

Prabhudev C. Konana

Chairman, Department of IROM
William H. Seay Centennial Professor of Information Management
University Distinguished Teaching Professor
McCombs School of Business
The University of Texas at Austin, Austin, TX 78712
E-mail: prabhudev.konana@mcombs.utexas.edu
Phone: (512) 471-5219 (W)

EDUCATION

- Aug. 1995 Doctor of Philosophy (Management Information Systems)
University of Arizona, Tucson
Dissertation Title: A Transaction Model for Active and Real-time Databases
- May 1991 Master of Business Administration
University of Arizona, Tucson
Specialization: Operations Management, Finance
- May 1983 Bachelor of Technology (Chemical Engineering)
Karnataka Regional Engineering College
University of Mysore, India

EXPERIENCE

- Department Chairman, 2011- present
- Professor, The University of Texas at Austin, September 2007 - present
- Associate Professor, The University of Texas at Austin, September 2001 – 2007
- Assistant Professor, The University of Texas at Austin, 1995-2001

RESEARCH INTERESTS

1. Business value of IT
2. Understanding attitudes, beliefs, trust and satisfaction in online investing and virtual communities
3. Determinants of outsourcing and offshoring
4. Impact of IT on emerging economies and corruption

TEACHING INTERESTS

Information Technology and Management, Globalization and Emerging Markets, E-Business Systems Development, Electronic Commerce

RESEARCH GRANTS

1. **National Science Foundation CAREER Award** (\$295,438) 1999 – 2003

2. NSF Information Technology Research grant (\$339,991), 2002-2007 (with S. Balasubramanian)
3. Research Excellence Grant, McCombs School of Business, 2007-08 (\$11,500) and CIBER Travel grant of \$1,500
4. Research Excellence Grant, McCombs School of Business, 2006 (\$15,000) (with G. Ray and B. Gu)
5. University Small Research Grant, 2003 (\$6,000)
6. Intel Equipment Grant (\$31,299) 2002.
7. LARIAT grant from Dell Corporation (\$50,000 + matching school funds of \$50,000) 1999-2000.
8. Summer research assignment (\$16,889), The University of Texas at Austin, summer 1999, 2000.
9. IBM SUR grant (Equipment Grant of \$11,746 - RS6000 machine) 1999.
10. Faculty travel grant, The University of Texas at Austin, 1995, 1996, 1997, 1998.
11. Special research grant, The University of Texas at Austin 1997-98.
12. Merit-based summer award, Texas Business School 1998 – current.

HONORS AND AWARDS - TEACHING

- a) Regents' Outstanding Teaching Award, University of Texas System 2011 (highest teaching recognition given by the Regents).
- b) Most Outstanding Professor, MBA (Dallas) Program, 2011
- c) Inducted to the **Academy of Distinguished Teachers**, The University of Texas at Austin, in 2003 (Highest teaching recognition at the University)
- d) Elected to undergraduate Faculty Honor Roll – Spring 2007, 2008, 2009, 2010, 2011 (voted by students through the Undergraduate Business Council)
- e) Selected as the sole nominee for Minnie Stevens Piper Foundation Teaching Award by the University of Texas at Austin (under review by the foundation)
- f) "Professor of the Month" awarded by the Senate of College Councils, The University of Texas at Austin, October, 2010
- g) Hank and Mary Harkin Foundation Award for Effective Teaching in Undergraduate Education, McCombs School of Business, The University of Texas at Austin, 2008
- h) El Paso Energy Foundation Faculty Award – recognition of outstanding teaching in IT, Engineering and Accounting/Finance, 2002 (State-wide award)
- i) Trammell/CBA Foundation Teaching Award for Assistant Professors 2000.
- j) MBA Faculty Honor Roll – Fall 2001, Spring 2004, Spring 2005 (given by Graduate Business Council)
- k) Texas Executive MBA Faculty Honor Roll 2005

- l) Received “Most Challenging Class” and “Most Looked Forward to Class” awards from Management Information Systems Association (MISA), spring 2000.
- m) Nominated to the “Professor of the Year” by Undergraduate Business Council to the Senate of College Councils, 2010
- n) Nominated for outstanding MBA core faculty and faculty with outstanding ability to connect business with academics, 2002, 2003.
- o) Nominated to Friar Centennial Teaching Fellowship, 2008

HONORS AND AWARDS - RESEARCH

1. National Science Foundation CAREER Award, 1999-2003
2. **Best Paper** in the *Information Systems Research* journal for 2007 for the paper “Competition among Virtual Communities and User Valuation: The Case of Investor Communities.”
3. Received best paper runner-up award at the Seventeenth Annual International Conference on Information Systems, December 15-18, 1996, Cleveland, OH.
4. William H. Seay Centennial Professor of Business, 2008 - present
5. CBA Advisory Council Foundation Centennial Fellow, 2004 - 2007
6. CBA Foundation Research Award for Assistant Professors, 2001.
7. National Science Foundation (NSF) panel member, March 1999, 2002, 2003, 2004
8. Dean’s Fellowship (Spring 1998, Fall 2004).
9. Invited to attend the Ernst and Young Foundation/ICIS Doctoral Consortium, Vancouver, Canada, 1994.

PUBLICATIONS

Refereed Journal

1. Datta, S. Mukherjee, P. Konana, I. Viguier and A. Bajaj. Multiclass Transactions Scheduling and Overload Management in Firm Deadline Real-time Database Systems, *Information Systems*, Vol. 21, no. 1, pages 29-54, March 1996.
2. P. Konana, J. Lee and S. Ram. Updating Timestamp Interval for Dynamic Adjustment of Serialization Order in Optimistic Concurrency Control-Time Interval (OCCTI) Protocol. *Information Processing Letters*, Vol. 63, No.3, Pages 189-193, 1997
3. P. Konana and S. Ram. Transaction Management Mechanisms for Active and Real-time Databases: A Comprehensive Protocol and a Performance Study, *Journal of Systems and Software* Vol. 42, No. 3, Pages 205-225, 1998.
4. P. Konana and S. Ram. Semantics based transaction processing for real-time databases: A case of Automated Stock Trading. *INFORMS Journal on Computing*, Vol. 11, No. 3, Pages 299-315, 1999.

