

SUNIL MITHAS

World Class Scholar and Professor
Muma College of Business
University of South Florida
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1. PERSONAL INFORMATION

a. Education

- *PhD (Business Administration)*, Ross School of Business, University of Michigan, USA, 2005.
- *PGDM (equivalent to MBA)*, Management Development Institute (MDI), Gurgaon, Haryana, India, 1998.
- *Bachelor of Engineering (Honors)*, Indian Institute of Technology (IIT) Roorkee (earlier University of Roorkee), Roorkee, Uttarakhand, India, 1990.

b. Professional Experience

Academic Experience

Muma College of Business, University of South Florida, USA

- World Class Scholar and Professor, Aug 2018—Present
- Visiting Professor (June-Aug 2018)

Robert H. Smith School of Business, University of Maryland, USA (August 2005-Aug 2019; On Leave of Absence 2018-2019)

- Ralph J. Tyser Professor of Information Systems, Fall 2017—Aug 2019
- Professor (Decision, Operations and Information Technologies), Fall 2014—Aug 2019
- Associate Department Chair (Decision, Operations and Information Technologies), Aug 2010-Summer 2014
- Associate Professor (Decision, Operations and Information Technologies), Aug 2010-Summer 2014
- Assistant Professor (Decision, Operations and Information Technologies), Fall 2005-Summer 2010

UNSW Business School, Sydney

- Visiting Professorial Fellow, School of Information Systems, Technology and Management: August 2020- August 2023
- Visiting Professor (Fixed-term fractional appointment): June/July 2019; Summer 2020

Hong Kong University of Science and Technology (HKUST), Hong Kong

- Visiting Professor; Instructor for “Research Opportunities at Disciplinary Interfaces” class (July 2018)

University of Mannheim, Germany

- Visiting Professor; Instructor for “IT Management in the Digital Age” class (May-June 2017)

Graduate School of Management, University of California Davis, USA

- Visiting Professor; Instructor for “Management Information Systems” class at San Ramon campus (July-August 2012)

Ross School of Business, University of Michigan, USA (Sep 2000-August 2005)

- Research and Teaching Assistant (Sep 2000-August 2005); Instructor for “Introduction to Information Systems” class for undergraduates (May 2003-June 2003)

Corporate Experience

Tata Ryerson, India (Nov 1997- August 2000) [Tata Ryerson is now Tata Steel Processing and Distribution Ltd (TSPDL)]

- Regional Manager, North India (Dec 1999-Aug 2000); Executive Assistant to CEO (Nov 1997-Nov 1999)

Tata Steel, India (July 1990- Oct 1997)

- Assistant Manager (Jan 1994-Oct 1997, study leave from July 1996 to June 1997); Senior Officer (July 1990-Dec 1993)

c. Engagement with Professional Associations

- Association for Information Systems (AIS)
- The Institute for Operations Research and the Management Sciences (INFORMS)
- Advanced Practices Council (APC) of the Society for Information Management (SIM)
- IEEE
- Association for Computing Machinery (ACM)
- Academy of Management (AOM)
- American Marketing Association (AMA)
- Production and Operations Management Society

2. RESEARCH, AND SCHOLARLY ACTIVITIES

Research Interests

- Strategies and governance for managing innovation and excellence for corporate transformation, focusing on the role of technology and other intangibles such as customer satisfaction, human capital, and organizational capabilities.

a. Books

Books authored

- Mithas, S. Digital Intelligence: What Every Smart Manager Must Have for Success in an Information Age. (Amazon.com url link <http://amzn.com/B01AJBDOPW>) Finerplanet, North Potomac, MD, 2016 (revised edition)
 - [This book is adapted, and published for the Indian Subcontinent in 2016 with a Foreword by F. Warren McFarlan, here is a link to the Indian edition: Mithas, S. 2016. Digital Intelligence: What Every Smart Manager Must Have for Success in an Information Age (ISBN: 978-0670089079). New Delhi: Penguin Random House India]
- Mithas, S. Dancing Elephants and Leaping Jaguars: How to Excel, Innovate, and Transform Your Organization the Tata Way Finerplanet, North Potomac, 2014
 - [This book is adapted, retitled and published for the Indian Subcontinent in 2015 with a Foreword by Mr Ratan N. Tata, here is a link to the Indian edition: Mithas, S. 2015. Making the Elephant Dance: The Tata Way to Innovate, Transform and Globalize (available at <http://www.amazon.in/dp/0670088285>). New Delhi: Penguin Portfolio]

Refereed Chapter (s) in Books

- Mithas, S., and Lucas, H.C. "Information Technology and Firm Value: Productivity Paradox, Profitability Paradox and New Frontiers," in: *Information Systems and Information Technology Volume 2* (Computing Handbook Set, Third Edition), H. Topi and Allen Tucker (eds). Boca Raton: Taylor and Francis, 2014
- Mithas, S., Almirall, D., and Krishnan, M.S. "A potential outcomes approach to assess causality in information systems research," in: *Economics, Information Systems and Electronic Commerce Research II: Advanced Empirical Methodologies*, R.J. Kauffman and P.P. Tallon (eds.), ME Sharpe, Armonk, New York, 2009, pp. 63-85

b. Articles in Research Journals

1. Saldanha, T., Mariadoss, B. J., Wu, M., and Mithas, S. 2021. "How does ICT Shape the Influence of Culture on Innovation? A Country-level Analysis," *Journal of Management Information Systems* (Conditional Acceptance)
2. Khuntia, J., Mayya, R., Mithas, S., and Agarwal, R. 2021. "Managing Cellphone Services for Customer Satisfaction: Evidence from the Base-of-the-Pyramid Markets," *Production and Operations Management* (Forthcoming)
3. Xue, L., Mithas, S., and Ray, G. 2021. "Real Earnings Management and IT Investment Commitment: The Role of IT Decentralization and Corporate Governance," *MIS Quarterly* (Forthcoming)
4. Rahmati, P., Tafti, A., Mithas, S., and Sachdev, V. 2021. "How Does Positioning of Information Technology Firms in Strategic Alliances Influence Returns to R&D Investments?," *Journal of the Association for Information Systems* (Forthcoming).
5. Saldanha, T., Lee, D., and Mithas, S. 2020. "Aligning Information Technology and Business: The Differential Effects of Alignment During Investment Planning, Delivery, and Change," *Information Systems Research* (Forthcoming)
6. Mithas, S., Hofacker, C., Bilgihan, A., Dogru, T., Bogicevic, V., and Sharma, A. 2020. "Information Technology and Baumol's Cost Disease in Healthcare Services? A Research Agenda," *Journal of Service Management* (31:5), pp. 911-937
7. Morgeson, F. V., Hult, G. T. M., Mithas, S., Keiningham, T. L., and Fornell, C. 2020. "Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handling – Customer Loyalty Relationship," *Journal of Marketing* (84:5), pp. 79-99.
8. Saldanha, T., Sahaym, A., Mithas, S., Andrade Rojas, M. G., Kathuria, A., and Lee, H.-H. 2020. "Turning Globalization Liabilities Into Assets: IT-enabled Social Integration Capacity and Exploratory Innovation," *Information Systems Research* (31:2), pp. 361-382
9. Park, Y., and Mithas, S. 2020. "Organized Complexity of Digital Business Strategy: A Configurational Perspective," *MIS Quarterly* (44:1), pp. 85-127
10. Kude, T., Mithas, S., Schmidt, C. T., and Heinzl, A. 2019. "How Pair Programming Influences Team Performance: The Role of Backup Behavior, Shared Mental Models, and Task Novelty," *Information Systems Research* (30:4), pp. 1145-1163
11. Whitaker, J., Mithas, S., and Liu, C.-W. 2019. "Beauty is in the Eye of the Beholder: Toward a Contextual Understanding of Compensation for IT Professionals Within and Across Geographies," *Information Systems Research* (30:3), pp. 892-911
12. Sharma, P. N., Morgeson, F., Mithas, S., and Aljazzaf, S. 2018. "An Empirical and Comparative Analysis of E-Government Performance Measurement Models: Model Selection via Explanation, Prediction, and Parsimony," *Government Information Quarterly* (35:4), pp. 515-535
13. Foerderer, J., Kude, T., Mithas, S., and Heinzl, A. 2018. "Does Platform Owner's Entry Crowd Out Innovation? Evidence from Google Photos," *Information Systems Research* (29:2), pp. 444-460 (**Winner of the "ISR Best Published Paper Award 2018"**)
14. Khuntia, J., Saldanha, T., Mithas, S., and Sambamurthy, V. 2018. "Information Technology and Sustainability: Evidence from an Emerging Economy," *Production and Operations Management* (27:4), pp. 756-773
15. Huang, P., Tafti, A., and Mithas, S. 2018. "The secret to successful knowledge seeding," *MIT Sloan Management Review* (59:3), pp. 10-13, <https://sloanreview.mit.edu/article/the-secret-to-successful-knowledge-seeding/>
16. Huang, P., Tafti, A., and Mithas, S. 2018. "Platform Sponsor's Investments and User Contributions in Knowledge Communities: The Role of Knowledge Seeding," *MIS Quarterly* (42:1), pp. 213-240

17. Ravichandran, T., Han, S., and Mithas, S. 2017. "Mitigating Diminishing Returns to R&D: The Role of Information Technology in Innovation," *Information Systems Research* (18:4), pp. 812-827
18. Khuntia, J., Mithas, S., and Agarwal, R. 2017. "How Service Offerings and Operational Maturity Influence the Viability of Health Information Exchanges," *Production and Operations Management* (26:11), pp. 1989-2005
19. Kim, K., Mithas, S., and Kimbrough, M. 2017. "Information Technology Investments, and Firm Risk Across Industries: Evidence from the Bond Market " *MIS Quarterly* (41:4), pp. 1347-1367
20. Mithas, S., Whitaker, J. W., and Tafti, A. R. 2017. "Information Technology, Revenues and Profits: Exploring the Role of Foreign and Domestic Operations," *Information Systems Research* (28:2), pp. 430-444
21. Hult, G.T.M., Morgan, N., Morgeson, F.V., Mithas, S., and Fornell, C. 2017. "Do managers know what their customers think of their firms' products and services and why?" *Journal of Academy of Marketing Science* (45:1), pp. 37-54
22. Saldanha, T., Mithas, S., and Krishnan, M. S. 2017. "Leveraging Customer Involvement for Fueling Innovation: The Role of Relational and Analytical Information Processing Capabilities," *MIS Quarterly* (41:1), pp. 267-286
23. Mithas, S., Krishnan, M. S., and Fornell, C. 2016. "Information Technology, Customer Satisfaction, and Profit: Theory and Evidence," *Information Systems Research* (27:1), pp. 166-181
24. Mithas, S., and Rust, R. T. 2016. "How Information Technology Strategy and Investments Influence Firm Performance: Conjectures and Empirical Evidence," *MIS Quarterly* (40:1), pp. 223-245
25. Lariviere, B., Keiningham, T. L., Aksoy, L., Yalcin, A., Morgeson, F. V., and Mithas, S. 2016. "Modeling Heterogeneity in the Satisfaction, Loyalty Intention and Shareholder Value Linkage: A Cross-Industry Analysis at the Customer and Firm Level," *Journal of Marketing Research* (53:1), pp. 91-109
26. Kim, K., Mithas, S., Whitaker, J., and Roy, P.K. "Industry-specific human capital and wages: Evidence from the business process outsourcing industry" *Information Systems Research* (25:3) 2014, pp 618-638.
27. Sharma, R., Mithas, S., and Kankanhalli, A. "Transforming decision-making processes: A research agenda for understanding the impact of business analytics on organisations," *European Journal of Information Systems* (23:4) 2014, pp 433-441
28. Gillon, K., Aral, S., Lin, C.-Y., Mithas, S., and Zozulia, M. "Business Analytics: Radical Shift or Incremental Change?, Available at: <http://aisel.aisnet.org/cais/vol34/iss1/13>," *Communications of the Association for Information Systems* (34) 2014, pp 287-296
29. Han, K., and Mithas, S. "The Real Savings From IT Outsourcing, available at <http://sloanreview.mit.edu/article/the-real-savings-from-it-outsourcing/>," *MIT Sloan Management Review* (55:2) 2014, p 16
30. Mithas, S., Tafti, A.R., and Mitchell, W. "How a Firm's Competitive Environment and Digital Strategic Posture Influence Digital Business Strategy," *MIS Quarterly* (37:2) 2013, pp 511-536
31. Han, K., and Mithas, S. "Information technology outsourcing and non-IT operating costs: An empirical investigation," *MIS Quarterly* (37:1) 2013, pp. 315-331
32. Tafti, A., Mithas, S., and Krishnan, M.S. "The Importance of IT-Enabled Flexibility in Alliances, <https://sloanreview.mit.edu/article/the-importance-of-it-enabled-flexibility-in-alliances/>," *MIT Sloan Management Review* (54:3) 2013, pp 13-14
33. Tafti, A., Mithas, S., and Krishnan, M.S. "The Effect of Information Technology Enabled Flexibility on Formation and Market Value of Alliances," *Management Science* (59:1) 2013, pp. 207-225
34. Mithas, S., Tafti, A.R., Bardhan, I.R., and Goh, J.M. "The impact of IT Investments on Profits, available at <https://sloanreview.mit.edu/article/the-impact-of-it-investments-on-profits/>," *MIT Sloan Management Review* (53:3) 2012, p 15
35. Mithas, S., Tafti, A.R., Bardhan, I.R., and Goh, J.M. "Information Technology and Firm Profitability: Mechanisms and Empirical Evidence," *MIS Quarterly* (36:1) 2012, pp. 205-224 [**Winner of the CIONET**

European Research Paper of the Year 2013 Award given by CIONET, an organization of about 4000 CIOs in Europe]

