of information systems effectiveness. *MIS Quarterly*. 1995; 19(2): 173-187.
- Tan, B. C. Y.; Watson, R. T.; Wei, K. K. National culture and group support systems: filtering communication to dampen power differentials. *European Journal of Information Systems*. 1995; 4: 82-92.
- Bostrom, R. P.; Clawson, V. K.; Watson, R. T. The importance of facilitator role behaviors: implications for training facilitators and teachers in the use of GSS. *Journal of Teaching and International Business*. 1995; 7(4).
- Watson, H. J.; Watson, R. T.; Singh, S.; Holmes, D. Development practices for executive information systems: findings of a field survey. *Decision Support Systems*. 1995; 14: 171-184.
- Walczuch, R. M.; Watson, R. T.; Bostrom, R. P.; Day, J. Supporting reengineering using a group support system. *International Journal of Information Management*. 1995; 15(2): 97-114.
- Hayes, R. L.; Watson, R. T.; Bostrom, R. P. Groupware. In: Gladding, S. T., ed. *Group processes and group counselling*. Greensboro, NC: ERIC; 1995.
- O'Hara, M. T.; Watson, R. T. Automating, informing, and transforming the organization: the role of business process reengineering and client/server technology. In: Gover, V.; Kettinger, W., eds. *Business process change: reengineering concepts and methods*. Harrisburg, PA: Idea Group; 1995: 143-164.
- Singh, S. K.; Watson, H. J.; Watson, R. T. Technology, task, people, and structure: an examination of their interdependencies in the context of an executive information system. *Revue des système de décisions*. 1994; 3(4): 359-383.
- Watson, R. T. Creating and sustaining a global community of scholars. *MIS Quarterly*. 1994 ; 18(3). 225-231.
- Watson, R. T.; Ho, T. H.; Raman, K.S. Culture: the fourth dimension of GSS research. *Communications of the ACM*. 1994, 37(10). 44-55.
- Watson, R. T.; Dennis, A. R.; Bostrom, R. P. Groupware: fragmentation to integration. In: Lloyd, P., ed. *Groupware in the 21st Century*. London, UK: Adamantine. 1994.
- Watson, R. T.; Pitt, L. F. Visions: the computer and the manager. In: Pitt, L. F. , and Bromfield, D. *The marketing decision maker: from MkIS to MDSS*. 2nd ed. Cape Town, South Africa: Juta; 1994. 29-48.
- Watson, R. T.; Alexander, M. B.; Pollard, C. E.; Bostrom, R. P. Perceptions of facilitators a keypad based Group Support System. *Journal of Organizational Computing*. 1994; 4(2): 103-125.
- Raman, K. S.; Watson, R. T. National culture, IS, and organizational implications. In: Deans, P. C.; Karwan, K. R., eds. *Global information systems and technology: focus on the organization and its functional areas*. Harrisburg, PA: Idea Group; 1994: 493-513.