5. P. Konana, N. Menon and D. Abramowitz. Electronic Brokerages for Online Trading. *Electronic Markets: The International Journal of Electronic Commerce and Business Media*, Vol. 9, No. 1, pages 32-36, 1999.
6. S. Sanchez and P. Konana. Efficient Data Allocation for Frequency Domain Experiments. *Operations Research Letters*, Vol. 26, No. 2, Pages 81-89, March 2000.
7. P. Konana, N. Menon and S. Balasubramanian. Exploring the Implications of Online Investing. *Communications of the ACM*, Vol. 43, No. 1, pages 34-41, January 2000.
8. P. Konana, A. Gupta, and A. B. Whinston. Integrating User Preferences and Real-time Workload in Electronic Commerce. *Information Systems Research*, Vol. 11, no. 2 pages 177-196, June 2000.
9. A. Barua, P. Konana, A. B. Whinston and F. Yin. Making E-business Pay: Eight Key Drivers for Operational Success. *IEEE IT Professional*, pp 22-30, November/December 2000.
10. G. Baster, P. Konana, and J. Scott. Business Components: A case study of Bankers Trust Australia Limited. *Communications of the ACM*, Vol. 44, No. 5, pp 92-98, May 2001.
11. A. Barua, P. Konana, A. B. Whinston and F. Yin. Measures for E-Business Value Assessment. *IEEE IT Professional*, pp 47-51, January/February 2001.
12. A. Barua, P. Konana, A. B. Whinston and F. Yin. Driving E-Business Excellence. *Sloan Management Review*, Vol. 43, No. 1, pp 36-44, Fall 2001.
13. S. Balasubramanian, P. Konana and N. Menon. Customer Satisfaction in Virtual Environments: An Application to Online Investing. *Management Science*, Vol. 49, No. 7, pp 871-889, 2003.
14. A. Barua, P. Konana, A. B. Whinston and F. Yin. An Empirical Investigation of Net-enabled Business Value, *Management Information Systems Quarterly*, Vol. 28, No. 4, pp 585-620 December 2004.
15. A. Mok, P. Konana, G. Liu, C. Lee and H. Woo. Specifying Timing Constraints and Composite Events: An Application in the Design of Electronic Brokerages. *IEEE Transactions on Software Engineering*, Vol. 30, No. 12, pp 841-858, December 2004.
16. P. Konana and S. Balasubramanian. Technology Adoption and Usage as a Social-Psychological-Economic Phenomenon: An Application to Online Investing. *Decision Support Systems* Vol. 30, pp 505-524, 2005.
17. P. Konana. Can Indian Software Firms Compete with the Global Giants? *IEEE Computer*, Vol. 39, No. 7, pp 43-47, 2006.
18. P. Konana and G. Ray. Physical Product Re-engineering using Embedded Information Technology. *Communications of the ACM*, Vol. 50, No. 10, October 2007, pp 72 – 78.
19. C. G. Lee, A. Mok and P. Konana. Monitoring Timing Constraints with Confidence Threshold Requirements. *IEEE Transactions on Computers*. Vol. 56, No. 7, July 2007, pp 977-991.

20. A. Mishra, P. Konana and A. Barua. Antecedents and Consequences of Internet Use in Procurement: An Empirical Investigation of U.S. Manufacturing firms. *Information Systems Research*, Vol. 18, No. 1, March 2007, pp. 103–120.
21. H. Tanriverdi, P. Konana, and L. Ge,. The Choice of Sourcing Mechanism for Business Processes. *Information Systems Research*. Vol. 18, No. 3, September 2007, pp 280 – 299.
22. B. Gu, P. Konana, B. Rajagopalan, and M. Chen. Competition among Virtual Communities and User Valuation: The Case of Investor Communities. *Information Systems Research*, Vol. 18, No. 1, March 2007, pp. 68–85. (**Best paper award for 2007** for the journal)
23. C. G. Lee, A. K. Mok, and P. Konana. Online Timing Correlation of Streaming Data with Uncertain Timestamps, IEICE Transactions on Information and Systems, Vol E92-D, No. 6, June 2009, pp 1260-1267.
24. G. Ray, D. Wu, and P. Konana. Competitive Environment and the Impact of IT on Vertical Integration. *Information Systems Research*, Vol. 20, No. 4, December 2009, pp 585-603.
25. J. Park, B. Gu and P. Konana, The Word-of-Mouth Effect of Third-Party Customer Reviews on Retailer Sales, Forthcoming in *Information Systems Research*.
26. B. Gu, P. Konana, and M. Chen, Measuring Product Competition in Online Retailers from Revealed Preferences of Online Recommendation Networks, Conditionally accepted, *Decision Support Systems*.

Under Review/Working Papers

27. B. Gu, P. Konana, and B. Rajagopalan. Predictive Value of Stock Message Boards. Under second revision.
28. B. Gu, P. Konana and M. Chen, Melting-Pot or Homophily? - An Empirical Investigation of User Interactions in Virtual Investment-Related Communities, under 2nd revision.
29. J. Park, P. Konana, B. Gu, A. Kumar, R. Raghunathan, Confirmation Bias, Overconfidence, and Investment Performance: Evidence from Stock Message Boards, Under review.
30. A. Leung, A. Agarwal, and P. Konana, Pure-play Online or Dual Channel: Does the market reward one over the other? (under preparation)
31. J. Park, B. Gu, P. Konana and A. Leung. An Investigation of Information Seeking and Sharing Behaviors in Virtual Communities. (To be submitted soon)
32. A. Susarla, A. Barua, P. Konana and A. B. Whinston. Assessing the Impact of Information Integration and Coordination Across Organizations. To be submitted.

Top-tier Conference Proceedings

33. G. Liu, A. K. Mok and P. Konana. A unified approach for specifying timing constraints and composite events in active and real-time database systems. In the *Proceedings of Fourth IEEE Real-time Technology and Applications Symposium*, Denver, Colorado, June 3-5, 1998.