36. Morgeson, F.V., Van Amburg, D., and Mithas, S. "Misplaced Trust? Exploring the Structure of the E-Government-Citizen Trust Relationship," *Journal of Public Administration Research and Theory* (21:2) 2011, pp 257-283
37. Morgeson, F.V., Mithas, S., Keiningham, T.L., and Aksoy, L. "An Investigation of the Cross-National Determinants of Customer Satisfaction," *Journal of the Academy of Marketing Science* (39:2) 2011, pp 198-215
38. Mithas, S., Ramasubbu, N., and Sambamurthy, V. "How Information Management Capability Influences Firm Performance," *MIS Quarterly* (35:1) 2011, pp 237-256
39. Whitaker, J., Mithas, S., and Krishnan, M.S. "Organizational learning and capabilities for onshore and offshore business process outsourcing," *Journal of Management Information Systems* (27:3) 2011, pp 11-42 (Appeared as a lead research article)
40. Mithas, S., and Lucas, H.C. "Are Foreign IT Workers Cheaper? U.S. Visa Policies and Compensation of Information Technology Professionals," *Management Science* (56:5) 2010, pp 745-765.
41. Fornell, C., Mithas, S., and Morgeson, F.V. "The Economic and Statistical Significance of Stock Returns on Customer Satisfaction," *Marketing Science* (28:5) 2009, pp 820-825.
42. Morgeson, F.V., and Mithas, S. "Does E-Government Measure up to E-Business? Comparing End-User Perceptions of U.S. Federal Government and E-Business Websites," *Public Administration Review* (69:4) 2009, pp 740-752
43. Mithas, S., and Krishnan, M.S. "From association to causation via a potential outcomes approach," *Information Systems Research* (20:2) 2009, pp 295-313
44. Fornell, C., Mithas, S., and Morgeson, F.V. "The statistical significance of portfolio returns," *International Journal of Research in Marketing* (26:2) 2009, pp 162-163 [Invited and reviewed by the editor]
45. Mithas, S., Jones, J.L. and Mitchell, W. "Buyer intention to use Internet-enabled reverse auctions: The role of asset specificity, product specialization, and non-contractibility," *MIS Quarterly* (32:4) 2008, pp 705-724
46. Ramasubbu, N., Mithas, S., Krishnan, M.S., and Kemerer, C.F. "Work Dispersion, Process-Based Learning and Offshore Software Development Performance," *MIS Quarterly* (32:2) 2008, pp. 437-458
47. Mithas, S., and Krishnan, M.S. "Human Capital and Institutional Effects in the Compensation of Information Technology Professionals in the United States," *Management Science*, (54:3) 2008, pp. 415-428
48. Ramasubbu, N., Mithas, S., and Krishnan, M.S. "High-tech, High-touch: The Effect of Employee Skills and Customer Heterogeneity on Customer Satisfaction with Enterprise System Support Services" *Decision Support Systems* (44:2) 2008, pp. 509-523
49. Bardhan, I.R., Mithas, S. and Lin, S. "Performance Impacts of Strategy, Information Technology Applications, and Business Process Outsourcing in US Manufacturing Plants," *Production and Operations Management* (16:6) 2007, pp. 747-762
50. Whitaker, J., Mithas, S., and Krishnan, M.S. "A Field Study of RFID Deployment and Return Expectations," *Production and Operations Management* (16:5) 2007, pp. 599-612
51. Mithas, S. and Whitaker, J. "Is the World Flat or Spiky? Information Intensity, Skills, and Global Service Disaggregation," *Information Systems Research* (18:3) 2007, pp. 237-259 **[Runner up for the "Information Systems Society and ISR Best published paper award for 2007"; Best paper award for "Research on an International Subject" 2008** by the Robert H. Smith School of Business at University of Maryland CIBER/Business and International Education for the papers published in a refereed journal during 2005-2007; Also profiled in MIT Sloan Management Review: Wagner, D. 2006. "Success factors in outsourcing service jobs: Which jobs are good candidates for global disaggregation? available at <http://sloanreview.mit.edu/article/success-factors-in-outsourcing-service-jobs/>," *MIT Sloan Management Review* (48:1), p.]
52. Mithas, S. and Jones, J.L. "Do Auction Parameters Affect Buyer Surplus in E-Auctions for Procurement?" *Production and Operations Management* (16:4) 2007, pp. 455-470

53. Tafti, A., Mithas, S. and Krishnan, M.S. "Information technology and the autonomy-control duality: Toward a theory," *Information Technology and Management* (8:2) 2007, pp. 147-167
54. Mithas, S., Ramasubbu, N., Krishnan, M.S. and Fornell, C. "Designing Websites for Customer Loyalty across Business Domains: A Multilevel Analysis," *Journal of Management Information Systems* (23:3) 2006-07, pp 97-127
55. Bardhan, I.R., Whitaker, J. and Mithas, S. "Information Technology, Production Process Outsourcing and Manufacturing Plant Performance," *Journal of Management Information Systems* (23:2) 2006, pp 13-40
56. Mithas, S., Almirall, D. and Krishnan, M.S. "Do CRM Systems Cause One-to-one Marketing Effectiveness?" *Statistical Science* (21:2) 2006, pp 223-233
57. Fornell, C., Mithas, S., Morgeson, F.V. and Krishnan, M.S. "Customer Satisfaction and Stock Prices: High Returns, Low Risk," *Journal of Marketing* (70:1) 2006, pp 3-14
58. Mithas, S., Krishnan, M.S. and Fornell, C. "Why Do Customer Relationship Management Applications Affect Customer Satisfaction?" *Journal of Marketing* (69:4) 2005, pp 201-209.

c. Other Articles

1. Mithas, S., and Rust, R. T. 2021. "The Power of Dual Strategies and Digital Ambidexterity," *Management and Business Review* (Forthcoming)
2. Mithas, S., Murugesan, S., and Seetharaman, P. 2020. "What is Your Artificial Intelligence Strategy?," *IEEE IT Professional* (22:2), pp. 4-9, <https://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=9049296>
3. Mithas, S., Dutta, K., and Murugesan, S. 2019. "Software as the Ouroboros: Implications for Software Developers and Business Leaders, available at <https://www.cutter.com/offer/software-ouroboros-implications-software-developers-and-business-leaders>" *Cutter Business Technology Journal* (32:7), pp. 15-20
4. Mithas, S. 2019. "Crafting sustainable strategies," in: *Business India* (12-25 August 2019). pp. 134-135
5. Mithas, S., and Padmanabhan, B. 2018. "Dark data and data black holes: Why entrepreneurs and CEOs should care," <https://yourstory.com/journal/dark-data-and-data-black-holes-why-entrepreneurs-a-8itptsr7xw>," in: *Yourstory* (28 November 2018)
6. Mithas, S., Kude, T., and Whitaker, J. W. 2018. "Artificial Intelligence and IT Professionals," <https://ieeexplore.ieee.org/document/8509563>," *IEEE IT Professional* (20:5), pp. 6-13
7. Mithas, S., and Kude, T. 2017. "Digitization and disciplined autonomy," <https://www.computer.org/csdl/mags/it/2017/05/mit2017050004.pdf>," *IEEE IT Professional* (19:5), pp. 4-8
8. Mithas, S., and McFarlan, F. W. 2017. "What is Digital Intelligence?," *IEEE IT Professional* (19:4), pp. 3-6 [Profiled by Cameron, L. 2017. "Digital Intelligence in the Digital Age: Three ways companies can gain a competitive advantage and sustain IT (13 September 2017), <https://publications.computer.org/it-professional/2017/09/13/digital-intelligence-in-the-digital-age/>."; Also featured as a lead article in Nov 2017 IEEE publication Computing Edge, <https://www.computer.org/cms/Computer.org/computing-edge/ce-nov17-final.pdf>]
9. Mithas, S., and Lucas, H. C. 2015. "What Will It Take To Create A World-class B-School In India?" in: *BW BusinessWorld* (14 Dec 2015). pp. 106-108, available at <http://www.businessworld.in/article/What-Will-It-Take-To-Create-A-World-class-B-School-In-India-/07-12-2015-88986/>
10. Mithas, S. 2015. "A Saga of Excellence," *Indian Management* (September), pp. 47-50
11. Mithas, S., and Arora, R. 2015. "Lessons from Tata's Corporate Innovation Strategy, available at <https://ieeexplore.ieee.org/document/7077248>," *IEEE IT Professional* (17:2), pp. 2-6
12. Earley, S., Harmon, R., Lee, M.R., and Mithas, S. "From BYOD to BYOA, Phishing, and Botnets," *IEEE IT Professional* (16:5) 2014, pp 16-18
13. Srivastava, S. C., Mithas, S., and Jha, B. 2013. "What is your global innovation strategy?, available at <http://www.computer.org/csdl/mags/it/2013/06/mit2013060002.pdf>," *IEEE IT Professional* (15:6, Nov-Dec), pp. 2-6
14. Mithas, S., Lee, M.R., Earley, S., Murugesan, S., and Djavanshir, R. "Leveraging Big Data and Business Analytics," *IEEE IT Professional* (15:6) 2013, pp 2-4
15. Mithas, S., Agarwal, R., and Courtney, H. 2012. "Digital business strategies and the duality of IT, available at <http://ieeexplore.ieee.org/document/6320582/>," *IEEE IT Professional* (14:5), pp. 2-4.

16. Mithas, S. "Career Coach: Tips for boosting your 'digital IQ'" in: *Washington Post (Capital Business, 2 July 2012)*, Washington, DC, 2012, available at http://www.washingtonpost.com/business/capitalbusiness/career-coach-tips-for-boosting-your-digital-iq/2012/06/29/gJQAkbejGW_story.html
17. Mithas, S., Costello, T., and Tafti, A. "Guest Editors' Introduction: Social Networking in the Enterprise," *IEEE IT Professional* (July-Aug) 2011
18. Lucas, H. C., and Mithas, S. 2011. "Foreign-Born IT Workers in the US: Complements, not Substitutes," <https://ieeexplore.ieee.org/document/5960024>," *IEEE IT Professional* (13:4), pp. 36-40
19. Mithas, S., and Lucas, H.C. "What is your digital business strategy?," *IEEE IT Professional* (Nov-Dec) 2010, pp. 4-6
20. Jepsen, T., Mithas, S., Hsu, C.-Y., and Kraft, G. "Guest Editors' Introduction: Healthcare IT " *IEEE IT Pro* (March-April) 2010, pp 8-10
21. Prahalad, C.K., Krishnan, M.S. and Mithas, S. "Customer Relationships: The Technology Customer Disconnect," in: *Optimize (December)*, 2002, pp. 63-70. [This article was selected as the "Editor's Pick" by the online publication *Customer Service Gazette*]

d. Refereed Conference Proceedings

1. Kathuria, A., Saldanha, T., Khuntia, J., Andrade Rojas, M. G., Hah, H., & Mithas, S. (2021). *Inferring Supplier Quality in the Gig Economy: The Effectiveness of Signals in Freelance Job Markets*. Proceedings of the 54th Annual Hawaii International Conference on System Sciences, Hawaii.
2. Ge, C., Goh, K. Y., & Mithas, S. (2021). *How Do STEM Degrees Influence Geographic, Industry, Occupation, and Upward Mobility of IT Workers?* Proceedings of the INFORMS Conference on Information Systems and Technology 2020 (Nov 7-8), Washington, DC.
3. Mithas, S., Liu, C.-W., Kimbrough, M. D., and Tafti, A. 2020. "Information Technology Investments and Management Forecasts: Theory and Evidence," in: *Proceedings of the 41st International Conference on Information Systems*, E. Karahanna, S. Sarker and G. Oestreicher-Singer (eds.). Hyderabad, India: Association for Information Systems
4. Liu, C.-W., Hsieh, J. P.-A., Mithas, S., and Pan, Y. 2020. "Do Financial Advisors Matter? Online Channels and Investors' Gambling Preferences," in: *Proceedings of the 41st International Conference on Information Systems*, E. Karahanna, S. Sarker and G. Oestreicher-Singer (eds.). Hyderabad, India: Association for Information Systems
5. Saldanha, T., John Mariadoss, B., Pomirleanu, N., and Mithas, S. 2020. "Information Technology, Learning, and Sales Performance," in: *Proceedings of the 41st International Conference on Information Systems*, E. Karahanna, S. Sarker and G. Oestreicher-Singer (eds.). Hyderabad, India: Association for Information Systems
6. Mithas, S., Park, Y., and Saldanha, T. 2020. "Digital Strategy, and Discretionary Expenditures: Novel Insights From a Configurational Approach," *Academy of Management Annual Meeting (7-11 August 2020)*, Vancouver, Canada
7. Mithas, S., and Park, Y. 2019. "On Generalizability of Configurations of Digital and Organizational Capabilities for High Performance: Evidence from India and United States," *Proceedings of the INFORMS Conference on Information Systems and Technology 2019 (Oct 19-20)*, M. Fan, S. Hill, S. Ransbotham, R. Santanam, V. Todri and H. Zhang (eds.), Seattle, WA: Information Systems Society
8. Liu, C., Hsieh, J. J. P.-A., Mithas, S., and Pan, Y. 2019. "The Effect of Financial Advisors on Investors' Gambling Preference in the Digital Era," *Proceedings of the INFORMS Conference on Information Systems and Technology 2019 (Oct 19-20)*, M. Fan, S. Hill, S. Ransbotham, R. Santanam, V. Todri and H. Zhang (eds.), Seattle, WA: Information Systems Society
9. Joshi, A., Peteghem, M. v., Mithas, S., Bullen, L., and De Haes, S. 2019. "Board IT Competence and Firm Performance," *Proceedings of the 40th International Conference on Information Systems*, W. Boh, J.M. Leimeister and S. Wattal (eds.), Munich, Germany: Association for Information Systems
10. Li, K. G., Mithas, S., Zhang, Z., and Tam, K. Y. 2019. "How does Algorithmic Filtering Influence Attention Inequality on Social Media?," *Proceedings of the 40th International Conference on Information Systems*, W. Boh, J.M. Leimeister and S. Wattal (eds.), Munich, Germany: Association for Information Systems.
11. Aljazzaf, S., Mithas, S., and Park, Y. 2019. "The Information Technology Reporting Structure and Firm Performance: A Configurational Approach," *Americas Conference on Information Systems*, Cancun, Mexico