- DeSanctis, G.; Watson, R. T.; Sambamurthy, V. Building a software environment for GDSS research. In: Gray, P., ed. *Decision support and executive information systems*. Englewood Cliffs, NJ: Prentice-Hall; 1994: 256-266.
- Watson, R. T.; Pitt, L. F.; Cunningham, C.; Nel, D. User satisfaction and service quality of the IS department: closing the gaps. *Journal of Information Technology*. 1993; 8: 257-265.
- Watson, R. T.; Pitt, L. F. Determinants of behavior towards ethical issues in personal computing. *Omega*. 1993; 21(4): 457-470.
- Watson, R. T.; Pitt, L. F. Personal computing ethics: beliefs and behavior. *International Journal of Information Management*. 1993; 13(4): 287-298.
- Watson, R. T. Ying and yan, social forces, and meeting design. In: *Local area network applications: leveraging the LAN*. Vogel, D. R.; Marshall, P. H.; Glasson, B. C.; Verrijn-Stewart, A. A., eds. Amsterdam: North-Holland; 1993: 197-213.
- Poole, M. S.; Holmes, M.; Watson, R. T.; DeSanctis, G. Group decision support systems and group communication: a comparison of decision making in computer-supported and nonsupported groups. *Communication Research*. 1993; 20(2): 176-213.
- Bostrom, R. P.; Watson, R. T.; Van Over, L. D. The computer-augmented teamwork project at the University of Georgia. In: Bostrom, R. P.; Watson, R. T.; Kinney, S. T., eds. *Computer augmented teamwork: a guided tour*. New York, NY: Van Nostrand Reinhold; 1992; 251-267.
- Watson, R. T.; Bostrom, R. P. Enhancing group behavior with a keypad based group support system. *Human Resources Development Quarterly*. 1991; 2(4): 333-354.
- Watson, R. T.; Bostrom, R. P. An integrative framework for understanding why a GDSS is successful. In: Kerola, P.; Lee, R.; Lytinen, K.; Stamper, R., eds. *Collaborative work, social communications and information systems*. Amsterdam: North-Holland; 1991: 9-31.
- Watson, R. T.; Brancheau, J. C. Key issues in information systems management: an international perspective. *Information & Management*; 1991; 20(3): 213-223.  
Abstracted in *Really Useful Research in Information Systems*. 1(2), 1991.  
Reproduced in Galliers, R. D., ed. *Information systems research issues, methods and practical guidelines*: Oxford, UK: Blackwells; 1992: 112-131
- Watson, R.T.; Alexander, M. B.; Pollard, C.; Bostrom, R. P. *The use and adoption of OptionFinder: a keypad based group decision support system*. Austin, TX: 3M Meeting Management Institute; Feb 15, 1991.
- Pitt, L. F.; Watson, R. T. How information systems technology can put logistics back into marketing - where it belongs. In: Clarke, R.; Cameron, J., eds. *Managing information technology's organisational impact*. Amsterdam, The Netherlands: North-Holland; 1991: 223-237.
- Watson, R. T.; Pitt, L. F.; Carey, N. Information systems technology in support of distribution: some Australian experiences. *Australian Computer Journal*; 1990; 22(3): 99-110.
- Watson, R. T. Influences on information systems managers' perceptions of key issues: information scanning and relationship with the CEO. *MIS Quarterly*. 1990; 14(2):217-232.
- Pitt, L. F.; Watson, R. T.; Nel, D. Business ethics: should the punishment fit the crime? *South African Journal of Business Management*. 1990; 21(4): 163-167.
- Watson, R. T. Key issues in information systems management: an Australian perspective - 1988. *Australian Computer Journal*. 1989; 21(3): 118-129. Awarded a prize for the best article in the *Australian Computer Journal* in 1989.
- Watson, R. T.; Pitt, L. F. Competing with computers: an integrated approach to identifying competitive advantage. *South African Journal of Business Management*; 1989; 20(4): 174-177.

Nel, D.; Pitt, L. F.; Watson, R. T. Business ethics: defining the twilight zone. *Journal of Business Ethics*; 1989; 8(10): 781-791.

Watson, R. T.; DeSanctis, G.; Poole, M. Scott. Using a GDSS to facilitate group consensus: some intended and unintended consequences. *MIS Quarterly*; 1988; 12(3): 463-480.

DeSanctis, G.; Sambamurthy, V.; Watson, R. T. Computer-supported meetings: building a research environment. *Large Scale Systems*; 1987; 13: 43-59.

### **Items accepted for publication**

### **Papers under review**

### **Proceedings, presentations, and non-refereed papers**

Desouza, Kevin C., Phillip Ein-Dor, Robert D. Galliers, Don J. McCubbrey, Michael D. Myers, and Richard T. Watson. 2006. Social activism in IS research: making the world a better place. In *International Conference on Information Systems*. Milwaukee, WI.

Avital, Michel, Kalle Lyytinen, Jurgen Faust, Lev Gonick, Michael D. Gordon, Karishma Kiri, and Richard T. Watson. 2006. Information and communication technology as an agent of social innovation. In *Business as an Agent of World Benefit: Management Knowledge Leading Positive Change*. Cleveland, OH.

Li, Yan, Chuan-Hoo Tan, Hock-Hai Teo, and Richard T. Watson. 2006. A cross-country study of organizational intention to adopt open source software: a human capital perspective. In *Open Source Software Research Development Workshop at the Academy of Management Annual Meeting*. Atlanta, GA.