34. P. Konana A. Mok, C. Lee, H. Woo and G. Liu. Implementation and Performance Evaluation of Real-Time Brokerage Design. In the *Proceedings of IEEE Real-Time Systems Symposium* Orlando, Florida, November 27-30, 2000 pp 109-118.
35. A. Mok, C. G. Lee, H. Woo and P. Konana. The Monitoring of Timing Constraints on Time Intervals. In the *Proceedings of IEEE Real-time Systems Symposium*, December 3-5, 2002, pp 191-200.
36. Lee, C.G., A. Mok and P. Konana. Monitoring of timing constraints threshold requirements. In the *Proceedings of IEEE Real-Time Systems Symposium*, Cancun, Mexico, December 2003, pp 178-87.

Other Significant Magazine Publications

37. P. Konana and R. Suri. An Upbeat India. Published by Infosys, India and released during World Economic Forum on East Asia, Japan, June 14-16, 2006 (<http://www.infosys.com/beyond-business/india-beckons.pdf>)
38. P. Konana and J. Doggett. Advantage China. *Frontline Magazine*, Volume 22 - Issue 06, Mar. 12 - 25, 2005 (Cover Story)
 - Reprinted in SIRS' Enduring Issues, Publisher: ProQuest Information & Learning, Florida.
39. P. Konana and S. Balasubramanian. India as Knowledge Economy: Aspirations versus Reality. *Frontline Magazine*, February 2, 2002 (Frontline is among the leading national magazines in India with readership of over a million).
40. A. Barua, P. Konana and A. B. Whinston. Even if IT Doesn't Matter, Informational Capabilities Still Do. Higher Learning, *CIO Magazine*.
41. D. Mani, A. Barua, P. Konana and A. B. Whinston. Managing Risk to Maximize Value in Business Process Outsourcing: A Process Oriented Approach, Higher Learning, *CIO Magazine*.
42. M. Blaskovich and P. Konana. Managing Y2K Problem. Special issue on Managing Y2K Problem for Information Systems Frontiers: A Journal of Research and Innovation 1999 (Guest edited with Mr. Mark Blaskovich, Manager A. T. Kearney). Guest Editor, Special issue on Managing Y2K Problem for Information Systems Frontiers: A Journal of Research and Innovation. (Guest edited by Mr. Mark Blaskovich, Manager A. T. Kearney).

Book Chapters

43. A. Gupta, B. Jukic, and P. Konana. Congestion based pricing and management of distributed computational resources. In *Business Modeling*, Eds C. Holsapple, V. Jacob, and H. R. Rao, Kluwer Academic Publishers, 2001.
44. Balasubramanian, Sridhar and Prabhudev Konana (2008), "Entering India's product and servicemarkets? 10 caveats that can help you tame the Asian elephant" (forthcoming in *Indian economic superpower: Fact or fiction*, edited by Jayashankar Swaminathan, published by World Scientific, Singapore.

Op-Eds and Other Short Articles

45. P. Konana. The Land of Opportunity. *The Hindu*, November 5, 2010
46. P. Konana. The Slippery Slope of Corruption. *The Hindu*, September 3, 2010
47. P. Konana. IPL: The Good, the Bad, and the Ugly. *The Hindu*, April 22, 2010
48. P. Konana. The Executive Compensation Debate. *The Hindu*, October 16, 2009
49. P. Konana. Internet Gains versus Wall Street Innovations. *The Hindu*, September 2009
50. P. Konana. What business schools should get right. *The Hindu*, March 6, 2009
51. P. Konana. A case of mistaken identity. *The Hindu*, February 17, 2009
52. P. Konana. The latest crisis of trust. *The Hindu*, December 22, 2008.
53. P. Konana. Anarchic Capitalism versus Sensible Capitalism. *The Hindu*, December 4, 2008
54. P. Konana. Learning from Obama's Path to Presidency. *The Hindu*, November 8, 2008
55. P. Konana. Best path to prosperity is to take ownership. *The Hindu*, August 19, 2008
56. P. Konana. Social responsibility and adulterated capitalism. *The Hindu*, March 11, 2008
57. P. Konana. Of technology, efficiency and human dignity. *The Hindu*, February 11, 2008
58. P. Konana. The need for cautious optimists. *The Hindu*, November 16, 2007.
59. P. Konana. Need to wake up to the realities. *The Hindu*, September 22, 2007
60. P. Konana. Can IT-enabled services lower corruption? *The Hindu*, January 29, 2007.
61. P. Konana. The Healthcare Tourism Conundrum. *The Hindu*, November 24, 2006
62. P. Konana. Building experience for economic activity. *The Hindu*, November 11, 2006
63. P. Konana. Reservation in Premier Institutions. *The Hindu*, September 30, 2006
64. P. Konana. Towards Corporate Social Responsibility. *The Hindu*, March 9, 2006
65. P. Konana. Higher Education: Learning from the U.S. *The Hindu*, December 16, 2005
66. P. Konana. Is it Advantage China? *Economic Times*, India, May 15, 2005
67. P. Konana. India's economic opportunities and perils, *The Hindu* August 24, 2005
68. P. Konana. E the people: Online government hasn't caught up with the rest of us, *Dallas Morning News*, February 26, 2005
69. P. Konana: Why Texas should give e-government a real go, *Austin-American Statesman*, February 15, 2005
70. P. Konana. Invisible Culture that can Shape a Nation. *Austin Kannada Sangha*, Re-printed by Indian Cultural Center, 2004
71. P. Konana. Can India Shine? Not if it Neglects its People. *Austin-American Statesman*, May 31, 2004