12. Joshi, A., Van Peteghem, M., Bollen, L., De Haes, S., and Mithas, S. 2019. "Board IT Competence, IT Capability, and Firm Performance," *European Accounting Association (EAA) Annual Congress 2019 (29-31 May 2019)*, Paphos, Cyprus
13. Leonhardt, D., Hanelt, A., Huang, P., and Mithas, S. 2018. "Does one size fit all? Theorizing Governance Configurations for Digital Innovation," *Proceedings of the 39th International Conference on Information Systems*, San Francisco: Association for Information Systems (**Best Conference Paper Runner Up among 370 accepted papers and more than 1300 submissions**)
14. Saldanha, T., Mithas, S., and Mayya, R. 2018. "Understanding Revenue and Profit Slowdown and Mitigating Mechanisms: Are Information Technology Firms Different?," *Proceedings of the INFORMS Conference on Information Systems and Technology 2018 (Nov 3-4, 2018)*, V. Abhishek, P.-y. Chen, B. Gu, K. Hong, D. Lee, X. Li and J. Zhang (eds.), Phoenix, AZ
15. Kude, T., Mithas, S., Schmidt, C. T., and Heinzl, A. 2018. "Too much of a good thing? How team relationship influences software performance," *Proceedings of the INFORMS Conference on Information Systems and Technology 2018 (Nov 3-4, 2018)*, V. Abhishek, P.-y. Chen, B. Gu, K. Hong, D. Lee, X. Li and J. Zhang (eds.), Phoenix, AZ: Information Systems Society
16. Jeong, J., Huang, P., and Mithas, S. 2018. "The Great Equalizer? Smartphone Use at Workplace and Income Gaps," *Academy of Management Annual Meeting (10-14 August 2018)*, Chicago, Illinois: Academy of Management
17. Aljazzaf, S., Mithas, S., and Tafti, A. 2018. "The Complementarity between Information Technology Management and Human Resource Management," *Americas Conference on Information Systems*, New Orleans
18. Mithas, S., Han, K., and Krishnan, M. S. 2018. "On the Economies of Scale and Allocations of Hardware and Labor Costs in Information Technology Services Production," in: *Proceedings of the 51st Annual Hawaii International Conference on System Sciences*. Hawaii: IEEE Computer Society Press
19. Rahmati, P., Tafti, A., and Mithas, S. 2017. "The Interplay between Alliances and Acquisitions in IT Platform Competition: The Role of Business Similarity, Alliance Characteristics and Partner Resources," *Proceedings of the 2017 Annual INFORMS Conference on Information Systems and Technology (CIST)*, A. Agarwal, Y. Huang, B. Li, A. Mehra, S. Rice and L. Xu (eds.), Houston, Texas: Information Systems Society
20. Liu, C.-W., and Mithas, S. 2017. "The Spillover Effect of Digitization on Entrepreneurship: Evidence from India, 2005-2011," *Academy of Management Annual Meeting (4-8 August 2017)*, Atlanta: Academy of Management
21. Liu, C.-W., and Mithas, S. 2016. "The Returns to Digital Skills: Evidence from India, 2005-2011," in: *Proceedings of the 37th International Conference on Information Systems (Dec 11-14)*, P. Agerfalk, N. Levina and S.S. Kien (eds.). Dublin, Ireland: Association for Information Systems
22. Liu, C.-W., and Mithas, S. 2016. "Information Technology and Income Mobility: Evidence from India," *Proceedings of the 2016 Annual INFORMS Conference on Information Systems and Technology (CIST)*, H. Atasoy, N. Langer, M.-S. Pang, J. Ramaprasad, A. Susarla and S. Wattal (eds.), Nashville, TN: Information Systems Society
23. Foerderer, J., Kude, T., Mithas, S., and Heinzl, A. 2016. "Does Platform Owner's Entry Crowd Out Innovation? Evidence from Google Photos," in: *Proceedings of the 37th International Conference on Information Systems (Dec 11-14)*, P. Agerfalk, N. Levina and S.S. Kien (eds.). Dublin, Ireland: Association for Information Systems
24. Foerderer, J., Kude, T., Mithas, S., and Heinzl, A. 2016. "How Software Developers' Temporal Work Style and Product Modularity Influence Software Quality and Job Satisfaction," *Proceedings of the ACM SIGMIS CPR 2016 (June 2-4)*, S. Laumer and C. Outlay (eds.), Washington, DC: Association for Computing Machinery
25. Liu, C.-W., Kude, T., and Mithas, S. 2015. "How Strategy and Governance Choices Influence Innovation Success in Software Products and Services," *Proceedings of the 35th International Conference on Information Systems (Dec 13-16)*, T. Carte, A. Heinzl and C. Urquhart (eds.), Forth Worth, Texas: Association for Information Systems
26. Tafti, A., Sachdev, V., Mithas, S., and Mallik, L. 2015. "Alliances, R&D and Profitability of Software Firms," *Proceedings of the 35th International Conference on Information Systems (Dec 13-16)*, T. Carte, A. Heinzl and C. Urquhart (eds.), Forth Worth, Texas: Association for Information Systems
27. Kude, T., Schmidt, C. T., Mithas, S., and Heinzl, A. 2015. "Disciplined Autonomy and Innovation Effectiveness: The Role of Team Efficacy and Task Volatility," *Academy of Management Annual Meeting (7-11 August 2015)*, Vancouver, BC, Canada
28. Sharma, P. N., Morgeson, F., Mithas, S., and Aljazzaf, S. 2015. "In Which Model Do We Trust? Comparing the Explanatory and Predictive Abilities of Models of E-Government Satisfaction and Trust," *Americas Conference on Information Systems*, Puerto Rico

29. Lee, D., and Mithas, S. "IT Investments, Alignment and Firm Performance: Evidence from an Emerging Economy," Proceedings of the 34th International Conference on Information Systems (Dec 14-17), Association for Information Systems, Auckland, New Zealand, 2014
30. Xue, L., Mithas, S., and Ray, G. "Earnings Management and IT Investments: An Examination of IT Infrastructure Development," Proceedings of the 34th International Conference on Information Systems (Dec 14-17), Association for Information Systems, Auckland, New Zealand, 2014
31. Ramasubbu, N., Woodard, J., and Mithas, S. "Orchestrating Service Innovation Using Design Moves: The Dynamics of Fit between Service and Enterprise IT Architectures," Proceedings of the 34th International Conference on Information Systems (Dec 14-17), Association for Information Systems, Auckland, New Zealand, 2014
32. Schmidt, C.T., Kude, T., Heinzl, A., and Mithas, S. "How Agile Behavior Influences Team Performance in Software Development: The Role of Shared Mental Models and Backup," Proceedings of the 34th International Conference on Information Systems (Dec 14-17), Association for Information Systems, Auckland, New Zealand, 2014
33. Khuntia, J., Whitaker, J.W., Mithas, S., and Kaushik, A. "Strategic Focus, Client Satisfaction and Firm Performance: Evidence from Offshore Business Process Outsourcing Providers," Proceedings of the 2014 Annual INFORMS Conference on Information Systems and Technology, Information Systems Society, San Francisco, CA, 2014
34. Tafti, A., Sachdev, V., Mithas, S., and Mallik, L. "Positioning in Information Technology Collaboration Networks and Returns to R&D Investment," Proceedings of the 2014 Annual INFORMS Conference on Information Systems and Technology, Information Systems Society, San Francisco, CA, 2014.
35. Aksoy, L., Keiningham, T.L., Lariviere, B., Mithas, S., Morgeson, F.V., and Yalcin, A. "Satisfaction, Loyalty and Shareholder Value: Investigating industry and time effects," International Service Research Conference (AMA SERVSIG 2014) Thesaloniki, Greece (June 13-15, 2014), 2014
36. Saldanha, T., Mithas, S., and Krishnan, M.S. "The Role of Business Analytics in Customer-involvement and Innovation," Proceedings of the 23rd Workshop on Information Technologies and Systems 2013 (WITS 2013) Milan, Italy, 2013
37. Pang, M.-S., Mithas, S., and Lucas, H.C. "How Channel Choice and Service Failure Influence Customer Satisfaction with Social Insurance Program," Proceedings of the 33rd International Conference on Information Systems (Dec 15-18), Association for Information Systems, Milan, Italy, 2013
38. Yu, J., Han, K., and Mithas, S. "Does Information Technology Matter to the Internationalization of MNEs? Theory and Evidence," Proceedings of the 33rd International Conference on Information Systems (Dec 15-18), Association for Information Systems, Milan, Italy, 2013
39. Lim, J.-H., Han, K., and Mithas, S. "How CIO Position Influences IT Investments and Firm Performance," Proceedings of the 33rd International Conference on Information Systems (Dec 15-18), Association for Information Systems, Milan, Italy, 2013
40. Ho, V., Whitaker, J.W., Mithas, S., and Roy, P.K. 2013. "Success is More Than a Resumé: The Role of Social and Psychological Capital in Compensation for Offshore BPO Professionals," *Proceedings of the ACM SIGMIS CPR 2013 (May 30-June 1)*, K.D. Joshi and A. Morgan (eds.), Cincinnati, Ohio: Association for Computing Machinery, , pp. 125-133 [**Winner of the Magid Igarria Outstanding Conference Paper of the Year 2013 award by the Special Interest Group of the ACM on Management Information Systems (SIGMIS)**]
41. *Khuntia, J.*, Mithas, S., Agarwal, R., and Roy, P.K. "Service Augmentation and Customer Satisfaction: An Analysis of Cell Phone Services in Base-of-the-Pyramid Markets," Proceedings of the 32nd International Conference on Information Systems (Dec 16-19), Association for Information Systems, Orlando, Florida, 2012
42. Huang, P., Tafti, A., and Mithas, S. "Knowledge Contribution in Online Network of Practice: The Role of IT Infrastructure, Foreign Direct Investment and Immigration," Proceedings of the 32nd International Conference on Information Systems (Dec 16-19), Association for Information Systems, Orlando, Florida, 2012
43. Ho, V., Whitaker, J.W., Mithas, S., and Roy, P.K. "It's What's Inside that Counts: The Role of Social and Psychological Capital in Compensation for Offshore BPO Professionals," Proceedings of the 32nd International Conference on Information Systems (Dec 16-19), Association for Information Systems, Orlando, Florida, 2012. [**Nominated for the best paper award**]
44. Gillon, K., Brynjolfsson, E., Griffin, J., Gupta, M., and Mithas, S. 2012. "Panel--Business Analytics: Radical Shift or Incremental Change?," *Proceedings of the 32nd International Conference on Information Systems (Dec 16-19)*, Orlando, Florida: Association for Information Systems

45. Mithas, S., and Lucas, H. "How Do High-Skill Foreign Workers Assimilate in the United States? Tracing the Wage Trajectories of Foreign and American IT Professionals " Proceedings of the 31st International Conference on Information Systems (Dec 4-7), Association for Information Systems, Shanghai, China, 2011
46. Kim, K., and Mithas, S. "How does Bond Market View IT investments of Firms? An Empirical Evidence of Bond Ratings and Yield Spreads," Proceedings of the 31st International Conference on Information Systems (Dec 4-7), Association for Information Systems, Shanghai, China, 2011
47. Kim, K., and Mithas, S. "How does Bond Market View IT investments of Firms? An Empirical Evidence of Bond Ratings and Yield Spreads," Proceedings of the 16th Annual INFORMS Conference on Information Systems and Technology (Nov 12-13, 2011), Information Systems Society, Charlotte, NC, 2011
48. Mithas, S., Khuntia, J., and Roy, P.K. "Green Information Technology, Energy Efficiency, and Profits: Evidence from an Emerging Economy," Proceedings of the 30th International Conference on Information Systems (Dec 12-15), Association for Information Systems, Saint Louis, Missouri, 2010
49. Mithas, S., Lucas, H., and Kim, K. "Can IT Cure Baumol's 'Disease'? How Information Technology Influences Productivity of Service Activities," Proceedings of the 15th Annual INFORMS Conference on Information Systems and Technology, Information Systems Society, Austin, TX, 2010.
50. Khuntia, J., Agarwal, R., Mithas, S., and Lin, O. "How Economic and Institutional Factors Influence Electronic Medical Records Adoption " Proceedings of the 15th Annual INFORMS Conference on Information Systems and Technology, Information Systems Society, Austin, TX, 2010
51. Whitaker, J., Mithas, S., and Krishnan, M.S. "Organizational Learning and Organizational Capabilities of Firms that Engage in Onshore and Offshore Business Process Outsourcing," in: *Proceedings of the 43rd Annual Hawaii International Conference on System Sciences*, R.H. Sprague (ed.), IEEE Computer Society Press, Hawaii, 2010.
52. Mithas, S., and Whitaker, J.W. "Information Technology and Globalization: Theory and Evidence," Proceedings of the 14th Annual INFORMS Conference on Information Systems and Technology, Information Systems Society, San Diego, CA, 2009.
53. Mithas, S., and Tafti, A. "How Strategic Posture and Competitive Environment Influence Firms' Information Technology Investments: Theory and Evidence," Proceedings of the 30th International Conference on Information Systems (Dec 15-18), Association for Information Systems, Phoenix, Arizona, 2009
54. Mithas, S., Khuntia, J., and Agarwal, R. "Information technology and life expectancy: A country-level analysis," Proceedings of the 30th International Conference on Information Systems (Dec 15-18), Association for Information Systems, Phoenix, Arizona, 2009
55. Han, K., and Mithas, S. "IT outsourcing and internal IT investments: Substitutes or complements?" **The Best Paper Proceedings of the Academy of Management** (10-11 August 2009), Chicago, IL, USA, 2009 **[Nominated for the OCIS best paper award and was adjudged as the second runner-up]**
56. Mithas, S. "Are emerging markets different from developed markets? Human Capital, sorting and segmentation in compensation of information technology professionals," Proceedings of the 29th International Conference on Information Systems, Association for Information Systems, Paris, France, 2008
57. Lin, O., and Mithas, S. "Information Technology and Inventories: Substitutes or Complements?" Proceedings of the 29th International Conference on Information Systems, Association for Information Systems, Paris, France, 2008.
58. Tafti, A., Mithas, S., and Krishnan, M.S. "The effects of information technology and service-oriented architectures on joint venture value," Proceedings of the 29th International Conference on Information Systems, Association for Information Systems, Paris, France, 2008.
59. Mithas, S., and Lucas, H.C. "Does High-skill Immigration Make Everyone Better Off? United States' Visa Policies and Compensation of American and Foreign Information Technology Professionals," Proceedings of the 13th Annual INFORMS Conference on Information Systems and Technology, Information Systems Society, Washington, D.C., 2008.
60. Tafti, A., Mithas, S., and Krishnan, M.S. "Complementarities between information technology and human resource practices in knowledge work," Proceedings of the 28th International Conference on Information Systems (Dec 9-12, 2007), Association for Information Systems, Montreal, Quebec, Canada, 2007. **[Nominated for the best paper award]**
61. Kudaravalli, S., Mithas, S., Kumar, S., and Barker, V. "Do CEO Characteristics affect technology strategy of a firm?" *Proceedings of the 11th Annual INFORMS Conference on Information Systems and Technology*, Information Systems Society, Pittsburgh, PA, 2006.
62. Ramasubbu, N., Subramanyam, R., Mithas, S., and Krishnan, M.S. "On the Value of Code Inspections for Software Project Management: An Empirical Analysis," in: *Americas Conference on Information Systems*, R. Sabherwal and R. Watson (eds.), Association for Information Systems, Acapulco, Mexico, 2006.