———. 2006. An institutional perspective on open source software adoption: a cross-country investigation. In *Sixteenth Annual Workshop on Information Technologies and Systems (WITS)*. Milwaukee, WI.

Dawson, Greg, and Richard T. Watson. 2006. All effective CIOs are strategic, right? Disagreement in defining public sector CIO effectiveness. In *Academy of Management*. Atlanta.

Abraham, Dorothea L., Marie-Claude Boudreau, and Richard T. Watson. 2006. Ubiquitous information systems access and patient care: extending our knowledge of "fit". In *Academy of Management*. Atlanta.

McCubbrey, Don J., Wayne W. Huang, Christian Wagner, and Richard T. Watson. 2006. Open content textbooks: "No one is as smart as everyone". In *AMCIS*. Acapulco.

Chatterjee, Debabroto, and Richard T. Watson. 2006. Electronic partnership forms and configurations: a risk based view. Paper read at a conference celebrating the life and scholarship of Gerry DeSanctis, at Duke University, Durham, US.

Desouza, K. C., O. A. El Sawy, R. D. Galliers, C. Loebecke et al. (2005) Information Systems research that really matters: beyond the IS rigor versus relevance debate. *International Conference on Information Systems, Las Vegas, NV, 2005*.

Watson, Richard T., and Marie-Claude Boudreau. 2005. The business of open source: a strategic perspective. *Cutter Benchmark Review* 5 (11):5-11.

Dawson, Greg, and Richard T. Watson. 2005. What really matters: an empirical study on the relative importance of the CIO and the maturity of the IS organization in producing effective IS performance. Paper read at SAIS, at Savannah, GA.

Dawson, Greg, and Richard T. Watson. 2005. A resource-based view of the impact of IS maturity on financial performance. Paper read at SAIS, at Savannah, GA.

- Pitt, Leyland F., Daniel Shapiro, and Richard T. Watson. 2005. Betfair: transforming the world's wagering. Paper read at The Fourth International Business and Economy Conference, January, at Waikiki, HI. (best case paper)
- Brohman, M. Kathryn, Gabriele Piccoli, Richard T. Watson, and A. Parasuraman. 2005. NCSS process completeness: construct development and preliminary validation. In *Proceedings of the Hawaiian International Conference on Systems Science*. Hawaii, HI.
- Watson, Richard T., Gabriele Piccoli, M. Kathryn Brohman, and A. Parasuraman. 2004. Meet the new CEO of your business: Your customer! get ready for Customer-Managed Interactions. Paper read at *Partners: The Teradata User Group*, Oct 10-14, at Seattle.
- Watson, Richard T., Marie-Claude Boudreau, Martina Greiner, Donald Wynn, Paul York, and Rusen Gul. 2004. Governance, leadership, and management in adaptive and inventive digital communities: A research agenda to reduce waste in graduate education. In *Proceedings of the 17th Bled eCommerce Conference*. Bled, Slovenia.
- Watson, Richard T., Marie-Claude Boudreau, Martina Greiner, Donald Wynn, Paul York, and Rusen Gul. 2004. Governance and global communities. Paper read at 5th Annual International Business Research Forum, Mar 27, at Temple University, Philadelphia, PA.
- Junglas, Iris A., and Richard T. Watson. 2003. U-commerce: an experimental investigation of ubiquity and uniqueness. In *Proceedings of the International Conference on Information Systems*.
- Junglas, Iris A., and Richard T. Watson. 2003. U-commerce: a conceptual extension of e- and m-commerce. In *Proceedings of the International Conference on Information Systems*.
- Piccoli, Gabriele, Richard T. Watson, M. Kathryn Brohman, and A. Parasuraman. 2003. Customer-managed interactions: the role of personal information in relationship management. Paper read at Fifth AIDEA Giovani International Conference on Information, Markets and Firms, July, at Milan, Italy.
- Watson, Richard T., M. Kathryn Brohman, A. Parasuraman, and Gabriele Piccoli. 2002. Customer service and network completeness. Paper read at 15th Bled Electronic Commerce Conference, Jun 17-19, at Bled, Slovenia.
- Boudreau, Marie-Claude, and Richard T. Watson. 2002. Alignment between corporate and Web strategy. In *Proceedings of the International Conference on e-Business*, edited by R. Gan, Y. Chen and W. W. Huang. Beijing: Beijing Institute of Technology Press.
- Brohman, M. Kathryn, A. Parasuraman, Gabriele Piccoli, and Richard T. Watson. 2001. Network-based customer service systems: a half-time report from the field. Paper read at SIM Workshop, Dec 15, at New Orleans, LA.
- Watson, Richard T., Leyland F. Pitt, Pierre Berthon, and George M. Zinkhan. 2001. U-commerce: extending the boundaries of marketing. Paper read at MSI-JAMS Conference on Marketing to and Serving Customers through the Internet: Conceptual Frameworks, Practical Insights, and Research Directions, Dec 6-7, at Boca Rotan, FL.
- Watson, Richard T. 2001. Perfect choice. *Ubiquity* 32 (2).  
[http://www.acm.org/ubiquity/views/r\\_watson\\_2.html](http://www.acm.org/ubiquity/views/r_watson_2.html).
- Watson, Richard T., Sigmund Akselsen, Jeff Cummings, Åke Grönlund, and Michael Parent. 2001. Is Internet technology likely to make government matter more or less? Paper read at Academy of Management, at Washington, DC.
- Brohman, M. K., A. Parasuraman, R. T. Watson, and G. Piccoli. 2001. Internet-based customer service systems: What are they and when are they successful? Paper read at Academy of Marketing Science, at San Diego, CA.