Other Refereed Conferences

72. P. Konana. A Transaction Model for Active Rapidly Changing Data Systems (ARCS) Databases. *Proceedings of the Ernst & Young Doctoral Consortium of the 15th International Conference on Information Systems (ICIS)*, Vancouver, B.C., 1994.
73. P. Konana and Sudha Ram. Semantics based transaction processing for real-time databases: A Protocol and performance evaluation. In the *Proceedings of INFORMS - Conference on Information Systems and Technology*, May 4-5, Washington D.C., 1996.
74. P. Konana, A. Gupta and A.B. Whinston. Research Issues in Real-time Databases in the Context of Electronic Commerce. In *ACM Proceedings of Workshop on Databases: Active and Real-time (Concepts meet Practice)*, Washington D.C., November 1996.
75. P. Konana, A. Gupta, D.O. Stahl and A. B. Whinston. Pricing of Information Services Using Real-time Databases: A Framework for Integrating User Preferences and Real-time Workload. In *Proceedings for the International Conference on Information Systems, Cleveland, OH*, 1996. **(Best paper runner-up award)**.
76. P. Konana, A. Gupta and A.B. Whinston. Digital Contract Approach for Consistent and Predictable Multimedia Information Delivery in Electronic Commerce. *Proceedings of the International Society for Optical Engineering (SPIE)*, Volume 3020, February 1997.
77. J. R. Durrett, P. Konana and A. B. Whinston. Distributed Information System Coordination through Software Teams. In the *Proceedings of the International Conference on Information Systems*, Atlanta, December 1997.
78. P. Konana, G. Liu, J. R. Durrett, A. K. Mok and A. B. Whinston. Design of Time Cognizant Electronic Brokerages. In the *Proceedings of INFORMS Conference on Systems and Technology*, Montreal, April 1998.
79. K. Bagla and P. Konana. Workflow Implementation in Educational Environment. In the *Proceedings of the Americas Information System Conference*, Baltimore, August 1998.
80. D. Abramowitz, P. Konana and N. Menon. Electronic Brokerages for Online Trading. In the *Proceedings of the Americas Information System Conference*, Baltimore, August 1998.
81. P. Konana, G. Liu, Y. Liu and A. K. Mok. Timeliness in Electronic Brokerage: Issues in Brokerage Design. In the *Proceedings of the First International Conference on Telecommunications and Electronic Commerce, Vanderbilt*, Nashville, November 1998.
82. M. Beck, P. Konana, G. Liu, Y. Liu and A. K. Mok. Active and Real-time Functionalities for Electronic Brokerage Design. In the *Proceedings of the Intl. Workshop on Advanced Issues of E-commerce and Web-based Information Systems*, Santa Clara, CA, April 8-9, 1999
83. N. Menon, P. Konana, G. Browne and S. Balasubramanian. Understanding Trustworthiness Beliefs in Electronic Brokerage Usage, In the *Proceedings of 20th International Conference on Information Systems*, Charlotte, North Carolina, December 12-15, 1999.
84. A. Mishra, P. Konana and A. Barua. An Empirical Investigation of Internet-based Procurement. To appear in the *Third International Conference on Telecommunications and Electronic Commerce, Dallas, Texas*, October 2000.

85. A. Mishra, P. Konana and A. Barua. Determinants of the level of Internet-based Procurement: An Empirical Study of Procurement of Production Goods in Manufacturing Firms. AIS Conference, August 2001.
86. L. Ge and P. Konana. Global Sourcing and IT-Enabled Business Processes: The Rationale for Unbundling. In the *Proceedings of Americas Information System Conference*, New York, August 2004.
87. B. Rajagopalan, P. Konana, M. Wimble, C. G. Lee. Extracting Relevance from Virtual Investing-Related Community Postings. The *Proceedings of Americas Information System Conference*, New York, August 2004.
88. A. Susarla, A. Barua, P. Konana and A. B. Whinston, Operational Impact of Information Sharing between Firms, *Workshop on Information Systems and Economics*, Washington D.C., 2004.
89. Ling Ge, Prabhudev Konana and Huseyin Tanriverdi (2004), "*Building the Sourcing Portfolio of IT-enabled Business Processes: Selection and Match*", Third Annual International Outsourcing Conference, Dallas, TX, September 2004.
90. D. Wu, G. Ray, P. Konana and A.B. Whinston. Competitive Environment and the Impact of IT on Vertical Integration. *Workshop on Information Systems and Economics*, UC-Irvine, 2005.
91. G. Ray, L. Xue, B. Gu, and P. Konana. Asset Characteristics and the Impact of IT on Firm Scope and Performance. In the *Proceedings of the International Conference on Information Systems* 2006.
92. S. S. Satchidananda and P. Konana. Developing Rural Credit Broker System. Submitted to *the First International Symposium of Information Systems at ISB*, Hyderabad, India, Dec 16-18, 2006.
93. Bin Gu, P. Konana, A. Liu, B. Rajagopalan and J. Ghosh. Identifying Information in Stock Message Boards and Its Implications for Stock Market Efficiency. *Workshop on Information Systems and Economics*, 2006.
94. J. Park, B. Gu, and P. Konana. The Word-of-Mouth Effect of Third-Party Customer Reviews on Retailer Sales, *Workshop on Information Systems and Economics*, 2007.
95. Bin Gu, P. Konana, A. Liu, and B. Rajagopalan. Predictive value of stock message boards. *Second International Symposium of Information Systems at ISB*, Hyderabad, India, Dec 20-22, 2007.
96. Hsuan-Wei Michelle Chen, Bin Gu and Prabhudev Konana. "Melting-Pot or Homophily?—An Empirical Investigation of User Interactions in Virtual Investment-Related Communities." *INFORMS Conference on Information Systems and Technology 2008*.
97. Hsuan-Wei Michelle Chen, Bin Gu and Prabhudev Konana. "Measuring Product Competition in Online Retailers from Revealed Preferences of Online Recommendation Networks." 2008. In *Fourth Symposium on Statistical Challenges in eCommerce Research (SCECR '08)*, New York, May 18-19.

98. J. Park, B. Gu, and P. Konana. Complementary and Substitute Relationships among Multiple Product Review Sources. In the *Proceedings of Statistical Challenges in Ecommerce Research*, 2008 conference, New York.
99. J. Park, B. Gu, and P. Konana. Impact of multiple word-of-mouth sources on retail sales. In the *Proceedings of the International Conference on Information Systems*, Phoenix, AZ December 14-18, 2009.
100. J. Park, B. Gu, P. Konana and A. Leung, An Investigation of information seeking and sharing behaviors in virtual communities, to appear in *Proceedings of the International Conference on Information Systems*, St. Louis, December 2010.
101. A. Leung, A. Agarwal, and P. Konana, Pure-play or Dual Channel: Does the Market Reward one over the other? *Workshop on Information Systems and Economics*, St Louis, December 2010.