63. Bardhan, I.R., Whitaker, J. and Mithas, S. "Antecedents of Business Process Outsourcing in Manufacturing Plants," in: *Proceedings of the 39th Annual Hawaii International Conference on System Sciences*, Ralph H. Sprague (ed.), IEEE Computer Society Press, Hawaii, 2006, p. 168a
64. Whitaker, J., Mithas, S. and Krishnan, M.S. "Antecedents of Onshore and Offshore Business Process Outsourcing," in: *Proceedings of the 26th International Conference on Information Systems*, D. Avison and D. Galletta (eds.), Association for Information Systems, Las Vegas, 2005, pp. 85-96 [**Nominated for the best paper award**]
65. Whitaker, J., Mithas, S. and Krishnan, M.S. "Effects of IT Infrastructure, Process Knowledge and Internationalization on Onshore and Offshore Business Process Outsourcing," *Proceedings of the 10th Annual INFORMS Conference on Information Systems and Technology*, CIST, San Francisco, 2005
66. Mithas, S. and Jones, J.L. "Effect of Auction Parameters on Buyer Surplus in Procurement Contracts: A Field Study," *Proceedings of the First Interdisciplinary Symposium Between Information Systems, Statistics and Related Fields* (May 22-23, 2005), Center for Electronic Markets, College Park, Maryland, 2005, pp. 50-51
67. Mithas, S. and Krishnan, M.S. "Causal effect of CRM systems on cross selling effectiveness and sales-force productivity by bounding a matching estimator," in: *Proceedings of the Ninth Annual INFORMS Conference on Information Systems and Technology*, H. Bhargava, Forman, Chris, Kauffman, Rob, Wu, D.J. (ed.), Denver, CO, 2004, pp. 1-32 [**This paper won INFORMS-CIST best doctoral student paper award and nominated for the best conference paper award**]
68. Mithas, S., Ramasubbu, N., Krishnan, M.S. and Fornell, C. "Effect of website characteristics on consumer loyalty: A Multilevel analysis," in: *Proceedings of the 24th International Conference on Information Systems*, S.T. March, A. Massey and J.I. DeGross (eds.), Association for Information Systems, Seattle, Washington, 2003, pp. 928-932.
69. Mithas, S., Ramasubbu, N., Krishnan, M.S. and Sambamurthy, V. "Information technology management and firm performance: An empirical analysis of mediating influences," in: *Proceedings of the Eighth Annual INFORMS Conference on Information Systems and Technology*, A. Bharadwaj, Narasimhan, S., and Santhanam, R. (ed.), Atlanta, GA, 2003, pp. 1-15.
70. Mithas, S., Jones, J.L. and Mitchell, W. "Non-contractible factors as determinants of electronic market adoption," in: *Proceedings of the 23rd International Conference on Information Systems*, L. Applegate, Galliers, R., and DeGross, J.I. (ed.), Association for Information Systems, Barcelona, Spain, 2002, pp. 763-767.
71. Mithas, S., Subramanyam, R. and Krishnan, M.S. "Determinants of Inspection Effectiveness in Software Development: An Empirical Analysis," in: *22nd International conference on Information systems*, V. Storey, Sarkar, S., and Janice I. DeGross (ed.), New Orleans, Louisiana, 2001, pp. 437-442.

e. Papers in Conference Programs (Excluding the ones in the refereed proceedings above, some of the papers below are accepted after a peer review)

1. Mithas, S., Liu, C., and Kadian, A. 2020. "How No-Poaching Collusion among Big Tech Firms Influences Wages of IT Professionals: Theory and Evidence," *Workshop on Information Systems Economics (WISE), Dec 16-19, Hyderabad, India*
2. Li, K. G., Mithas, S., Zhang, Z., and Tam, K. Y. 2019. "The Filter Bubble Effect Of Algorithmic Ranking On Social Media," *Workshop on Information Systems Economics (WISE), Dec 19-20, Munich, Germany*
3. Colby, C. L., Mithas, S., and Parasuraman, A. 2019. "Service Robots: Trends in Acceptance and Factors behind Readiness to Adopt," *Frontiers in Service Conference (July 19-21)*, R. Rust, B. Lariviere and J. Wirtz (eds.), NUS Singapore ("**Finalist for the Best Practitioner Paper Award and Presentation**")
4. Mariadoss, B. J., Saldanha, T., Wu, M., and Mithas, S. 2018. "The Impact of Information and Communication Technology on National Innovation: The Moderating Influence of National Culture," *AIB 2018 Annual Meeting (25-28 June)*, Minneapolis: AIB 2018 Annual Meeting
5. Saldanha, T., Mithas, S., and Mayya, R. 2018. "Understanding Revenue and Profit Slowdown and Mitigating Mechanisms: Are Information Technology Firms Different?," *Industry Studies Conference (30 May-June 1)*, Seattle: Industry Studies Association
6. Saldanha, T., Mithas, S., and Mayya, R. 2017. "IT versus non-IT Firms 1950-2015: Determinants of Revenue Slowdown and the Role of Investments in Intangibles," *Conference on Digital Economy (CODE) (21-23 December)*, Neemrana Fort Palace, Rajasthan, India.
7. Jeong, J., Huang, P., and Mithas, S. 2017. "The Great Equalizer? Smartphone Use at Workplace and Income Gaps " *Workshop on Information Systems Economics 2017 (WISE 2017), Dec 14-15, 2017, Seoul, South Korea*
8. Kathuria, A., Saldanha, T., Khuntia, J., Andrade Rojas, M. G., Hah, H., and Mithas, S. 2017. "When Do Information Signals Convey Quality in Digital Platforms?," in: *Platform Strategy Research Symposium (July 13, 2017)*, M.V. Alstyne, K. Boudreau, A. Hagiu and G. Parker (eds.). Boston, MA

9. Mithas, S. 2017. "Keynote: Digital intelligence and transformations," *ACM SIGMIS Computers and People Research (21-23 June 2017)*, D. Beimborn, R. Sharma and S.C. Srivastava (eds.), Bengaluru, India: Association for Computing Machinery
10. Colby, C. L., Mithas, S., and Parasuraman, A. 2017. "The Role of Digitally Rich Experiences in Satisfying Service Customers " *Frontiers in Service Conference (June 22-25)*, L. Aksoy and T. Keiningham (eds.), New York ("**The Best Practitioner Paper Award and Presentation**")
11. Saldanha, T., Mariadoss, B. J., Wu, M., and Mithas, S. 2017. "The Impact of Information Technology on National Innovation: The Moderating Influence of National Culture," *Industry Studies Conference (24-26 May 2017)*, Washington, DC: Industry Studies Association
12. Liu, C.-W., and Mithas, S. 2016. "Information Technology and Income Mobility: Evidence from India," *Workshop on Information Systems Economics (WISE) 2016*, Dublin, Ireland
13. Foerderer, J., Kude, T., Mithas, S., and Heinzl, A. 2016. "Does Platform Owner's Entry Crowd Out Innovation? Evidence from Google Photos," in: *Platform Strategy Research Symposium (July 14, 2016)*, M.V. Alstyne, K. Boudreau, A. Hagiou and G. Parker (eds.). Boston, MA
14. Colby, C. L., Mithas, S., and Parasuraman, A. 2016. "Service Robotics: How Ready are Consumers to Adopt and What Drives Acceptance?," *Frontiers in Service Conference (June 23-26)*, T.W. Andreassen, E. Breivik and R.T. Rust (eds.), Bergen, Norway. ("**Finalist for the Best Practitioner Paper Award and Presentation**")
15. Lee, D., Mithas, S., and Woodall, G. 2016. "Showrooming vs. Webrooming: The Effect of Multichannel Information Search on Purchase Behavior," *Frontiers in Service Conference (June 23-26)*, T.W. Andreassen, E. Breivik and R.T. Rust (eds.), Bergen, Norway
16. Liu, C.-W., Kude, T., Mithas, S., Colby, C. L., and Orlando, T. 2016. "How Strategy and Governance Choices Influence Innovation Success in Software Products and Services," *Frontiers in Service Conference (June 23-26)*, T.W. Andreassen, E. Breivik and R.T. Rust (eds.), Bergen, Norway.
17. Mithas, S., Whitaker, J. W., Srivastava, S. C., Arora, R., and Lee, D. 2016. "Ambidextrous interventions to manage trade-offs in innovation outcomes: Evidence from a large conglomerate," *Production and Operations Management Society (POMS) 26th Annual Conference (May 6-9, 2016)*, Orlando, FL: Production and Operations Management Society
18. Liu, C.-W., Kude, T., Mithas, S., and Colby, C. L. 2016. "How strategy and governance choices influence innovation success in software products and services," *Production and Operations Management Society (POMS) 26th Annual Conference (May 6-9, 2016)*, Orlando, FL: Production and Operations Management Society
19. Saldanha, T., Kathuria, A., Khuntia, J., and Mithas, S. 2016. "Does IT complement or substitute for physical branches? Evidence from the financial services industry," *Production and Operations Management Society (POMS) 26th Annual Conference (May 6-9, 2016)*, Orlando, FL: Production and Operations Management Society
20. Pan, Y., Mithas, S., Hsieh, J. J. P.-A., and Liu, C.-W. 2015. "The Online Channel, Trading Behavior, and Customer Profitability in Financial Services: Evidence from an Emerging Market," in: *Workshop on Information Systems Economics 2015 (WISE 2015)*, Dec 12-13, 2015. Forth Worth, Texas
21. Colby, C. L., Mithas, S., Orlando, T., and Norman, E. 2015. "What Drives Successful Product Development and Innovation in the Software Development Process? The Product Development Success Index (PDSI) " *Frontiers in Service Conference*, J. Spohrer, R.T. Rust, A. Rayes and S. Kwan (eds.), San Jose, CA ("**Finalist for the Best Practitioner Paper Award and Presentation**")
22. Kude, T., Schmidt, C. T., Mithas, S., and Heinzl, A. 2015. "Disciplined Autonomy and Innovation Effectiveness: The Role of Team Efficacy and Task Volatility," *Frontiers in Service Conference*, J. Spohrer, R.T. Rust, A. Rayes and S. Kwan (eds.), San Jose, CA
23. Sharma, P. N., Morgeson, F., Mithas, S., and Aljazzaf, S. 2015. "In Which Model Do We Trust? Comparing the Explanatory and Predictive Abilities of Models of E-Government Satisfaction and Trust," *Frontiers in Service Conference*, J. Spohrer, R.T. Rust, A. Rayes and S. Kwan (eds.), San Jose, CA
24. Ramasubbu, N., Woodard, J., and Mithas, S. 2015. "Orchestrating Service Innovation Using Design Moves: The Dynamics of Fit between Service and Enterprise IT Architectures," *Production and Operations Management Society (POMS) 26th Annual Conference (May 8-11, 2015)*, Washington, DC: Production and Operations Management Society
25. Mithas, S., Han, K., and Lucas, H. 2015. "How High-Skill Foreign Workers Assimilate in the United States," *Production and Operations Management Society (POMS) 26th Annual Conference (May 8-11, 2015)*, Washington, DC: Production and Operations Management Society
26. Saldanha, T., Mithas, S., and Krishnan, M.S. "How Does Customer Involvement Influence Innovation? The Moderating Role of Customer Relationship Management Systems and Business Analytics," *Workshop on Information Systems Economics 2014 (WISE 2014)*, Dec 17-19, 2014, Auckland, New Zealand, 2014

27. Mithas, S., Tafti, A., Kimbrough, M.D., and Sethi, R. "Information Technology Capability and Stock Returns: Theory and Evidence," Academy of Management Annual Meeting (1-5 August 2014), Philadelphia, PA, 2014
28. Croson, D., Drnevich, P.L., Larson, E.C., Mithas, S., Ray, G., and Tribble, L. "Valuing the Strategic Contributions of Information Systems Research: Fostering a Dialogue and Research Collaboration across the Management and IS Fields (PDW sponsored by OCIS)," Academy of Management Annual Meeting (1-5 August 2014), Philadelphia, PA, 2014
29. Pang, M.-S., Mithas, S., and Lucas, H.C. "How Channel Choice and Service Failure Influence Customer Satisfaction with Social Insurance Program," Northeast Conference on Public Administration, School of Public Policy and Administration, University of Delaware (Nov 1-2), Newark, Delaware, 2013
30. Fornell, C., Hult, G.T.M., Morgeson, F.V., and Mithas, S. "Capabilities and consumer attitudes: Do managers know what their customers want?," Academy of Marketing Science (AMS) World Marketing Congress 2013 (17-20 July 2013), Melbourne, Australia, 2013
31. Lim, J.-H., Han, K., and Mithas, S. "How CIO position influences information technology investments and firm performance," Workshop on Information System Economics, Orlando, Florida, 2012
32. Mithas, S., and Han, K. 2012. "How Do Foreign Workers Affect U.S. Workers and Firm Profits?," *Academy of Management Annual Meeting (3-7 August 2012)*, Boston, MA
33. Gupta, R., Mani, D., Mithas, S., and Shmueli, G. "Tree Matching Solution for Self-Selection in Impact Surveys," Eighth Symposium on Statistical Challenges in Electronic Commerce Research (June 28-29, 2012), Montreal, Canada, 2012
34. Aksoy, L., Keiningham, T.L., Lariviere, B., Mithas, S., Morgeson, F.V., and Yalcin, A. "The Satisfaction, Repurchase Intentions and Shareholder Value Linkage: A Longitudinal Examination of Fixed and Firm-Specific Effects," Frontiers in Service Conference, College Park, MD, 2012 ("**Best Practitioner Paper Award and Presentation**")
35. Mithas, S., Whitaker, J.W. and Tafti, A. "Information Technology and Globalization: Theory and Evidence," Frontiers in Service Conference, College Park, MD, 2012
36. Tafti, A., Sachdev, V., and Mithas, S. "Positioning and performance in information technology collaboration networks," Workshop on Information Systems and Economics (Dec 7-9, 2011), Shanghai, China, 2011
37. Ravichandran, T., Han, S., and Mithas, S. "How information technology influences innovation output of a firm: Theory and evidence," IFIP WG 8.2 Organizations and Society in Information Systems (OASIS) Workshop, Shanghai, 2011
38. Khuntia, J., Mithas, S., and Agarwal, R. "How Do Business Models Influence the Sustainability of Health Information Exchanges?" 42nd Annual Meeting of the Decision Sciences Institute, Nov 19-22, 2011, Decision Sciences Institute, Boston, MA, 2011
39. Whitaker, J.W., Ho, V., and Mithas, S. "The Role of Organizational Capital and Social Capital in Compensation of India BPO Professionals," Annual INFORMS Conference (13-18 Nov 2011), Charlotte, North Carolina, 2011
40. Khuntia, J., Mithas, S., and Agarwal, R. "How Do Business Models Influence the Sustainability of Health Information Exchanges?" Workshop on Health Information and Economics (WHITE), Oct 21-22, 2011, College Park, MD, 2011
41. Khuntia, J., Mithas, S., and Agarwal, R. "What determines the sustainability and maturity of a health information exchange? An examination of funding source, organizational form, service provision, and business model," Academy of Management Annual Meeting (Aug 12-16, 2011), San Antonio, TX, 2011
42. Tafti, A., Sachdev, V., and Mithas, S. "Positioning and performance in information technology collaboration networks," Academy of Management Annual Meeting (Aug 12-16, 2011), San Antonio, TX, 2011
43. Mithas, S., Whitaker, J.W., and Tafti, A.R. "Information Technology, Foreign Revenues and Foreign Profits: Theory and Evidence," Workshop on Information System Economics, St. Louis, Missouri, 2010
44. Khuntia, J., Whitaker, J.W., Mithas, S., and Kaushik, A. "How Organizational Practices Influence Service Performance: Evidence from BPO Service Provider Firms " Annual INFORMS Conference, Austin, TX, 2010
45. Khuntia, J., Agarwal, R., Mithas, S., and Lin, O. "How Economic and Institutional Factors Influence Electronic Medical Records Adoption " Workshop on Health Information and Economics (WHITE), College Park, MD, 2010.
46. Khuntia, J., Mithas, S., and Agarwal, R. "On Sustainability of Health Information Exchanges: Effect of Funding and Patient Experience," Workshop on Health Information and Economics (WHITE), College Park, MD, 2010.