- Geissler, Gary L., George M. Zinkhan, and Richard T. Watson. 2000. First impressions: key design considerations for Web home pages to facilitate relationship marketing online. Paper read at Relationship Marketing in the New Millennium: Theory, Methods and Tools.
- Watson, Richard T. 2000. U-Commerce: The Ultimate. *Ubiquity*, [http://www.acm.org/ubiquity/views/r\\_watson\\_1.html](http://www.acm.org/ubiquity/views/r_watson_1.html).
- Lewis, W., R. Matyska, and R. T. Watson. 2000. An empirical assessment of IT disaster probabilities. Paper read at Ninth International Conference on Information Systems Development, at Kristiansand, Norway.
- Watson, Richard T., George M. Zinkhan, and Leyland F. Pitt. 2000. Object orientation: a new perspective on strategy. Paper read at Academic Industry Working Conference on Research Challenges, April 27-29, at Buffalo, NY.
- Watson, Richard T., George M. Zinkhan, and Leyland F. Pitt. 2000. Object-oriented programming: implications for advertising and entrepreneurship. Paper read at American Marketing Association Winter Educators' Conference, February, at San Antonio, TX.
- Gottschalk, Petter, Richard T. Watson, and Bo Hjort Christensen. 2000. Global comparisons of key issues in IS management: extending key issues selection procedure and survey approach. Paper read at HICCS, at Hawaii.
- Walczuch, R. M., and R. T. Watson. 1999. Analyzing group data: including the effect of the group. EuroGDSS.
- Pitt, L. F., P. R. Berthon, R. T. Watson, and N. Lane. 1998. The World Wide Web as an industrial marketing communication tool – models for the identification and assessment of opportunities. Academy of Marketing Conference (UK). 336 - 342. Awarded the Best Academic Competitive Paper Prize.
- Gottschalk, Petter, Bo Hjort Christense, and Richard T. Watson. 1998. Key issues in systems management surveys: methodological issues and choices in the Norwegian context. BIT'98, United Kingdom.
- Gottschalk, Petter, Bo Hjort Christense, and Richard T. Watson. 1998. Key issues in systems management surveys: methodological issues and choices in the Norwegian context. Norsk konferanse for organisasjoners bruk av informasjonsteknologi.
- Taylor, Nolan J. , Eleanor T. Loiacono, and Richard T. Watson. 1998. Web advertising: alternative scenarios to the banner advertisements. Association of Information Systems.
- Huang, W., K.K. Wei, R. P. Bostrom, L. H. Lim, and R. T. Watson. 1998. Supporting distributed team-building using GSS: a dialogue theory-based framework. HICSS.
- Watson, R. T., G. Zinkhan, P. Berthon, and B. Dyer. 1997. Marketing and MIS: another entry on the MIS dance card or the true partner? Panel at the International Conference on Information Systems.
- Loiacono, E.; Haines, M.; Taylor, N.; Hilmer, K.; Watson, R. T. Data management: a look inside the Webmaster's domain. GRITS. 1997.
- Huang, W., Wei, K.K., Watson, R.T., Lim, L.H. and Bostrom, R. Transforming a lean CMC medium into a rich one: an empirical investigation in small groups. In: *Proceedings of the Seventeenth International Conference on Information Systems*. Cleveland, USA. 1996.
- Watson, R. T.; Alvarez, R. A debate on the social consequences of the World Wide Web. *Academy of Management*; 1996; Cincinnati, OH.
- Huang, W.; Tan, B. C. Y.; Watson, R. T.; Wei, K. K.; Xi, Y. M. Group support systems for modern decision making in China: an advanced and effective technology. In: *International conference on management science and the economic development of China*; Hong Kong. ; 1996: 948-956.