PRESENTATIONS

1. A Transaction Model to Support Active Rapidly Changing data Systems databases. *ORSA/TIMS Joint National Meeting*, Detroit, October 1994.
2. A Transaction Model for Active Rapidly changing data systems (ARCS) databases. *The Ernst and Young Doctoral Consortium of the 15th ICIS*, Vancouver, B. C., 1994.
3. Semantics based transaction processing for real-time database: A protocol and performance evaluation. *INFORMS - Conference on Information Systems and Technology*, May 4-5, Washington D.C., 1996.
4. Research Issues in Real-time Databases in the Context of Electronic Commerce. In *Workshop on Databases: Active and Real-time (Concepts meet Practice)*, Washington D.C., November 1996 (Only nine out of 19 papers were selected for presentation).
5. Paradigm Changes in Computing. Systems Logic, Inc., December 1996, Bangalore, India.
6. An architecture for real-time monitoring in electronic commerce. October 26-29, *INFORMS*, 1997.
7. Distributed Information System Coordination through Software Teams. In the *International Conference on Information Systems*, Atlanta, 1997 (With J. Durrett).
8. Databases and Data Warehouse. TILAR '98, Texas Business School, The University of Texas at Austin, July, 1998.
9. Timeliness in Electronic Brokerage: Issues in Brokerage Design. First International Conference on Telecommunications and Electronic Commerce, Vanderbilt, November 20-22 1998.

10. Timeliness in Electronic Brokerage: Issues in Brokerage Design. *Indian Institute of Science*, Bangalore, India (Jan 6, 1999).
11. Impact of IT on Businesses. *NIT*, Bangalore, India, Jan 8, 1999.
12. Active and Real-time Functionalities for Electronic Brokerage Design. *Workshop on Advance Issues of E-commerce and Web-based Information Systems*. Santa Clara, CA, April 8-9, 1999.
13. Relational Exchanges in Electronic Commerce. *INFORMS Meeting*, May 2, 1999.
14. Data Warehouse for the future. *National Association of Utility Distributors*, June 10, 1999.
15. Y2K Readiness: Financial Services Industry. Association of Retired Texas Faculty, October 15, 1999.
16. Understanding Trustworthiness Beliefs in Electronic Brokerage Usage, In the *Proceedings of 20th International Conference on Information Systems*, Charlotte, North Carolina, December 12-15, 1999.
17. MIS Curriculum Overview and E-Business Portal. The University of Texas at Austin, BBA Steering Committee meeting, June 23 2000.
18. E-business Value Assessment. Dell DirectConnect Conference, September 22, Austin TX (along with Profs. Whinston, Barua and Mr. Kevin Rollins (Vice Chairman of Dell Computers).
19. E-business Value Assessment. Multi-Channel Conference, Austin TX, November 2.
20. Internet Economy and E-business Valuation. SystemsLogic Inc., Bangalore, India. January 10, 2001.
21. E-Business Value Assessment. Cornell University, March 2001.
22. Determinants of the level of Internet-based Procurement, AIS August 4, 2001 (with A. Mishra).
23. Panel coordinator – “IT Enabled Business Transformation,” MIS Steering Committee, The University of Texas at Austin 2003.
24. Panel Coordinator – “Entrepreneurship, Leadership and Technology,” MIS Steering Committee, The University of Texas at Austin, November 2003.
25. Social- -Economic-Psychological Model of Technology Adoption and Usage, The University of Arizona, October 24, 2003.
26. IT Core Curriculum – Workshop on Information Systems and Economics (WISE) 2003, Seattle, Washington, Dec 14, 2003.
27. Lee, C.G., A. Mok and P. Konana. Monitoring of timing constraints threshold requirements. In the *Proceedings of IEEE Real-Time Systems Symposium*, Cancun, Mexico 2003. (presented by C.G.Lee)
28. L. Ge and P. Konana. Global Sourcing and IT-Enabled Business Processes: The Rationale for Unbundling. In the *Proceedings of Americas Information System Conference*, New York, August 2004. (presented by L. Ge)

29. B. Rajagopalan, P. Konana, M. Wimble, C. G. Lee. Extracting Relevance from Virtual Investing-Related Community Postings. The *Proceedings of Americas Information System Conference*, New York, August 2004. (Presented by B. Rajagopalan)
30. D. Wu, G. Ray, P. Konana and A.B. Whinston. Competitive Environment and the Impact of IT on Vertical Integration. Workshop on Information Systems and Economics, UC-Irvine, 2005. (Presented by G. Ray)
31. India as Knowledge Economy – South Asia Institute, The University of Texas at Austin, 2004
32. India as Knowledge Economy – University of Washington, Seattle, April 2004.
33. Database overview and impacts – LBJ School of Public Policy, The University of Texas at Austin, September 2004.
34. Value Chain Unbundling and Global Sourcing, The University of Arizona, November 2004.
35. IT Core Curriculum – Workshop on Information Systems and Economics (WISE) 2003, Seattle, Washington, Dec 14, 2003.
36. Choice of sourcing mechanism for business processes, National Instruments, August 2005
37. Choice of sourcing mechanism for business processes, University of Maryland, College Park, October 14 2005
38. Choice of sourcing mechanism for business processes, University of Tulsa, Tulsa, Nov 4, 2005
39. Indo-China Century: The Emerging Economies, University of Tulsa, Nov 3, 2005
40. Indo-China Century: The Emerging Economies, LNG Consultants, Houston, Oct 14, 2005
41. MBA Core Curriculum, Boston University, Nov 16, 2005
42. Choice of sourcing mechanism for business processes, Boston University, Boston, Nov. 17 2005
43. Globalization and Business process sourcing, Undergraduate Research Seminar, McCombs School of Business, Jan 31, 2006.
44. Choice of sourcing mechanism for business processes, The University of Michigan, Ann Arbor, *Information Systems Research (ISR)* Special Issue Workshop, March 24-25, 2006.
45. Choice of sourcing mechanism for business processes, Advisory Board Meeting, McCombs School of Business, UT-Austin, 2006.
46. Rural Credit Delivery System, Indian School of Business, December 16/17, 2006.
47. Panel moderator – Fuelling Economic Development Through IT Innovation, December 18, Indian School of Business, 2006.
48. Predictive value of stock message board sentiments, Oklahoma State University, March 1, 2007
49. Choice of Business Process Sourcing, Carnegie Mellon University, February 2007.