47. Tafti, A., Sachdev, V., and Mithas, S. "Positioning and performance in information technology collaboration networks," Workshop on Information in Networks (Sept 24-25, 2010), NYU, New York, 2010.
48. Mithas, S., Khuntia, J., and Roy, P.K. "Green Information Technology, Energy Efficiency, and Profits: Evidence from an Emerging Economy," The Pacific Asian Consortium for International Business Education and Research (PACIBER) 2010 Annual Meeting (June 19-22), Hilton Waikoloa Village, Hawaii, 2010, pp. 1-29
49. Tafti, A.R., Mithas, S., and Krishnan, M.S. "Complementarities between Information Technology and Human Resource Practices in Knowledge Work," Workshop on Information System Economics, Phoenix, Arizona, 2009
50. Lin, O., Mithas, S., Agarwal, R., Weissman, M., and Jacobs, B.R. "Electronic Medical Record Adoption in Pediatric Physician Offices," Council on Clinical Information Technology Poster Session in the American Academy of Pediatrics National Conference & Exhibition (Oct 17-20), American Academy of Pediatrics, Washington, D.C. , 2009
51. Whitaker, J.W., and Mithas, S. "Human resource management issues in the global delivery of services," Proceedings of the 14th Annual INFORMS Conference INFORMS, San Diego, CA, 2009
52. Roy, P., and Mithas, S. "Customer satisfaction with cellphone services: A cross-country analysis," Proceedings of the 14th Annual INFORMS Conference INFORMS, San Diego, CA, 2009
53. Mithas, S., and Roy, P. "Green IT awareness and implementation in an emerging economy," Proceedings of the 14th Annual INFORMS Conference INFORMS, San Diego, CA, 2009
54. Mithas, S., and Lucas, H.C. "Does High-skill Immigration Make Everyone Better Off? United States' Visa Policies and Compensation of American and Foreign Information Technology Professionals," Sloan Industries Conference (May 27-29, 2009), Chicago, 2009
55. Whitaker, J., Mithas, S., Kumar, S., and Krishnan, M.S. "The role of organizational learning and capabilities in onshore and offshore business process outsourcing," 3rd Annual International Offshoring Conference (April 5-7 2009), Duke University, Durham, NC, 2009
56. Whitaker, J., Mithas, S., Kumar, S., and Krishnan, M.S. "The role of organizational learning and capabilities in onshore and offshore business process outsourcing," The 3rd Annual Global Sourcing Workshop (22-25 March 2009), Keystone, CO, USA, 2009
57. Mithas, S., and Rust, R.T. "How Revenue and Cost Focus in Information Technology Strategy Affect Firm Performance " Marketing Strategy Meets Wall Street (Jan 23-24, 2009), Goizueta Business School, Emory University, Atlanta, Georgia, USA, 2009
58. Mithas, S., and Lucas, H.C. "Does High-skill Immigration Make Everyone Better Off? United States' Visa Policies and Compensation of American and Foreign Information Technology Professionals," Workshop on Information System Economics (WISE), Paris, France, 2008.
59. Lin, O., Kaushik, A., Mithas, S., and Whitaker, J. "The Role of Quality and HR Management Practices in Outsourcing Value Creation: A Study of India BPO," Proceedings of the 13th Annual INFORMS Annual Meeting, INFORMS, Washington, DC, 2008
60. Mithas, S., and Lucas, H.C. "Does High-skill Immigration Make Everyone Better Off? United States' Visa Policies and Compensation of American and Foreign Information Technology Professionals," NYU conference on global delivery of professional services, NYU (May 30-31), New York, 2008.
61. Mithas, S., Tafti, A.R., Bardhan, I.R., and Goh, J.M. "Resolving the Profitability Paradox of Information Technology: Mechanisms and Empirical Evidence " Workshop on Information System Economics (WISE), Montreal, Canada, 2007.
62. Mithas, S., and Whitaker, J. "Is the World Flat or Spiky? Information Intensity, Skills, and Global Service Disaggregation," Duke Research Conference and Workshop on Offshoring Duke CIBER Offshoring Conference, Duke University (April 14-16), Cary, North Carolina, 2007.
63. Koppius, O., Mithas, S., Jank, W., Shmueli, G., and Jones, J.L. "Bidding dynamics in B2B reverse auctions," 1st International Symposium of Information Systems, Indian School of Business, Hyderabad, India, 2006.
64. Bardhan, I.R., Mithas, S., and Lin, S. "Information technology and manufacturing plant performance: Outsourcing of supporting business processes," 1st International Symposium of Information Systems, Indian School of Business, Hyderabad, India, 2006.
65. Koppius, O., Jank, W., Jones, J.L., Mithas, S., and Shmueli, G. "Analyzing bidding dynamics in reverse auctions: Process metrics and a functional approach," Proceedings of the 11th Annual INFORMS Annual Meeting, INFORMS, Pittsburgh, PA, 2006.
66. Bardhan, I.R., Lin, S., and Mithas, S. "Information Technology and Firm Performance: A Data Envelopment Analysis study," Proceedings of the 37th Annual Meeting of the Decision Sciences Institute, DSI, San Antonio, TX, 2006.

67. Bardhan, I.R., Lin, S., and Mithas, S. "Information technology and firm efficiency: A non-parametric analysis," Proceedings of the 11th Annual INFORMS Annual Meeting, INFORMS, Pittsburgh, PA, 2006.
68. Whitaker, J., Mithas, S. and Krishnan, M.S. "Antecedents and Business Value of RFID: An Empirical Analysis," Academy of Management Annual Meeting, Atlanta, Georgia, 2006.
69. Jank, W., Jones, J.L., Koppius, O., Mithas, S., and Shmueli, G. "Toward a theory of bidding dynamics," Proceedings of the Second Statistical Challenges in E-Commerce Research Symposium (May 22- 23), University of Minnesota, Minnesota, MN, 2006.
70. Mithas, S., and Whitaker, J. "Effect of Information Intensity and Physical Presence Need on the Global Disaggregation of Services: Theory and Empirical Evidence," Information Systems Research Special Issue Workshop (March 24-25), Ann Arbor, MI, 2006.
71. Mithas, S., Whitaker, J. and Bardhan, I.R. "Information Technology and Manufacturing Plant Performance: The Role of Production Process Outsourcing," *Workshop on Information System Economics (WISE)* 2005, Los Angeles.
72. Mithas, S., Krishnan, M.S., and Fornell, C. "Effect of Customer Relationship Management Systems on Customer Satisfaction: An Empirical Analysis," *American Marketing Association (AMA) Winter Educators' Conference* 2005, San Antonio, Texas.
73. Mithas, S., and Krishnan, M.S. "Returns to Managerial and Technical Competencies of IT Professionals: An Empirical Analysis," *Workshop on Information System Economics (WISE)* 2004, Washington DC.
74. Mithas, S. and Jones, J.L. "Effect of Auction Design Parameters on Auction Effectiveness: Evidence from a Field Experiment," Ninth INFORMS Annual Meeting 2004, Denver, Colorado.
75. Ramasubbu, N., Mithas, S., Krishnan, M.S. and Kemerer, C.F. "Effect of Quality Management Practices in Distributed Offshore Software Development: An Empirical Analysis," Academy of Management (AOM) 2004, New Orleans.
76. Mithas, S., and Krishnan, M.S. "Resolving Technology-Customer Disconnect: An Empirical Analysis," *Workshop on Information System Economics (WISE)* 2003, Seattle.
77. Mithas, S., Krishnan, M.S., and Fornell, C. "Effect of IT Investments on Customer Satisfaction: An Empirical Analysis," *Workshop on Information System Economics (WISE)* 2002, Barcelona.

f. Invited Talks/ Seminars, Abstracts, and Other Professional Papers Presented

1. Research Seminar (Virtual due to Covid-19) at *UNSW Sydney*, 22 July 2020
2. Research Seminar at *University of Florida, ISOM Workshop*, 28 February 2020
3. Keynote address at International Conference on Digital Economy (ICDE), IIM Raipur, 8 Dec 2019.
4. MISQ Special Issue Workshop (Next-Generation Theories), University of Maryland, August 2019
5. Research Workshop on "Craft of Scholarship" at *Birla Institute of Management Technology (Bimtech)*, Greater Noida, 24 July 2019
6. Research Workshop on "Craft of Scholarship" at *UNSW Sydney*, 15 July 2019
7. Research Seminar at *University of Sydney*, 3 July 2019
8. Research Seminar at *NUS Singapore*, 28 June 2019
9. Research Seminar at *UNSW Sydney*, 18 June 2019
10. Research Seminar at *RPI*, 27 September 2018
11. Research Seminar at *Johns Hopkins University Carey School of Business*, 25 September 2018
12. Research Seminar at *UNSW Sydney*, 25 July 2018
13. Research Seminar at *HKUST*, 23 July 2018
14. Mithas, S. 2018. "Digital Transformations, Open Innovation, and Future of Work," *NSF Convergence Workshop on Crowdsourcing 2018, May 18-19, 2018*, H. Xu, G. Das and S. Basu Roy (eds.), Alexandria, VA
15. Research Seminar at *USF Muma College of Business*, 23 Feb 2018
16. Research seminar at *IIM Lucknow*, 16 Jan 2018
17. Research seminar at *Sam M. Walton College of Business, University of Arkansas, Fayetteville*, 3 November 2017
18. Keynote at Association for Computing Machinery (ACM) SIGMIS Computers and People Research Conference (21-23 June 2017) at *IIM Bengaluru, India*
19. Talk at *Birla Global University*, 21 June 2017
20. Commencement address as "Guest of Honor" at *Birla Institute of Management Technology (Bimtech)*, 16 June 2017
21. Presentation on "Digital Innovations and Transformation" at *SAP, Walldorf*, 31 May 2017
22. *MISQ Special Issue Workshop (Complexity)*, University of Texas-Austin, April 2017

23. Research seminar at *University of British Columbia, Vancouver*, 17 Feb 2017
24. Presentation to the Advances Practices Council (APC) of the Society for Information Management (SIM), with Thomas Kude and Narayan Ramasubbu, 17 Jan 2017
25. Talk at *Birla Institute of Management Technology (Bimtech)*, 17 November 2016
26. Research seminar at *Tsinghua University*, 14 November 2016
27. Research seminar at *Memphis University*, 21 October 2016
28. Research seminar at *Warwick Business School*, 28 June 2016
29. Research seminar at *Imperial College Business School*, 21 June 2016
30. Keynote address to about 850 senior HR professionals and business leaders at 19th National Human Resource Development Network (NHRDN) Conference at Taj Palace Hotel, New Delhi on 19 Nov 2015 (see <http://nc2015.nationalhrd.org/speakers.html>) as part of a panel. The other panelists were B Ashok (Chairman, Indian Oil), Josh Bersin (Deloitte) and Dr Rishikesh T. Krishnan (Director, IIM Indore).
31. Research seminar at *Indian School of Business*, 11 November 2015
32. Research seminar at *IIT Roorkee*, 6 November 2015
33. Research seminar at *Cornell University*, 2 October 2015
34. Talk based on my book "Making the Elephant Dance" at BML Munjal University (*BMU*), *Gurgaon*, 31 July 2015
35. Talk based on my book "Making the Elephant Dance" at Taj Mahal Palace Hotel, Mumbai, 27 July 2015
36. Talk based on my book "Dancing Elephants and Leaping Jaguars" at McKeldin Library, University of Maryland, College Park, 16 Apr 2015
37. "How Does Customer Involvement Influence Innovation? The Moderating Role of Customer Relationship Management Systems and Business Analytics" at *University of Southern California, MISQ Special Issue Workshop*, 27 Feb 2015
38. Research seminar at *Georgia State University*, 13 Feb 2015
39. Research seminar at *NUS Singapore*, 30 Dec 2014
40. Talk based on my book "Dancing Elephants and Leaping Jaguars" at MDI, *Gurgaon*, 16 Jan 2015
41. Talk based on my book "Dancing Elephants and Leaping Jaguars" at Birla Institute of Management Technology (*Bimtech*), *Greater Noida*, 14 Jan 2015
42. Delivered an address at National Management and IT Symposium in Netherlands (<http://www.nationaal-management-en-it-symposium.nl/>) on 10 Dec 2013. The event was organized by a number of leading IT industry associations in Netherlands and Europe and was attended by about 800 senior IT professionals. The address was based on my research published in *MIS Quarterly*, *MIT Sloan Management Review* and the theme of my "Digital Intelligence" book.
43. Research seminar at *IE Business School, Madrid, Spain*, 13 Dec 2013
44. Research seminar at *SUNY Buffalo*, 22 Oct 2013
45. Research seminar at *Naveen Jindal School of Management, University of Texas at Dallas*, 13 Sept 2013
46. Presentation at the 4th International Conference on the Outsourcing of Information Technology Services (ICOIS 2013, www.icois.de) at the *Manheim Business School, Germany*, June 10-11, 2013.
47. Presentation to Advances Practices Council (APC) of the Society for Information Management (SIM), with Ritu Agarwal and Hank Lucas, Jan 2013
48. Keynote address to about 300 Indian CIOs at a highly-publicized DQ Live conference on 12 Dec 2012 (12.12.12) at Mumbai organized by a leading IT research and media company. The event and the address was organized around my research (see <http://dqlive.in/>) on the effect of IT on profits published in *MIS Quarterly* and *MIT Sloan Management Review*.
49. "Digital Intelligence: An Attempt to Define Core and Move Beyond a Collection of Topics" at *IT Teaching Workshop at University of California, Irvine*, 8 June 2012
50. Research seminar at *George Washington University*, 20 March 2012
51. Research seminar at *Temple University*, 16 March 2012
52. Research seminar at *University of South Florida, Tampa*, 2 March 2012
53. ISOM Workshop at *University of Florida, Gainesville*, 10-11 Feb 2012
54. "IT and Globalization: Theory and Evidence" at *Indian School of Business, Hyderabad, India*, 21 Dec 2011
55. "How a Firm's Competitive Environment and Digital Strategic Posture Influence Digital Business Strategy" at the *Graduate School of Management, University of California Davis, Davis, CA*, 23 Sept 2011
56. Panelist on "Executive Education Opportunities in IT Management: Successful Approaches and Innovative Topics" at *IT Teaching Workshop at University of Michigan, Ann Arbor*, 13 May 2011