- Haley, B. J.; Carte, T. A.; Watson, R. T. Commerce of the Web: how is it growing? In: *Proceedings of the Second AIS conference.* ; 1996.
- Celikok, M.; Watson, R. T. The Internet and global competitiveness: the case for Turkey. *International Conference on Technology Management: University/Industry/Government Collaboration;* Istanbul, Turkey. 1996.
- Berthon, P. R.; Leyland, L. F.; Watson, R. T. Re-surfing the web: research perspectives on marketing communication and buyer behavior on the W3. *Academy of Marketing Science;* May 29-June 1, 1996; Phoenix, AZ.
- Morgado, E. M.; Reinhard, N.; Watson, R. T. A new approach to the analysis of key issues in information technology management. In: *Proceedings of the Sixteenth International Conference on Information Systems.* Amsterdam, The Netherlands. 1995.
- Morgado, E. M.; Watson, R. T. Qualidade dos servicos na area de informatica: um modelo de avaliacao. *Latin-American Conference of Business Schools.;* 1995.
- Pitt, L. F.; Watson, R. T. ;Nel, D. Internal Marketing of Services: A Longitudinal Case of Service Quality. In: Jobber, D. L., ed. *Making Marketing Work: Proceedings of the Marketing Educator's Group Conference;* ; University of Bradford, UK. 1995; 2: 646-654.
- Bamber, E. M.; Hill, M. C.; Watson, R. T. Group support system can improve your meetings. *CPA Journal.* March, 1995; LXV(3): 32-37.
- Bamber, E. M.; Hill, M. C.; Watson, R. T. Audit group decision making: individual input and the effect of group support software. *South East Decision Sciences Conference;* Charlotte. 1995.
- Pitt, L. F.; Watson, R. T. Longitudinal measurement of service quality in information systems: a case study. *Proceedings of the Fifteenth International Conference on Information Systems.,* 1994.
- Watson, R. T.; Dowling, M. J.; Palmer, T. The effect of a group support system on the case method of teaching. *Academy of Management Conference.* 1994.
- Watson, R. T.; Kokuryo, J.; Manabe, R.; Takagi; Nakajima, M.; Uchiki, T.; Sato, O.; Matsudaira, K.; Mori. Information systems in Japan: education, research, and practice. *International conference on information systems.* ; 1993.
- Tan, B. C. Y.; Wei, K. K.; Watson, R. T. Kwok-Kee Wei. Dampening status influence using a group support system: an empirical study. In: *Proceedings of the Fourteenth International Conference on Information Systems.* ; 1993.
- Bamber, E. M.; Watson, R. T.; Hill, M. C. *Effects of group support systems on the audit group decision making.* Athens, GA: Terry College of Business; 1993.
- Watson, R. T.; Pitt, L. F.; Cunningham, C.; Nel, D. User satisfaction and service quality of the IS department: closing the gaps. *The First European Conference on Information Systems;* 29-30th March; Henley-on-Thames, United Kingdom. 1993. pp 341-351.
- Tan, B. C. Y.; Watson, R. T.; Wei, K. K.; Raman, K. S.; Kerola, P. K. National culture and group support systems: examining the situation when some people are more equal than others. *Proceedings of the Hawaii International Conference on Systems Science .*1993.
- Kinney, S. T.; Watson, R. T. Dyadic communication: the effect of medium and task equivocality on task-related and interactional outcomes. *Proceedings of the Thirteenth International Conference on Information Systems.* 1992.
- Watson, R. T. Using Group Support Systems for strategic planning. *ORSA/TIMS;* Nov 1 - 4; San Francisco, CA. ; 1992.