50. India and China: The opportunities and threats of emerging economies, MBA Alumni Business Meeting, March 2007.
51. Predictive value of stock message board sentiments, *University of Texas at Dallas*, September 2007.
52. Predictive value of stock message board sentiments, *International Symposium of Information Systems*, Indian School of Business, India 2007
53. Outsourcing during economic downturn, *International Association of Outsourcing Professional*, Austin, July 2008.
54. Global sourcing and value chain unbundling, September 2008, *Project Management Institute*, Austin TX 2008
55. Beyond E-Business, Oakland University, October 2008.
56. Managing Uncertainty in India, Workshop on Risk Assessment and Management in India, CIBER, The University of Texas at Austin, November 14, 2009
57. Beyond E-Business, T. A. Pai Institute of Management, Bangalore, India, June 2009.
58. Technology and Society: The exciting evolution. Texas Leadership and Ethics Institute at The University of Texas at Austin, October 6, 2009
59. Participation dynamics in investment-related virtual communities. *Carnegie Mellon University*, November 13, 2009.
60. Impact of multiple word-of-mouth sources on retail sales. In the *Proceedings of the International Conference on Information Systems*, Phoenix, AZ December 14-18, 2009 (with J. Park)
61. Emerging Markets: Promise and Threats. Lakeway Breakfast Club, February 17, 2010.
62. Pure-play or Dual Channel: Does the Market Reward one over the other? *Workshop on Information Systems and Economics*, St Louis, December 2010

PROFESSIONAL SERVICE

Editorial Board

1. Associate Editor, *Decision Science*, 2010 - current
2. Associate Editor, *Information Systems Research*, 2005 – 2008 (continuing as AE for many papers)
3. Associate Editor, *Management Information Systems Quarterly*, 2003 – 2007
4. Senior Editor (Guest), *Management Information Systems Quarterly*, 2005/2006
5. Editorial Review Board – *Journal of AIS*, 2002 - present
6. Editorial Review Board – *Information Technology and Management*, 2002 - present
7. Editorial Review Board – *Journal of Database Management* (2000-2001)

Program Committee

1. 17th *International Conference on Conceptual Modeling*, Singapore, November 1998.
2. WECWIS - *International Workshop on Advance Issues of E-Commerce and Web-based Information Systems*, Santa Clara, California, April 8-9, 1999.
3. *INFORMS Conference on Information Systems and Technology*, Cincinnati, Ohio (May 2-5, 1999).
4. *Second International Conference on Telecommunications and Electronic Commerce*, Vanderbilt (ICTEC), Nashville, October 1999.
5. WECWIS - *International Workshop on Advance Issues of E-Commerce and Web-based Information Systems*, June 8 - 9, 2000, in San Jose, CA.
6. *The Third International Conference on Telecommunications and Electronic Commerce (ICTEC) Dallas, TX, USA, November 16-19, 2000.*
7. *The Fourth International Conference on Telecommunications and Electronic Commerce (ICTEC) Dallas, TX, USA, October 2001.*
8. *Workshop on Information Technology and Systems (WITS), 2001.*
9. *Workshop on Information Technology and Systems (WITS), 2002.*
10. *INFORMS Conference on Information Systems and Technology*, Miami, Florida (2001).
11. *INFORMS Conference on Information Systems and Technology*, California (2002).
12. *Workshop on Information Technology and Systems (WITS), 2002*
13. *Workshop on Information Technology and Systems (WITS), 2003.*
14. Co-Chair, Business Value of IT track, *International Conference on Information Systems (ICIS) 2004.* (Managed 70+ papers)
15. *TieCon Conference on U.S.-India: Harnessing Global opportunity, Organizing committee, Aug. 2004*
16. *First International Symposium of Information Systems, Hyderabad, India, December 2006*
17. *Second International Symposium of Information Systems, Hyderabad, India, December 2007*
18. *Workshop on Information Technology and Systems (WITS), 2007*
19. *INFORMS Conference on Information Systems and Technology, 2007*
20. *Workshop on Information Technology and Systems (WITS), 2008*
21. *International Conference on Information Systems, Junior Faculty Consortium, 2008*
22. *International Conference on Information Systems, Doctoral Consortium, 2009*
23. *Doctoral Dissertation Award committee, ICIS, 2010.*

Other Invited

1. South Asia Institute Advisory Committee, The University of Texas at Austin, 2004 - present
2. South Asia Institute, Director Search Committee, UT-Austin, 2004 - present
3. Co-Chair, Globalization and Implications for Democracy, The University of Texas at Austin, April 8-9, 2005.
4. Co-Chair, Business Value of IT, ICIS 2004.

5. Session chair in *ICTEC 1999*, Nashville, TN.
6. Session chair for *INFORMS Meeting 99*, Philadelphia.
7. Registration Chair for *1997 ACM SIGMOD INTERNATIONAL CONFERENCE ON MANAGEMENT OF DATA* (SIGMOD - Special Interest Group on Management of Data), May 11-16, 1997, Tucson AZ.
8. Session chair in Mini-track on Heterogeneous Database Interoperability, *Second Americas Conference on Information Systems*, August, 1996.
9. Session chair for Research Proposal Presentations at *TexIS Doctoral Consortium*, April 12, 1996 and reviewed 2 papers.
10. Invited to talk in "Computer Careers Program," The University of Texas at Austin, July 1996.
11. Session chair for Research Proposal Presentations at *TexIS Doctoral Consortium*, April 12, 1996.