57. "How a Firm's Competitive Environment and Digital Strategic Posture Influence Digital Business Strategy" at the *Ross School of Business, University of Michigan*, Ann Arbor, 12 May 2011
58. "How a Firm's Competitive Environment and Digital Strategic Posture Influence Digital Business Strategy" at *Temple University, MISQ Special Issue Workshop*, 9 April 2011
59. Panelist on "Digital Business Strategies for an Uncertain Environment: Blue Sky or Oblivion?" at *Temple University, MISQ Special Issue Workshop*, 8 April 2011
60. "How a Firm's Competitive Environment and Digital Strategic Posture Influence Digital Business Strategy" at *College of William & Mary*, 1 April 2011
61. Presentation at the Marketing Science Institute (MSI)'s 2011 MSI Young Scholar Event at Salt Lake, Utah, Jan 2011
62. Information Technology and Firm Profitability: Mechanisms and Empirical Evidence" at *Tepper School of Business, Carnegie Mellon University*, 9 April 2010
63. Panelist on "State-of-the-art research on Economic geography" at *Academy of International Business Annual Meeting 2009*, San Diego, CA, 28 June 2009
64. "Resolving profitability paradox of information technology" at *American University*, 21 April 2008
65. "Research on Business Value of IT in Indian Context" at *Indian School of Business, Hyderabad*, India, 24 January 2008
66. "Resolving profitability paradox of information technology" at *McGill University*, 26 October 2007
67. Academy of Management-OCIS Camp for Junior Faculty 2007, Philadelphia, PA
68. University of Maryland at College Park, 2005
69. University of Southern California, 2005
70. Purdue University, 2005
71. Penn State University, 2005
72. Rensselaer Polytechnic Institute, 2005
73. University of Tulsa, 2005
74. California State University at San Marcos, 2005
75. Indian School of Business, 2005
76. ICIS Doctoral Consortium 2004, Charlottesville, Virginia
77. "IT Infrastructure Capability and Firm Performance: An Empirical Analysis," MIS Research Center, *Carlson School of Management, University of Minnesota*, 23 April 2004.
78. "IT Infrastructure Capability and Firm Performance: An Empirical Analysis," Department of Accounting and Information Systems, *Eli Broad College of Business, Michigan State University*, 31 October 2003.
79. Academy of Management (TIM/OCIS) Doctoral Consortium 2003, Seattle, Washington
80. AMCIS Doctoral Consortium 2003, Tampa, Florida
81. Big Ten IS Consortium 2003, Ohio State University, Columbus, Ohio

g. Research Funding and Grants

1. Co-investigator (with Profs Thomas Kude and Narayan Ramasubbu), Advances Practices Council (APC) of the Society for Information Management (SIM), 2016-2017
2. Co-investigator (with Profs Ritu Agarwal and Hank Lucas), Advances Practices Council (APC) of the Society for Information Management (SIM), 2012-2013
3. Robert H. Smith School of Business, Support for Emerging Markets Research in India, 2011
4. Center for International Business Education and Research Grant, Robert H. Smith School of Business, 2010
5. Co-investigator (with Prof Ritu Agarwal) for CHIDS research funded by Johnson & Johnson, 2009-2010
6. Co-investigator (with Prof Ritu Agarwal) for CHIDS research funded by DC RHIO, 2009-2010
7. Center for Social Value Creation Summer Research Grant, Robert H. Smith School of Business, 2009
8. Robert H. Smith School of Business, Support for Emerging Markets Research, 2008
9. Robert H. Smith School of Business, Support for Emerging Markets Research, 2007
10. University of Maryland General Research Board Summer Research Grant, 2007
11. Co-investigator (with Profs M. S. Krishnan and Claes Fornell) for \$189,000 grant from A.T. Kearney to support research on CRM systems in B2B environment, 2002-2005.
12. University of Michigan, Undergraduate Research Opportunity Program (UROP) grant during 2003-2004 for research on Business Value of IT.
13. University of Michigan, Undergraduate Research Opportunity Program (UROP) grant during 2001-2002 for research on Business Value of IT.

h. Best Paper Awards and Nominations

1. **Winner of the “ISR Best Published Paper Award 2018”** (by the Information Systems Research), for the papers published in ISR during 2018. Foerderer, J., Kude, T., Mithas, S., and Heinzl, A. 2018. "Does Platform Owner's Entry Crowd Out Innovation? Evidence from Google Photos," *Information Systems Research* (29:2)), pp. 444-460
2. **Finalist for the Best Practitioner Presentation award at Frontiers in Service Conference 2019:** Colby, C. L., Mithas, S., and Parasuraman, A. 2019. "Service Robots: Trends in Acceptance and Factors behind Readiness to Adopt," *Frontiers in Service Conference (July 19-21)*, R. Rust, B. Lariviere and J. Wirtz (eds.), NUS Singapore
3. **Best Conference Paper Runner Up Award at ICIS 2018:** Leonhardt, D., Hanelt, A., Huang, P., and Mithas, S. 2018. "Does one size fits all? Theorizing Governance Configurations for Digital Innovation," *Proceedings of the 39th International Conference on Information Systems*, San Francisco: Association for Information Systems (**Best Conference Paper Runner Up among 370 accepted papers and more than 1300 submissions**)
4. **The Best Practitioner Presentation award at Frontiers in Service Conference 2017:** Colby, C. L., Mithas, S., and Parasuraman, A. 2017. "The Role of Digitally Rich Experiences in Satisfying Service Customers " *Frontiers in Service Conference (June 22-25)*, L. Aksoy and T. Keiningham (eds.), New York
5. **Nominated for the Best Practitioner Presentation award at Frontiers in Service Conference 2016:** Colby, C. L., Mithas, S., and Parasuraman, A. 2016. "Service Robotics: How Ready are Consumers to Adopt and What Drives Acceptance?," *Frontiers in Service Conference (June 23-26)*, T.W. Andreassen, E. Breivik and R.T. Rust (eds.), Bergen, Norway
6. **Finalist for the Best Practitioner Presentation award at Frontiers in Service Conference 2015:** Colby, C. L., Mithas, S., Orlando, T., and Norman, E. 2015. "What Drives Successful Product Development and Innovation in the Software Development Process? The Product Development Success Index (PDSI) " *Frontiers in Service Conference*, J. Spohrer, R.T. Rust, A. Rayes and S. Kwan (eds.), San Jose, CA
7. **CIONET European Research Paper of the Year 2013 Award:** Mithas, S., Tafti, A.R., Bardhan, I.R., and Goh, J.M. "Information Technology and Firm Profitability: Mechanisms and Empirical Evidence," *MIS Quarterly* (36:1) 2012, pp. 205-224 [Winner of the CIONET European Research Paper of the Year 2013 Award given by CIONET, an organization of about 4000 CIOs in Europe]
8. **Winner of the Magid Igharia Outstanding Conference Paper of the Year 2013 award by the Special Interest Group of the ACM on Management Information Systems (SIGMIS):** Ho, V., Whitaker, J.W., and Mithas, S. 2013. "Success is More Than a Resumé: The Role of Social and Psychological Capital in Compensation for Offshore BPO Professionals," *Proceedings of the ACM SIGMIS CPR 2013 (May 30-June 1)*, K.D. Joshi and A. Morgan (eds.), Cincinnati, Ohio: Association for Computing Machinery
9. **Best paper nomination at International Conference on Information Systems 2012.** Ho, V., Whitaker, J.W., and Mithas, S. "It's What's Inside that Counts: The Role of Social and Psychological Capital in Compensation for Offshore BPO Professionals," *Proceedings of the 32nd International Conference on Information Systems* (Dec 16-19), Association for Information Systems, Orlando, Florida, 2012.
10. **Best Practitioner Presentation award at Frontiers in Service Conference 2012:** Aksoy, L., Keiningham, T.L., Lariviere, B., Mithas, S., Morgeson, F.V., and Yalcin, A. "The Satisfaction, Repurchase Intentions and Shareholder Value Linkage: A Longitudinal Examination of Fixed and Firm-Specific Effects," *Frontiers in Service Conference*, College Park, MD, 2012
11. **Best paper nomination by OCIS at Academy of Management 2009 and won the 2nd runner-up award.** Han, K., and Mithas, S. "IT outsourcing and internal IT investments: Substitutes or complements?," *The Best Paper Proceedings of the Academy of Management* (10-11 August 2009), Chicago, IL, USA, 2009
12. **Runner up for the “ISR Best published paper award” 2008** (by the Information Systems Research), for the papers published in ISR during 2007. Mithas, S. and Whitaker, J. "Is the World Flat or Spiky? Information Intensity, Skills, and Global Service Disaggregation," *Information Systems Research* (18:3) 2007, pp. 237-259
13. **Best paper award for “Research on an International Subject” 2008** (by the Robert H. Smith School of Business at University of Maryland CIBER/Business and International Education), for the papers published in a refereed journal during 2005-2007. Mithas, S. and Whitaker, J. "Is the World Flat or Spiky? Information Intensity, Skills, and Global Service Disaggregation," *Information Systems Research* (18:3) 2007, pp. 237-259
14. **Best paper nomination at International Conference on Information Systems 2007.** Tafti, A., Mithas, S., and Krishnan, M.S. "Complementarities between information technology and human resource practices in knowledge work," *Proceedings of the 28th International Conference on Information Systems* (Dec 9-12, 2007), Association for Information Systems, Montreal, Quebec, Canada, 2007.

15. **Best paper nomination** at International Conference on Information Systems 2005. Whitaker, J., Mithas, S. and Krishnan, M.S. "Antecedents of Onshore and Offshore Business Process Outsourcing," in: *Proceedings of the 26th International Conference on Information Systems*, D. Avison and D. Galletta (eds.), Association for Information Systems, Las Vegas, 2005, pp. 85-96
16. **Best doctoral paper award and nominated for the best conference paper award** at the Ninth INFORMS Conference on Information Systems and Technology (CIST) 2004, Denver
17. **Finalist** in the thirteenth annual Institute for Study of Business Markets (ISBM), Penn State University, Business Marketing Doctoral Support Award Competition 2003

i. Other Research, Teaching, and Service Awards/ Fellowships/ Prizes/ Recognitions

- **Global Engagement Faculty Award, Honorable Mention, University of South Florida 2019**
- **Faculty Outstanding Research Achievement Award 2019, University of South Florida:** This award recognizes about a dozen researchers across the entire university across all Schools and disciplines based on a competitive evaluation of research outputs and grants during the previous calendar year.
- **Distinguished Teaching Award (2016-2017)** for teaching in Undergraduate Elective Courses, Robert H. Smith School of Business, University of Maryland
- **Identified by the Marketing Science Institute (MSI) as a 2011 MSI Young Scholar.** This program selects about 20 plus "the most promising 'younger' (i.e., doctorate received 3-6 years ago) academics" and a "likely leader of the next generation of marketing academics" every two years.
- **Best reviewer award,** 10th Annual INFORMS Conference on Information Systems and Technology, CIST, San Francisco, 2005
- Gerald and Lillian Dykstra Fellow 2003-2004, Ross School of Business, University of Michigan. A prestigious fellowship for doctoral students awarded to only two students (out of about 15-20 competing) every year based on a school-wide competition.
- Charles H. Gessner Fellowship at Ross School of Business at University of Michigan (2003)
- Thomas William Leabo Memorial Award (2002-03) at the Ross School of Business at University of Michigan. This award was based on research and coursework performance during first two years of Ph.D. program.
- Horace H. Rackham Graduate Fellowship at University of Michigan (2000-2001)
- Information Systems Executive Forum (ISEF) Fellowship (2000-2003)
- Prime Minister of India's Gold Medal for overall best performance during MBA (1997)
- Finance Minister of India's Gold Medal for best performance in Finance subjects (1997)
- ITC Gold Medal for best performance in Strategic Management and Marketing courses (1997)
- Merit Scholarship of IIT Roorkee (1988-1990)
- National Scholarship by UP Government (1987-1990)

j. Media Mentions

1. Anderson, S. 2020. "Indian H-1B Visa Holders Again Show They Are Not 'Cheap Labor', available at <https://www.forbes.com/sites/stuartanderson/2020/08/24/indian-h-1b-visa-holders-again-show-they-are-not-cheap-labor/?sh=76ccf45c13>," in: *Forbes* (24 Aug 2020).
2. Rosenthal, R., and Smith, N. 2020. "Do H-1B Visas Help or Hurt American Workers?, available at <https://www.bloomberg.com/opinion/articles/2020-08-24/do-h-1b-visas-help-or-hurt-american-workers>," in: *Bloomberg.com* (24 August 2020).
3. Livemint. 2020. "H-1B visa: How US' most sought after visas help Americans, <https://www.livemint.com/news/world/h-1b-visa-how-us-most-sought-after-visas-help-americans-11598313370343.html>," in: *Livemint* (25 Aug 2020).
4. Times of India. 2020. "Do H-1B visas help or hurt American workers?, http://timesofindia.indiatimes.com/articleshow/77755435.cms?utm_source=contentofinterest&utm_medium=txt&utm_campaign=cppst," *Times of India* (26 Aug 2020))
5. Weingarden, M. 2020. "The costs and benefits of addressing customer complaints, <https://phys.org/news/2020-08-benefits-customer-complaints.html>." Phys.org