- Clapper, D. L.; McLean, E.; Watson, R. T. An experimental investigation of the effect of a group decision support system on normative influence in small groups. *Proceedings of the Twelfth International Conference in Information Systems*. 1991.
- Clapper, D. L.; Watson, R. T. An examination of the conceptual foundations of Group Decision Support Systems. *21st Annual Meeting of the Decision Sciences Institute*; Nov 19-21; San Diego, CA; 1990.
- Watson, R. T. Managerial work and electronic meeting systems. *TIMS/ORSA*; 7-9, May; Las Vegas; 1990.
- Watson, R. T. A design for an infrastructure to support organizational decision-making. In: *Proceedings of the Hawaii International Conference on Systems Science*; 2-5 Jan; Kona, Hawaii; 1990. 111-119.
- Ho, T. H.; Raman, K. S.; Watson, R. T. Group decision support systems: the cultural factor. In: *Proceedings of the Tenth International Conference on Information Systems*; 4-6 Dec; Boston, MA; 1989: 119-129.
- Watson, R. T.; Pitt, L. F. Remarrying marketing and logistics with information technology. *Industrial and Data Management Systems*; 1989; (1): 4-12.
- Watson, R. T.; Brancheau, J. C. Key issues in information systems management: how does Singapore compare? *SIM Network* (Newsletter of the Singapore chapter of the Society for Information Management); 1989; 1(1): 1-2.
- Watson, R. T.; Pitt, L. F. Marketing researchers, IST and competitive advantage – digging a well before you get thirsty. In: *South African Marketing Research Association 11th Convention*; 12-15 Nov; Mmabatho, Bophuthatswana; 1989.
- DeSanctis, G.; Sambamurthy, V.; Watson, R. T. Building a software environment for GDSS research. In: *DSS-88 Transactions*; 6-9 Jun; Boston. 1988.
- 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.
- 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.
- 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.
- Watson, R.T. Microcomputers in tertiary education: problems and solution. *International Microcomputer Conference*. Perth. 1984.
- Watson, R.T. Application development with DMS/CICS/VS. *Australasian SHARE/GUIDE 9*. Melbourne. 1983.
- Watson, R.T. A course for the 80s - information management. *CAE Computer Conference*. Bendigo. 1979.
- Watson, R.T. Key factors in selecting an inventory package. *Australian Mining Industry Council Supply Conference*. Perth. 1978.
- Watson, R.T. Scientific inventory management. *Western Motion Seminar*. Perth. 1978.
- Watson, R.T. *Finance Tables for Business Mathematics*. Western Australian Institute of Technology. 1976

## **Dissertations supervised**

Greg Dawson

Paul York

Donald Wynn

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. \$50,000, 2005-6.