Reviewer

1. Panel and proposal reviewer for NSF (1999, 2000, 2002, 2003, 2004).
2. Reviewer for Hong Kong Research Grants Council (2000,2001, 2002, 2004).
3. Reviewer for Research Council of Canada (1997).
4. Reviewed several papers for Information Systems Research, Management Science, MIS Quarterly, Decision Support Systems, Journal of Organizational Computing and Electronic Commerce, INFORMS Journal on Computing, IEEE Real-time Systems Journal, Electronic Markets, Journal of Information Technology, The Computer Journal, Telecommunication Systems Journal, Electronic Commerce Research, Communications of the ACM, Information Processing Letters, International Journal of Human Computer Studies, Database Journal, WITS, ICIS, ICIS Doctoral Consortium, HIICSS, CIST, AIS, TexIS Doctoral Consortium, WECWIS, ICTEC.

College and Department Services, The University of Texas at Austin

1. Director, Information Management Program, McCombs School of Business, 2010 – current
2. Chair, Undergraduate Curriculum Ad hoc review committee, 2010 - current
3. Member, Executive Committee of IROM department, 2009 - current
4. Member, Ad Hoc committee on BBA Curriculum reform, 2010 – current
5. Member, Merit Review Design Committee, 2010 - current
6. Presented on information technology to Summer Executive Leadership participants, 2010, 2011
7. Excel tutorial for graduating undergraduate students, April 28, 2010 (with Career services)
8. Mock class for prospective Business Honors Program students, March, 2010
9. Faculty panel, Discover Business Honors Program, March, 2010
10. Faculty panel, Diversity Discover, March 2010
11. Member, Dean's Faculty Advisory Committee, 2009-2010, 2010-2011
12. Member, Department tenure committee for Bin Gu, 2010

13. Member, Department tenure committee for Maytal Tsar-Tsechansky, 2009
14. McCombs Realize – McCombs diversity enhancement program – February 13, 2010
15. Coordinator, MIS301 and MIS301H classes
16. Presented about Managing Risk in India for the CIBER, 2008 in Houston (this is a voluntary role)
17. McCombs Realize – McCombs diversity enhancement program – December 1, 2007
18. Participated in panel to potential Business Honors Program students, 2007
19. Presented to MBA Alumni Business Meeting on Emerging Markets, March 2007
20. Explore McCombs – Presented about IM program to potential MBA minority students, November 17, 2006
21. McCombs Realize – Presented to potential BBA students in McCombs Realize (diversity enhancement program) – Nov 11, 2006
22. Chair, 3rd year review committee for Maytal Saar-Tsechansky, 2006
23. Member, 3rd year review committee for Bin Gu, 2005.
24. Director, Undergraduate MIS program curriculum development 2002 – 2005. Responsible for core revision of IM undergraduate program.
25. MBA Plus Program advisory committee, 2003 – 04, 2004-05
26. Dean’s Advisory Committee member, 2003-04, 2004-05, 2005-06, 2006-07
27. MBA Policy committee member, 2002-03.
28. BBA IT Core class revision committee, 2003.
29. Ph.D. (IM) qualifying exam coordinator, 2002.
30. Member, Core Council, 1999-2000, 2000-2001, 2001-02, 2003-2004, 2004-05
31. Member, Budget Council. Department of IROM, 1996-97, 2001-02, 2003-04
32. Presented curriculum overview/E-business Bridge for BBA-MIS steering committee, 2001.
33. Initiated the development of e-business bridge, 2001
34. Faculty teaching load committee, 2001.
35. Panel Coordinator – Future of B2B Markets, NetTime Symposium, 2001
36. Member, Laptop Policy committee, 1999-2000. Created and administered laptop survey for all MBA and MPA students.
37. Member, Information Technology Committee, 1996-97.
38. Member, MIS Undergraduate Scholarship Committee, 1995-96.
39. Member, Vision MIS Committee, 1995-96.

Services at the University level

1. South Asia Institute Advisory Committee, The University of Texas at Austin, 2004 - 2009

2. Educational Policy Committee, The University of Texas at Austin, 2005 – 2007
3. Director search committee, South Asia Institute, The University of Texas at Austin
4. Advisory Committee, South Asia Institute, The University of Texas at Austin.
5. Academy of Distinguished Teachers committee to recommend University core curriculum to the President of UT
6. Co-Chair, Globalization and Implications for Democracy, The University of Texas at Austin, April 8-9, 2005.
7. Coordinated with CBA Computation Center to acquire ORACLE DBMS and other development tools from Oracle Corporation through Academic Alliance Program (approx. worth \$7 Million dollars). It became feasible with the introduction of Oracle in MIS382.2 and MIS373.1 courses in Spring 1997.
8. Faculty Judge, Deloitte and Touche, Information Management Challenge, Spring 1998, Spring 2000, Fall 2005.
9. Faculty Judge, International Business Challenge, Hispanic Graduate Business Association, November 2003.
10. Organizing committee, TiECon Conference co-hosted with McCombs school of Business, South Asia Institute and The Indus Entrepreneurs, Austin.

STUDENT ADVISING AND SUPERVISION

1. Plan II program – Thesis Advisor
 - a. John D. Rutkauskas (2011)
 - b. Alex Reynolds (2011)
 - c. Bhargav Sreenivasan (2011)
 - d. Sia Mahajan (2011)
 - e. Erin Brooke (Fall 2008) - A New Retirementality: Corporate Strategy to Confront the Retirement of the Baby Boom Generation
 - f. Jeff Boes (Fall 2008) Economic Development and Human Rights: the IMF and World Bank
 - g. Omri Goldshtrom (Spring 2008) Global Inequality and the Proliferation of Low-wage Employment
 - h. Hale McMichael – (Spring 2009 – Second Reader) Methicillin-Resistant Staphylococcus Aureus (MRSA): Origins and Interventions
 - i. Nicole Edwards (2000)
2. Undergraduate Research
 - a. Kunal Bagla (BBA - Honors student; Sponsor and supervisor for Undergraduate Research Fellowship) -- Workflow Management in Educational Environment
 - b. Kayla Riggs (BBA – Honors student) – Adoption Characteristics of Personal Mobile Applications
 - c. Jay Shah (BBA – Honors student) – Value of Information from stock message boards