6. Businessthink. 2019. "How a family firm in India became a global conglomerate," <https://www.businessthink.unsw.edu.au/articles/how-a-family-firm-in-india-became-a-global-conglomerate.> UNSW Business School
7. Anderson, S. 2019. "Employers Have Paid \$5 Billion In H-1B Visa Fees Since 1999, available at <https://www.forbes.com/sites/stuartanderson/2019/04/01/employers-have-paid-5-billion-in-h-1b-visa-fees-since-1999/#351904de68d1>," in: *Forbes* (1 Apr 2019).
8. ScienceDaily. 2018. "Green technologies environmentally and profit friendly," <https://www.sciencedaily.com/releases/2018/04/180405093206.htm>," *ScienceDaily* (April 5, 2018)
9. Cameron, L. 2017. "Digital Intelligence in the Digital Age: Three ways companies can gain a competitive advantage and sustain IT (13 September 2017), <https://publications.computer.org/it-professional/2017/09/13/digital-intelligence-in-the-digital-age/>."
10. Kannan, S. 2017. "Book Review: Applying Tech," <http://businessworld.in/article/Book-Review-Applying-Tech/08-05-2017-117771/>," in: *BW BusinessWorld* (May 13, 2017).
11. Singh, P. 2017. "Sunil Mithas: Building digital IQ," <http://www.livemint.com/Leisure/5r7DO9hzg8QvxLgybuYpBK/Sunil-Mithas-Building-digital-IQ.html>," in: *Livemint* (12 March 2017).
12. ScienceDaily. 2017a. "Managers often fail to use or understand their own data on customer satisfaction," <https://www.sciencedaily.com/releases/2017/07/170726103020.htm>," *ScienceDaily* (July 26, 2017).
13. ScienceDaily. 2017b. "Research tracks global IT's shift from cost-cutting to revenue-boosting," <https://www.sciencedaily.com/releases/2017/07/170717221055.htm>," *ScienceDaily* (July 17, 2017).
14. ScienceDaily. 2017c. "Why digital strategies matter in bond markets," <https://www.sciencedaily.com/releases/2017/12/171221122555.htm>," *ScienceDaily* (Dec 21, 2017).
15. Business News Daily. 2017. "Are You Overestimating How Happy Your Customers Are?," <https://www.businessnewsdaily.com/10126-overestimating-customers-satisfaction.html>," *Business News Daily* (Aug 6, 2017)
16. Interviews and comments in prominent outlets in India such as The Economic Times, Hindustan Times, Bloomberg Quint and Rediff.com/ India Abroad regarding Tata group leadership changes in October 2016. Here are some links:
 - Bloomberg Quint: [initial reaction to Bloomberg Quint](#)
 - **Rediff** - Q&A: "What Tata's New Leader Must Do" (<http://www.rediff.com/business/interview/what-tatas-new-leader-must-do/20161028.htm>)
 - **Economic Times** (Sunday edition) - "Cyrus Mistry's ouster: One more mess for Ratan Tata to sort out before his second exit"<http://economictimes.indiatimes.com/news/company/corporate-trends/cyrus-mistry-ouster-one-more-mess-for-ratan-tata-to-sort-out-before-his-second-exit/articleshow/55133980.cms>
 - **Hindustan Times** – "Transformation is Never Easy" – excerpts your 'Making the Elephant Dance' book is to add context to the current developments: <http://www.hindustantimes.com/books/transformation-is-never-easy/story-Ly44c7OBuuTb9ed9c3hk9L.html>
17. ScienceDaily. 2016. "How companies can synchronize digital strategies and investments," <https://www.sciencedaily.com/releases/2016/04/160404134215.htm>," *ScienceDaily* (April 4, 2016).
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20. Sen, S. 2015. "Making the Elephant Dance book review: Jumbo run,"<http://www.financialexpress.com/article/industry/jobs/making-the-elephant-dance-book-review-jumbo-run/156401/>(link is external)," in: *Financial Express* (25 Oct 2015). Mumbai.
21. Gupte, M. 2015. "[How a downturn changed Tata's world view](#) " in: *The Economic Times* (30 July 2015). New Delhi: p. 04 (ET Panache Supplement)
22. Many prominent dailies in India such as The Economic Times, Business Standard, Financial Express, The Telegraph, Asian News International (ANI) and many other media outlets covered Indian release of my book by Penguin in July/ August 2015

23. Weinman, J. 2015. "4 Ways To Exploit IT For Competitive Advantage, available at <https://www.forbes.com/sites/centurylink/2015/06/23/4-ways-to-exploit-it-for-competitive-advantage/#563cc6bb1cbc>," in: *Forbes*. Forbes (June 23, 2015)
24. *Maryland Public Television interview* on my new book with Jeff Salkin [Salkin, J. 2015. "Tata group's success formula (first aired on MPTV on 9 April 2015)." MPTV]
25. Rubinstein, D. 2015. "Industry Watch: Successful software development, available at <http://sdtimes.com/industry-watch-successful-software-development/>," in: *SD Times* (30 April 2015). p. 62
26. Mithas, S. 2015. "Indian and American students can complement each other: Sunil Mithas(link is external); available at http://theindiandiaspora.com/news-details/conversations/primary_news/ind...(link is external)," S. Talukdar (ed.). *Indian Diaspora* (7 Feb 2015)
27. Bailey, D. M. 2015. "Rediscover an Organization's Potential with the "Baldrige Criteria's Power" (20 Jan 2015), available at <http://nistbaldrige.blogs.govdelivery.com/2015/01/20/rediscover-an-organizations-potential-with-the-baldrige-criterias-power/> "
28. Baldrige Performance Excellence Program (National Institute of Standards and Technology) "Making an Elephant Dance: How the Baldrige Criteria Helped Transform a Global Conglomerate (5 Sept 2014), available at <http://www.nist.gov/baldrige/tata.cfm>," 2014
29. Brown, M.G. "How to Detect Organizational Cancer and Promote Business Excellence, <http://www.industryweek.com/detect-organizational-cancer>," in: *Industry Week* (18 Sept 2014), 2014
30. *Dataquest*, Jan 2013, on research linking IT investments with firm profits
31. *Maryland Public Television interview* on my "Digital Intelligence" Book, August 2012 [Salkin, J. 2012. "Improving your digital intelligence (first aired on MPTV in 2012)." MPTV]
32. *Washington Post article* (*Capital Business*, 2 July 2012)
33. *Computerworld, CIO.com, Forbes.com and many other online outlets and blogs*, March-April 2012, on research linking IT investments with firm profits
 - Weinman, J. 2012. "Does cloud computing matter?, available at <http://www.forbes.com/sites/maribellopez/2012/05/01/does-cloud-computing-matter/>," in: *Forbes* (May 1, 2012). Forbes
 - Thibodeau, P. 2012. "IT investments deliver profits, study finds, available at <http://www.cio.com/article/703417/IT-Investments-Deliver-Profits-Study-Finds>, accessed 3 Apr 2012," in: *CIO*
32. Interviewed by apps2us.com for the "Digital Intelligence" book, Jan 2012
33. *Maryland Public Television, interview* on Research related to United States Visa Policies for IT professionals [Salkin, J. 2010. "Mithas and Lucas on SBCU (first aired on MPTV in 2010)." MPTV]
34. *CIO.com, Computerworld.com, Techcrunch.com, eWeek and many other outlets*, April-June 2010, on Research related to United States Visa Policies for IT professionals
35. *InformationWeek, EE Times, Career Mag, Processor.com*, April-June 2009, on Research related to United States Visa Policies for IT professionals
36. *Financial Times, US News and World Reports, Forbes, WTOP News, Examiner, Graduate Management Admissions Council, PR Newswire and numerous other media websites and outlets*, March/April 2008, featured research reported in Management Science March 2008 lead article on economic value of MBA and IT Experience for IT professionals
37. *Harvard Business Review*, March 2007: Journal of Marketing 2006 article mentioned in a Forethought article by Hart, C. W. titled "Customer service: Beating the market with customer satisfaction."
38. *MIT Sloan Management Review*, Fall 2006, Offshoring Research [Wagner, D. 2006. "Success factors in outsourcing service jobs: Which jobs are good candidates for global disaggregation? available at <http://sloanreview.mit.edu/article/success-factors-in-outsourcing-service-jobs/>," *MIT Sloan Management Review* (48:1), p.7]
39. *Securities Daily, China*, May 2006, on IT, Customer Satisfaction and Stock Price Research
40. *Bloomberg News, Computerworld, Houston Chronicle, Kansas City Star, San Jose Mercury News, Charlotte Observer, St. Paul Pioneer Press, Lexington Herald-Leader, Tallahassee Democrat, Biloxi Sun Herald, Grand Forks Herald, Macon Telegraph, Duluth News-Tribune, San Luis Obispo Tribune, The University Record* at University of Michigan, *Press Trust of India, The Economic Times, The Tribune of India, Rediff.com, Indiatimes.com*, May 2005, on Research related to effect of MBA education on salary of IT professionals
41. *INFORMS News*, April 2005, Best paper award
42. *InformationWeek, Systems Management Pipeline, Developer Pipeline*, November 2004, on Research related to effect of MBA education on salary of IT professionals

43. *Control-F1 Newsletter*, January 2003, on IT- Customer Satisfaction Research
44. *InformationWeek*, September 2002, on IT- Customer Satisfaction Research
45. Research also featured by Microsoft, Siebel, University of Michigan, University of Maryland websites and many other online publications several times

3. TEACHING, MENTORING AND ADVISING

a. Course (s)

(i) PhD Course (s)

- Research Methods (USF)
- Behavioral Research Methods (USF)
- Research Methods (University of Maryland)
- Opportunities for Research at the Disciplinary Interfaces; Current Research in Information Systems (University of Maryland)
- Opportunities for Research at the Disciplinary Interfaces (HKUST)

(ii) MBA/ Online MBA Course (s)

- Strategic and Transformational Information Technology (MBA Core/Selective Course, University of Maryland)
- IT and Organizational Transformation (MBA Elective Course, University of Maryland)
- Management Information Systems (UC Davis)
- Social Media and Web 2.0 (MBA Elective Course, University of Maryland)
- Competitive Advantage Through an India Strategy (MBA Elective Course, University of Maryland)
- Crafting India and China Strategies for Competitive Advantage (MBA Elective Course, University of Maryland)
- Faculty Advisor for CIBER Consulting Project in India (Fall 2013)

(iii) EMBA Course (s)

- Strategic and Transformational Information Technology (University of Maryland)
- Strategic Information Systems (University of Maryland)

(iv) Master's / MS Course (s)

- Statistical Data Mining (MA BAIS, University of South Florida)
- IT Management in the Digital Age (U of Mannheim)

(v) Undergraduate Course (s)

- Google Challenge and Web Analytics (University of Maryland)
- Introduction to Information Systems for Business Minor Students (University of Maryland)
- Introduction to Information Systems (University of Michigan)

b. Course or Curriculum Development

1. Developed and Redesigned online MBA course for Strategic and Transformational IT, Spr 2018
2. Developed a new blended course for Business Minor students, Fall 2016
3. Co-developed and co-taught a new course "Google Challenge and Web Analytics" for Undergraduate students, Spring 2015
4. Developed pilot blended versions of the BUSI 621 course in Spring 2013 for part-time programs using Panopto
5. Crafting India and China Strategies for Competitive Advantage (MBA Elective Course, University of Maryland): Developed this new course to compare and contrast two largest and fastest growing emerging economies, course was delivered successfully in Summer 2011 for the first time
6. Competitive Advantage Through an India Strategy (MBA Elective Course, University of Maryland): Developed this course around leveraging IT for using India as a source or market for firms in 2007, delivered with minor tweaks in 2008, 2009, 2010, and 2012
7. IT and Organizational Transformation (MBA Elective Course, University of Maryland): Made significant changes and updates to this course during 2009
8. Research in Information Systems/IT artifacts (University of Maryland): Made significant changes and updates to this course during 2005 and 2007

9. Strategic and Transformational Information Technology (MBA Core Course, University of Maryland): Contributed to redesign of this course during 2007, 2008 and 2009

c. Student Advising

(i) PhD Doctoral Dissertations

1. Salman Aljazzaf, Smith School of Business at U of Maryland, Chair, proposal defended May 2018, final defense May 2019.
2. CheWei Liu, Smith School of Business at U of Maryland, Co-chair (with Prof Ritu Agarwal), proposal defended May 2017, final defense April 2018, initial placement at the Kelley School of Business at the Indiana University
3. Jiban Khuntia, Smith School of Business at U of Maryland, Co-chair (with Prof Ritu Agarwal), proposal defended 2011, final defense 2013, currently at University of Colorado at Denver
4. Dongwon Lee, Smith School of Business at U of Maryland, Dissertation Committee Member, proposal defense 2016, final defense May 2017, initial placement HKUST
5. Jie Mein Goh, Smith School of Business at U of Maryland, Dissertation Committee Member, final defense 2012, initial placement at the IE Business School (Instituto de Empresa) in Madrid Spain, currently at the Beedie School of Business at the Simon Fraser University
6. Catherine Anderson, Smith School of Business at U of Maryland, Dissertation Committee Member, final defense Sept 2009, currently at University of Virginia's Data Science Institute
7. Pouya Rahmati, University of Illinois Chicago, Dissertation Committee Member, proposal defense Fall 2017, initial placement at the Terry School of Business at the University of Georgia
8. Sukruth Suresh, Rensselaer Polytechnic Institute, Dissertation Committee Member, proposal defense Sept 2016, final defense June 2017, initial placement St John Fisher College, Pittsford, NY
9. Ali Tafti, Ross School of Business at U of Michigan, Dissertation Committee Member, final defense October 2009, initial placement at University of Illinois at Urbana-Champaign (UIUC), now at University of Illinois at Chicago (UIC)