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**

AACSB Conference, Scottsdale, November 2006

Universiti Teknologi Petronas, Malaysia, June 2006

AACSB Conference, Tampa, June 2006

King Fahd University of Petroleum & Minerals, Bahrain, May 2006

University of Passau, Germany, May 2006

Agder University College, Kristiansand, Norway, May 2006

Temple University, Philadelphia, March 2006

Insurance Data Management Association, Philadelphia, March 2006  
OGETA Forum, Atlanta, March 2006  
Peruvian AIS Chapter, Lima, Peru, March 2006.  
Australian and New Zealand Marketing Academy (ANZMAC) Conference, December 2005 (keynote speaker)  
Neusoft Institute for Information, Dalian, China, November 2005  
Tsinghua University, Beijing, China, November 2005  
First conference of the Chinese Chapter of AIS, Beijing, China, November 2005 (keynote speaker)  
Advanced Practices Council of the Society for Information Management, October 2005  
Simon Fraser University, Vancouver, Canada, September 2005.  
PhD Project Information Systems Doctoral Student Association (ISDSA), Omaha, August 2005  
IRIS'28 – Information Systems Research in Scandinavia Conference, Kristiansand, Norway, August 2005 (keynote speaker)  
University of São Paulo, Brazil, June 2005  
Federal University of Rio de Janeiro, Brazil, June 2004  
CATI 2005 – Annual Information Technology Congress, São Paulo, Brazil, June 2005 (keynote speaker)  
University of Sydney, Australia, May 2005  
McMaster University, Hamilton, Canada, April 2005  
University of Houston, March 2005  
Agder University College, Kristiansand, Norway, March 2005  
Southern Association of Information Systems Conference, Savannah, Georgia, February 2005 (keynote speaker)  
Temple University, Philadelphia, February 2005  
University of Mississippi, Oxford, February 2005  
Advanced Practices Council of the Society for Information Management, January 2005  
University of Illinois in Chicago, October 2004  
University of São Paulo, Brazil, October 2004  
First Mediterranean Conference on IS, Hammamet, Tunisia October 2004 (keynote speaker)  
Shanghai International Forum, Shanghai, China July 2004  
Shanghai Jiaotong University, Shanghai, China, July 2004  
Fudan University, Shanghai, China, July 2004  
PACIS, Shanghai, China, July 2004 (keynote speaker)  
9<sup>th</sup> Colloque de l'Association Information et Management Conference, Paris, France May 2004 (keynote speaker)  
Martin-Luther University Halle-Wittenberg, Germany, May 2004  
University of Passau, Germany, May 2004  
Louisiana State University, April 2004  
Temple University, Philadelphia, March 2004  
King Fahd University of Petroleum & Minerals, Bahrain, March 2004  
Bogaziçi University, Istanbul, Turkey, March 2004

Georgia Association of Convention & Visitors Bureaus, Athens, February 2004  
University of Central Florida, Orlando, January 2004  
Union County Rotary Club, Blairsville, January 2004  
American Marketing Association, Atlanta, November 2003  
Telenor, Tromsø, Norway, October 2003  
Agder University College, Kristiansand, Norway, September 2003  
Federal University of Rio de Janeiro, Brazil, September 2003  
University of São Paulo, Brazil, September 2003  
University of Evaro, Portugal, May 2003  
University of Minho, Portugal, May 2003  
University of Houston, November 2002  
PACIS, Tokyo, Japan, September 2002 (keynote speaker)  
University of Regensburg, Regensburg, Germany, June 2002  
Tsinghua University, Beijing, China, May 2002  
University of Western Australia, Perth, Australia, May 2002  
Curtin University of Technology, Perth, Australia, May 2002  
Edith Cowan University, Perth, Australia, May 2002  
University of Western Ontario, London, Canada, April 2002  
Agder University College, Kristiansand, Norway, March 2002  
Telenor, Oslo, Norway, March 2002  
Texas Christian University, Fort Worth, October 2001 (Cecil and Ida Green Honors Professor)  
Asia Pacific Economic Cooperation TechnoMart IV, Suzhou, China, September 2001.  
Northern Ireland Centre for Diet and Health (NICHE) Conference, Coleraine, United Kingdom, August 2001 (Keynote speaker)  
University of Regensburg, Regensburg, Germany, May 2001.  
Zhejiang University, Hangzhou, China, April 2001.  
Agder University College, Kristiansand, Norway, March 2001 (Keynote speaker Sørlandsk Conference)  
Telenor, Oslo, Norway, March 2001.  
Services Marketing & Management Center, Arizona State University, February 2001.  
University of Western Australia, Perth, Australia, December 2000.  
Curtin University of Technology, Perth, Australia, December 2000  
São Paulo, Brazil, November 2000 (Keynote speaker at ITMídia E-business Expo).  
University of São Paulo, Brazil, November 2000.  
Nashville, TN, September 2000 (Keynote speaker at AMA/INFORMS Frontiers in Service conference).  
Helsinki, August 2000 (Keynote speaker at the annual conference of the Finnish trade commission (Finpro))  
University of Regensburg, Regensburg, Germany, July 2000 (Keynote speaker at Multimedia and e-business day)  
National University of Singapore, Singapore, June 2000.  
Graduate School of Business, University of Cape Town, April 2000