- d. Jeff Stein (BBA – Honors student) – Processing text messages from stock message boards
3. Director, Information Management group – 2010 - present
4. Faculty mentor – Rodent Scholars, The University of Texas at Austin
5. Undergraduate MIS Director (2002 – 2005)
 - Responsible for the current revised UG MIS curriculum
 - Presented and participated in numerous information sessions each semester including the BA101 classes
 - Presented and assisted in organizing department steering committee meetings
 - Moderated numerous panels of industry experts for the benefit of students each semester
 - Presented about MIS curriculum to undergraduate MIS association
 - Held meetings with numerous industry professionals to bring them to campus
 - Held meetings with alums to seek their support and inputs for curriculum, internship and permanent offers.
 - Help organized survey to understand UG students' perception of MIS degree.
 - Chaired committee to revise MIS310 (renamed MIS301) curriculum
6. Advising at the MBA level:
 - Participated and presented about IM program in many MBA orientation meetings
 - Helped organize case competition and judge in many case competitions
 - Advised and mentored students for case competition and start ups
 - Helped bring numerous contacts for internships and full-time jobs
7. Faculty advisor, Indian Graduate Business Association, McCombs School of Business
8. Faculty advisor, South Asian Business Association, McCombs School of Business
9. Ph.D. Advisor/Committee Member:
 - Alvin Leung (IROM – chair)
 - Michelle Chen (IROM – Chair)
 - JaeHong Park (IROM – Chair)
 - Deepa Mani (IROM – committee member)
 - Jeff Morteza (IROM – committee member)
 - Daniel Lee (IROM – committee member)
 - Honguk Woo (Computer Science – committee member)
 - Ling Ge (IROM – Chair)
 - Abhay Mishra (IROM – Co-chair) (Currently Assistant Professor, Carnegie Mellon University).

- Chan-Gun Lee (Computer Science Ph.D. student)
- Gang Yang (MIS)
- Fang Yin (IROM) (Assistant Professor at University of Connecticut)
- Anjana Susarla (IROM) (Assistant Professor, University of Washington, Seattle)
- Guangtian Liu (Computer Science, Ph.D – SBC Communications)
- John R. Durrett (IROM - Currently at Texas Tech as Assistant Professor).
- Katherine J. Stewart (Management – Currently at University of Maryland, College Park)
- Curba Lampert (Management)
- Sashidhar Kondareddy (Purdue University, Lafayette)
- Raghu Santhanam (State University of New York, Buffalo)
- Anthony Paulson (IROM)
- Sungmin Kang (IROM)

10. Qualifying paper reviewer for Abhay Mishra, Fall 1999, Sharon Dunn and Anthony Paulson, Fall 1997.
11. Master's thesis advisor or co-advisor – Chetan Nabar (Electrical Engineering), Arvind Ananthanarayanan (Mechanical engineering), Harikrishnan Madhavan (Mechanical engineering)

MEDIA COVERAGE

1. India Abroad (October 2011)
2. Cited in annual publication of Working Texas Style, published by Texas Workforce Commission, 2010
3. Interviewed and research cited by Austin-Statesman, Dallas Morning News, CNNfn, Star-Telegram, Economic Times (India), Times of India, Indian Express, The Hindu, Chronicle of Higher Education, Business2.0, Line56, eCompany, InternetWeek, Upside Today, and Communications News, 2001, News8 Cable Channel.
4. Presented to the media at Dell's DirectConnect conference 2000 on E-business Value Assessment. CEO of Dell Inc., refers to the results of our work in his keynote speech. Study reported in many papers, magazines and websites worldwide. Details of the study available at <http://webevents.broadcast.com/Dell/ecensus2000/home.asp>.
5. Interviewed by CNNfn on online trading. Available at http://cnnfn.com/1999/11/01/investing/q_whytrade/
6. Appeared in "Personalities behind Industry News" Ticker Magazine May 2000.
7. Bloomberg cites CACM paper on online trading.
8. Interviewed on online trading by Chuck Francy, KCSN Radio 88.5, Northridge CA.
9. NSF CAREER Award reported in Austin-American Statesman, 1999.

COMMUNITY INVOLVEMENT

1. Co-founder of Pragathi, a tax-exempt non-profit organization with a focus on improving primary education and women empowerment in India.
2. Taught computer skills to unemployed at the Texas Workforce Commission, 2010

TEACHING (The University of Texas at Austin) (last 5 years)

Semester	Course	Course Details	Instructor Evaluation	Students
Spring 2011	MIS301H	Introduction to Information Technology Management (New Honors class)	Sect 1: 4.9/5.0 Sect 2: 4.9/5.0 Sect 3: 4.8/5.0	36 36 41
Fall 2010	TC357	Emerging Economies (Plan II class – New Prep) – Voluntary Teaching for PLAN II program	Sect 1: 4.8	13
Fall 2005	MIS373	E-Business Systems Development	Sect 1: 4.9/5.0	20
Spring 2010	MIS301H	Introduction to Information Technology Management (New Honors class)	Sect 1: 4.9/5.0 Sect 2: 5.0/5.0 Sect 3: 4.9/5.0	38 33 39
Spring 2009	MIS301H	Introduction to Information Technology Management (New Honors class)	Sect 1: 4.8/5.0 Sect 2: 4.7/5.0 Sect 3: 4.9/5.0	35 36 37
Spring 2009	BA380C	Information Technology Management (Evening MBA)	Sect 1: 4.9/5.0	15
Spring 2008	MIS301	Introduction to MIS	Sect 1: 4.9/5.0 Sect 2: 5.0/5.0	75 75
Fall 2007	TC357	Emerging Economies (Plan II class – New Prep) – Voluntary Teaching for PLAN II program	Sect 1: 4.5/5.0	17
Spring 2007	MIS301	Introduction to MIS (new prep)	Sect 1: 4.5/5.0 Sect 2: 4.8/5.0	77 76
Spring 2006	BA 380	Information Technology and Management (MBA Core Class)	Sect 1: 4.4/5.0 Sect 2: 4.4/5.0	74 71