(ii) DBA Dissertations

10. DBA Dissertation Committee of Samantha Champagnie, Brian Gilliam, and Eduardo A. Suarez-Solar, 2019-2020
11. Grover Walters, Co-chair, DBA Dissertation Committee, University of South Florida, 2019
12. Gary Johnson, Member, DBA Dissertation Committee, University of South Florida, 2019
13. Robert Rohrlack, Member, DBA Dissertation Committee, University of South Florida, 2019

(iii) Doctoral Student Advising

1. Salman Aljazzaf: PhD student at the Smith School of Business at U of Maryland, advisor for first year summer paper 2015
2. Dongwon Lee: PhD student at the Smith School of Business at U of Maryland, advisor for first year summer paper 2013
3. Keongtae Kim: PhD student at the Smith School of Business at U of Maryland, advisor for first year summer paper 2010
4. Jiban Khuntia: PhD student at the Smith School of Business at U of Maryland, advisor for first year summer paper 2008
5. Oliver Lin: PhD Student at the Smith School of Business at U of Maryland, advisor for first year summer paper 2007

(iv) Masters Student Advising

1. Mehdi Zare, MBA student, Independent study, Summer 2016
2. Rajeev Pandey, MBA student, Independent study, Summer 2012
3. Kristen Jones, MBA student, Independent study, Summer 2012
4. Brian Ward, MBA student, Independent study, Spring 2012
5. Emily Miner, MBA student, Independent study, Fall 2011
6. Shahryar Rizvi, MBA student, Independent study, Summer 2010
7. Norma Elizabeth Rodriguez, Smith MBA student, Independent study, Summer 2010
8. William R. Weible, Smith MBA student, Independent study, Spring 2010
9. Zeeshan Huque, Smith MBA student, Independent study, Fall 2009
10. Alain Fabian, Smith MBA student, Independent study, Summer 2009

11. Rainer Holler, Smith EMBA student (Zurich), Independent study, Summer 2009
12. Thomas Flagg, Smith MBA student, Fall 2008
13. Ray Wang, Smith MBA student, Independent study, Spring 2008

4. SERVICE

a. Professional Activities

(i) Editorships, Editorial Boards, Editorial Roles

1. Senior Editor—MIS Quarterly, June 2018 onwards
2. Department Editor (Digital Transformation), Management and Business Review (MBR), a new publication promoted by leading business schools, details at <http://www.mbrjournal.com/>, 2018-Present
3. Senior Editor—Production and Operations Management: POM-IS Interface Department, 2014-Present
4. Editorial Board of Journal of Management Information Systems, 2015-Present
5. Associate Editor—Information Systems Research, 2011-2017
6. Associate Editor—IEEE IT Professional, 2010-Present
7. Associate Editor for the Special Issue of MIS Quarterly on “Information Technology and Innovation”, 2014-2016
8. Guest Editor—European Journal of Information Systems, 2014 (Special issue on Transforming Decision-Making Processes: The Next IS Frontier)
9. Guest Editor—IEEE IT Professional, 2014 (Special issue on Consumerization of IT)
10. Guest Editor—IEEE IT Professional, 2013 (Special issue on Big Data and Business Analytics)
11. Associate Editor for the Special Issue of MIS Quarterly on “Information Systems and Environmental Sustainability”, 2011
12. Guest Editor—IEEE IT Professional, July-Aug 2011 (Special issue on Social Networks)
13. Associate Editor and Editorial Board member for the Special Issue of MIS Quarterly on “Digital Business Strategy: Toward a Next Generation of Insights”, 2010
14. Editorial Board member—Production and Operations Management, 2010-
15. Guest Editor and Editorial Board member—Electronic Commerce Research and Applications (ECRA), 2010-2012
16. Guest Editor—IEEE IT Professional, 2010 (Special issue on Healthcare IT)
17. Associate Editor and Editorial Board member for the Special Issue of MIS Quarterly on “Co-creating IT value: New capabilities and metrics for multi-firm environments”, 2009
18. Ad-hoc Associate Editor for MIS Quarterly, 2009-
19. Associate Editor for International Conference on Information Systems (ICIS): ICIS 2015; "IS Strategy, Structure, and Organizational Impacts" for ICIS 2014; "E-Business and Competitive Strategy" for ICIS 2013; “E-Business” Track for ICIS 2011; “Information Systems Strategy and Leadership” Track for ICIS 2009; “Economics and Business Value of Information Systems” Track for ICIS 2009; “Economics and Business Value of Information Systems” Track for ICIS 2008; “Economics and Business Value of Information Systems” Track for ICIS 2007; “Valuing IT Opportunities” Track for ICIS 2006

(ii) Conference Chair/ Track Chair/ Program Committee Member

- Conference Co-chair for International Conference on Management Cases (ICMC) at the Birla Institute of Management Technology (Bimtech), Greater Noida, 5-6 Dec 2019 (<https://www.bimtech.ac.in/icmc/ICMC--2019/>)
- Track Co-Chair (with Priya Seetharaman), ICIS 2020, IT Practitioner Track
- Program Committee member for INFORMS Conference on Information Systems and Technology (CIST) 2019, Phoenix
- Founded and co-chaired Digital Innovations, Transformation, and Society Conference 2018 (DIGITS 2018) at the India Habitat Center in New Delhi on January 13-14, 2018, co-organized by the University of Maryland and Birla Institute of Management Technology (Bimtech). The conference received enthusiastic support of leading academic scholars from around the world, and was co-sponsored by Heinz School at the Carnegie Mellon University, University of Arkansas, University of Colorado at Denver, and IIT Delhi.
- Program Committee member for INFORMS Conference on Information Systems and Technology (CIST) 2018, Phoenix
- Program Committee member for INFORMS International Conference on Service Science 2018, Phoenix

- Faculty Mentor, 2018 Service Science Section PhD Consortium at INFORMS Annual Meeting, 6 November 2018
- Program Committee member for INFORMS Conference on Information Systems and Technology (CIST) 2017, Houston.
- Program Committee member for INFORMS Conference on Information Systems and Technology (CIST) 2016, Nashville.
- Program Committee member for INFORMS Conference on Information Systems and Technology (CIST) 2015, Philadelphia.
- Member of the All Academy Theme Committee for the 2014 Annual Academy of Management (AOM) Meeting (The Power of Words), Philadelphia.
- Program Committee member for INFORMS Conference on Information Systems and Technology (CIST) 2013, Minnesota.
- Organized IT Teaching Workshop at the Smith School at the University of Maryland (with Peng Huang, Hank Lucas and Ritu Agarwal), May 2013
- Track Co-Chair for "E-business and Competitive Strategy" for International Conference on Information Systems (ICIS) 2012, Orlando, Florida.
- Track Co-Chair for "IT Services and Sourcing" for AMCIS 2011, Detroit, MI.
- Program Committee member for 13th INFORMS Conference on Information Systems and Technology (CIST) 2008, Washington, DC.
- Program Committee member for Workshop on Information Systems Economics (WISE) 2007, Montreal, Canada
- Program Committee member for 11th INFORMS Conference on Information Systems and Technology (CIST) 2006, Pittsburgh
- Program Committee member for 10th INFORMS Conference on Information Systems and Technology (CIST) 2005, San Francisco

(iii) Reviewing Activities For Journals and Conferences

- Ad-hoc reviewer for *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Manufacturing and Service Operations Management*, *Marketing Science*, *Strategic Management Journal*, *Journal of Marketing*, *Production and Operations Management*, *Journal of Operations Management*, *Statistical Science*, *Journal of Management Information Systems*, *IEEE Transactions of Engineering Management*, *IEEE IT Professional*, *Communications of the ACM*, *Journal of Strategic Information Systems*, *JAIS*, *Information Technology and Management*, *Information & Management*, *MIT Sloan Management Review*, *MIT Press*, International Conference on Information Systems (ICIS), Americas' Conference on Information Systems (AMCIS), Conference on Information Systems and Technology (CIST-INFORMS), Hawaiian International Conference on System Sciences (HICSS)
- Ad-hoc reviewer for grant proposals of National Science Foundation (NSF) in the United States, Social Sciences and Humanities Research Council (SSHRC) of Canada, and Singapore Ministry of Education Social Science Research Thematic Grant.

(iv) Session Chair/ Co-Chair, and Discussant

1. Session Chair and Discussant for WISE 2018 San Francisco, CA
2. Session Chair for International Conference on Information Systems (ICIS) 2015 at Forth Worth, Texas
3. Panel Chair at POMS Conference: Mithas, S., Lucas, H., Lakhani, K., and Hertz, H. 2015. "Excellence and Innovation for Business Transformation," *Production and Operations Management Society (POMS) 26th Annual Conference (MAY 8-11, 2015)*, Washington, DC: Production and Operations Management Society
4. Discussant at Workshop on Information Systems Economics (WISE), 2010
5. Discussant at Workshop on Information Systems Economics (WISE), 2009
6. Session Chair, "Globalization of Services" at 14th INFORMS annual meeting 2009, San Diego, CA.
7. Session Chair for 13th INFORMS Conference on Information Systems and Technology (CIST) 2008, Washington, DC.
8. Discussant at International Conference on Information Systems (ICIS), 2007
9. Session Chair, "New Frontiers in Research on Business Value of IT" at 12th INFORMS annual meeting 2007, Seattle, Washington.

10. Co-Chair, Panel on Services Offshoring, Duke Research Conference and Workshop on Offshoring Duke CIBER Offshoring Conference, Duke University (April 14-16), Cary, North Carolina, 2007.
11. Discussant at International Conference on Information Systems (ICIS), 2006
12. Session Chair for 10th INFORMS Conference on Information Systems and Technology (CIST) 2005, San Francisco, California.
13. Session discussant at Workshop on Information Systems Economics (WISE), 2002

(vi) Faculty Mentor at Conferences and Workshops

1. Faculty mentor at Senior Scholar Panel, UQ BIS Conference (Virtual), 12 November 2020
2. Faculty mentor for MISQ Reviewer Development Workshop at ICIS 2019
3. Faculty mentor for “Shaping through Review” Workshop with Priya Seetharaman at ICDE2019 at IIM Raipur on 8 Dec 2019
4. Faculty mentor for MISQ Author Development Workshop at Americas Conference on Information Systems 2019
5. Faculty mentor for Doctoral Consortium at PACIS 2019
6. Faculty mentor for MISQ Author Development Workshop at PACIS 2019
7. Faculty mentor, NUS Singapore Research Workshop, 27-28 June 2019
8. Faculty mentor for MISQ Reviewer Development Workshop at ICIS 2018
9. Faculty mentor for MISQ Author Development Workshop at Americas Conference on Information Systems 2018
10. Faculty mentor for Doctoral Consortium at Academy of Management 2016
11. Faculty mentor for Doctoral Consortium at Americas Conference on Information Systems 2016

b. Campus

(i) University of South Florida

- Member, University-wide Research Advisory Committee (RAC), September 2019-Present

Muma College of Business

- Chair, Task force on Research Excellence, Feb 2019-Present
- Member, PhD Committee for the IS PhD Program, Spr 2019-Present
- Member, MBA Committee, Fall 2018-Present

Information Systems and Decision Sciences Department

- PhD Program Coordinator, Fall 2020- Present
- Faculty Search Committee (Management), Fall 2018-Spr 2019

(ii) University of Maryland

Robert H. Smith School of Business

1. Co-Director, Center for Excellence in Service, July 2016-Aug 2019 (earlier Research Director, Jan 2013-June 2016)
2. Co-Director, Center for Digital Innovation, Technology and Strategy (DIGITS), July 2015-2018
3. India Task Force, Fall 2017- Spring 2018
4. Marcomm Advisory Committee, Spring 2016- Spring 2018
5. Chair, Candidate Review Committee for a Full Professor Promotion case, 2016-2017
6. Member, Post-Tenure Review Committee, Spring 2016
7. Chair, Post-Tenure Review Committee, Spring 2016
8. Chair, Candidate Review Committee for a Full Professor Promotion case, 2015-2016
9. Chair, Post-Tenure Review Committee, Spring 2015
10. Blended Learning Advisory Committee, Fall 2012-Spr 2013
11. Global Advisory Committee, Fall 2012-Spr 2013
12. India Initiatives of Smith School, Feb 2012-
13. Global Studies Committee, Feb 2012-May 2012
14. MBA Curriculum Revision Committee, 2010-2011, 2011 (Cross-Disciplinary Tracks)
15. Judge, Smith Business Plan Competition 2009
16. Judge, Smith Technology Challenge Competition 2008
17. Judge, Smith Technology Challenge Competition 2007
18. Judge, Part-time MBA Case Competition 2006

Decision, Operations and Information Technologies Department

1. Member, Business Analytics Faculty Search Committee 2016-2017
2. Chair, Information Systems Tyser Teaching Fellow Search Committee 2012
3. Member, Information Systems Tyser Teaching Fellow Search Committee 2010-2011
4. Department Programs, Courses and Curriculum (PCC) Committee, 2010-2011
5. Member, Operations Management Faculty Search Committee 2009-2010
6. Coordinator, DOIT- Information Systems Speaker Seminar Series 2009-2010
7. Member, Information Systems Faculty Search Committee 2007
8. Coordinator, DIT- Information Systems Speaker Seminar Series 2006-2007
9. Member, Information Systems PhD Program Review Committee, 2005-2006
10. Member, Undergraduate Information Systems Major Marketing Committee, 2005-2006

(iii) University of Michigan

1. Member of Information Technology Central Services (ITCS) Student Advisory Group at the University of Michigan, 2001-2003
2. Rackham Student Government (RSG) Representative for Division III, University of Michigan, 2002-2003

c. Community, State, National

- Panelist, VAIBHAV (Vaishwik Bhartiya Vaigyanik) Summit initiated by India's Prime Minister, panel discussion on 'Management of New-Age (Knowledge) Organizations' as part of Management vertical, 18 October 2020
- Member, Working Group on "Optimizing the Environment for the National Innovation System," National Commission on Innovation & Competitiveness Frontiers, Council on Competitiveness, 2020-Present
- Presentation on "Doing Business in India" at Baltimore, an event hosted by The World Trade Center Institute (WTCI) and Duane Morris, 23 Feb 2012
- Presentation on "Doing Business in India" to Prince George's County and Maryland India Business Round Table, September 17, 2007 at Largo, Maryland