Edith Cowan University, Perth, Australia, March 2000.  
Australian Direct Marketing Association. Perth, Australia, March 2000.  
City University of Hong Kong, Hong Kong, February 2000.  
Agder College, Kristiansand, Norway, February 2000.  
Agder College, Kristiansand, Norway, August 1999.  
Norwegian Computer Society, Tromsø, Norway, August 1999.  
Politecnico de Milano, Como, Italy, March 1999.  
University of Grenoble, Grenoble, France, March 1999.  
University of Lyon 3, Lyon, France, March 1999.  
University of South Australia, Adelaide, Australia, August 1998.  
Western Australian Chamber of Commerce, Perth, Australia, August 1998.  
Edith Cowan University, Perth, Australia, August 1998.  
University of New South Wales, Sydney, Australia, July 1998.  
University of Limerick, Ireland, March 1998.  
Cardiff Business School, United Kingdom, March 1988.  
Telenor, Harstad, Norway, March 1988.  
StatOil, Harstad, Norway, March 1988.  
Agder College, Kristiansand, Norway 1988  
Edith Cowan University, Perth, Australia, August 1997.  
University of Regensburg, Regensburg, Germany, June 1997.  
International School of Economics, Rotterdam, The Netherlands, March 1997.  
University of Maastrich, The Netherlands, March 1997.  
University of Grenoble, France, March 1997.  
University of Lyon 3, Lyon, France, March 1997  
IBM Uruguay, Punta del Este, Uruguay, September 1996  
Agder College, Kristiansand, Norway, August 1996  
Telenor, Tromsø, Norway, August 1996  
Melbourne University, Melbourne, Australia, July 1996  
Curtin University of Technology, Perth, Australia, June 1996  
University of Pittsburgh, May 1996  
University of Lyon 3, Lyon, France, March 1996  
Regensburg University, Regensburg, Germany, February 1996  
Henley Management College, UK, December 1995  
Agder College, Kristiansand, Norway, August 1995  
Serviço Nacional de Aprendizagem Comercial, *Keynote speaker* at International seminar, São Paulo, Brazil, June 1995.  
American Chamber of Commerce, breakfast meeting speaker, São Paulo, Brazil, June 1995.  
AACSB workshop on multimedia in education. Winston-Salem, May 1995.  
University of Tennessee at Chattanooga, Excellence in Teaching conference, May 1995.  
XX Simposium Internacional de Sistemas Computacionales, Monterrey, Mexico, February 1995.  
*Keynote speaker.*

Henley Management College, UK, January 1995  
Henley Management College, UK, September 1994.  
Serviço Nacional de Aprendizagem Comercial, Keynote speaker at International seminar, São Paulo, Brazil, March 1994  
FEBRABAN (National Federation of Brazilian Banks), São Paulo, Brazil, March 1994  
Helsinki University, Finland, January 1994  
University of Oulu, Finland, January 1994  
University of Grenoble, France, January 1994  
Graduate School of Business, Grenoble, France, January 1994  
North Carolina IS Conference, November 1993  
Edith Cowan University, Perth, Australia, September 1993  
Curtin University of Technology, Perth, Australia, August 1993  
Mac IS conference. Keynote speaker. San Antonio, TX, May 1993.  
North Carolina Planning Forum, Charlotte, NC, February 1993  
Wake Forest University, Winston-Salem, NC, January 1993  
Vista University, Pretoria, South Africa, February 1992  
Graduate School of Business, University of Cape Town, South Africa, February 1992  
Government Group Decision Technology Conference, Charlottesville, Virginia, September 1991  
University College of Iceland, Iceland. September 1991.  
AACSB, MIS mini-sabbatical, Baltimore, August 1991  
National Center for Supercomputer Applications, University of Illinois, August 1991  
3M Meeting Management Institute, Austin, Texas, March 1991.  
Apple Corporation, Advanced Technology Group, Cupertino, California, March 1991.  
Graduate School of Business, University of Cape Town, South Africa, June 1990

## **Service and business activities**

### ***Profession***

Co-Director of the Global Text Project  
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-  
Editorial board of *Data Base*, 2002-  
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-  
 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.