

## **BRIAN L. DOS SANTOS**

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Personal: Married; three children; United States Citizen

### **EDUCATION**

Ph.D., Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, 1982.

Major: Management Information & Decision Systems; Minor: Operations Research.

M.B.A., McMaster University, Hamilton, Ontario, Canada, 1974.

B.Tech. (Honors), Indian Institute of Technology, Bombay, India, 1972.

### **AWARDS AND HONORS**

My paper, "Justifying Investments in New Information Technologies," (Spring 1991), was listed as one on the 12 best papers published by the Journal of Management Information Systems in its first 30 years. It is the only single authored paper in the list. (JMIS, September 2013)

Honeywell Master Teacher Award, Krannert Graduate School of Management, Purdue University, 1988.

SOHIO Research Fellowship, Case Western Reserve University, 1978-79.

Graduate Fellowship, McMaster University, 1973-74.

### **EMPLOYMENT**

Frazier Family Professor of Computer Information Systems and Professor, Department of Computer Information Systems, College of Business and Public Administration, University of Louisville, Louisville, Kentucky, 2000 - present.

Frazier Family Professor of Computer Information Systems and Associate Professor, Department of Computer Information Systems, College of Business and Public Administration, University of Louisville, Louisville, Kentucky, 1993 - 2000.

Assistant Professor, Management (MIS), Purdue University, West Lafayette, Indiana, 1986-1993. Area Coordinator (department chair-like responsibilities), 1998-1992.

Assistant Professor, Business (MIS), University of Wisconsin, Madison, Wisconsin, 1982-86.

Assistant Professor, Business (MIS), Kent State University, Kent, Ohio, 1981-82.

Management Analyst, Cleveland Board of Education, Cleveland, Ohio, 1980.

Lecturer (MIS), Weatherhead School of Management, Case Western Reserve University, Cleveland, Ohio, 1980-81.

Research Associate, Standard Oil of Ohio, Cleveland, Ohio, 1978-79.

Lecturer (Quantitative Methods), School of Business, Memorial University of Newfoundland, St. John's, Newfoundland, Canada, 1974-76.

## RESEARCH

### PRIMARY INTERESTS

Management of Information Technologies. Specifically, (a) justification and evaluation of investments in information technologies, and (b) impact of new information technologies on organizations and markets.

Electronic Commerce. Specifically, (a) the impact of technology on existing business models and (b) impact of technology on education & training.

### REFEREED JOURNAL PUBLICATIONS

Fichman, R.G., Dos Santos B.L. and Zheng, Z.E., Digital Innovation as a Fundamental and Powerful Concept in the Information Systems Curriculum, MIS Quarterly, Vol. 38, No. 4, June 2014, 329-343.

Peffer, K. and Dos Santos B.L., Research Opportunities in Information Technology Funding and System Justification, European Journal of Information Systems, Vol. 22, No. 2, March 2013, 131-138.

Dos Santos, B.L., Zheng, Z., Mookerjee, V.S., and Chen, H. "Are new IT-enabled investment opportunities diminishing for firms?" Information Systems Research, Vol. 23, No. 2, June 2012, 287-305.

Attaway, A.A., Chandra, S., Dos Santos, B.L., Thatcher, M., and Wright, A.W., "An Approach to Meeting AACSB Assurance of Learning Standards in an IS Core Course," Journal of IS Education, Vol. 22, No. 4, Winter 2012, 357-368.

Dos Santos, B.L., Patel, P.C., and D'souza, R. "Venture Capital Funding for Information Technology Businesses," Journal of the Association for Information Systems, Vol. 12, No. 1, January 2011, 57-87.

Dos Santos, B.L., Holsapple, C.W., and Ye, Q. "The Intellectual Influence of Entrepreneurship Journals: A Network Analysis," Entrepreneurship Theory & Practice. Vol. 35, No. 4, July 2011, 735-754.

Dos Santos B.L. and L.S. Smith, "RFID in the Supply Chain: Panacea or Pandora's Box?" Communications of the ACM, Vol. 51, No. 10, October 2008, 127-131.

Dos Santos B.L. and A.L. Wright, "Using Bulletin-boards in an Educational Setting," Communications of the ACM, Vol. 49, No.3, March 2006, 115-118.

Kuzmits, F.E. and B.L. Dos Santos, "Want to Manage HR Information More Efficiently? Build an Intranet," Business Forum, Vol. 25, Nos. 3, 4, 2003.

Dos Santos B.L., "Information Technology Investments: Characteristics, Choices, Market Risk and Value," Information Systems Frontiers, Vol. 5, No. 3, September 2003, 289-301.

Dos Santos B.L. and A.L. Wright, "Internet-supported Management Education," Information Services & Use, Vol. 21, No. 2, 2001, pp. 53-64.

Dos Santos B.L. and L. Sussman, "Improving the Return on IT Investment: The Productivity Paradox," International Journal of Information Management, 2000, Vol. 20, 429-440.

Dos Santos B.L. and K. Peffers, "Competitor and Vendor Influence on the Adoption of Innovative Applications in Electronic Commerce," Information and Management, Vol. 34, No. 3, 1998, 175-184.

Peffers, K., B.L. Dos Santos, and P.F. Thurner, "Motivation, Implementation, and Impact of Electronic Data Interchange among US and German Firms," Information Services and Use, Vol. 18, No. 3, 1998, 177-189.

Rao, H.R., A. Salam and B.L. Dos Santos "Introduction to the Special Section of the CACM: Marketing and the Internet," Communications of the ACM, Vol. 41, No. 3, March, 1998, 32-34.

Dos Santos, B.L. and F.E. Kuzmits, "The Internet: A Key Tool for Today's Human Resource Professional," SAM: Advanced Management Journal, Vol. 62, No. 2, 1997, 33-39.

Peffers, K. and B.L. Dos Santos, "Performance Effects of Innovative IT Applications over Time," IEEE Transactions on Engineering Management, Vol. 43, No. 4, November 1996, 381-392.

Dos Santos B.L. and K. Peffers, "Rewards to Investors in Innovative Information Technology Applications: First Movers and Early Followers in ATMs," Organization Science, Vol. 6, No. 3, May-June 1995, 241-259.

Mookerjee, V.S. and B.L. Dos Santos, "Inductive Expert System Design: Maximizing System Value," Information Systems Research Vol. 4, No. 2, 1993, 111-140.

Dos Santos B.L., K. Peffers and D.C. Mauer, "The Impact of Information Technology Investment Announcements on the Market Value of the Firm," Information Systems Research, Vol. 4, No. 1, 1993, 1-23.

Dos Santos B.L. and V.S. Mookerjee, "Expert System Design: Minimizing Information Acquisition Costs," Decision Support Systems, Vol. 9, No. 2, 1993. 161-181.

Dos Santos B.L. and K. Peffers, "The Effects of Early Adoption of Information Technology: An Empirical Study," Journal of Information Technology Management. Vol. IV, No. 1, 1993, 1-13.

Hawk, S.R. and B.L. Dos Santos, "Successful Systems Development: The Effect of Situational Factors on Alternate User Roles," IEEE Transactions on Engineering Management, Vol. 38, No. 4, November 1991, 316-327. This paper was abstracted in the Journal of Product Innovation Management, Vol. 9, No. 2, June 1992, pg. 182.

Dos Santos B.L., V.S. Mookerjee and G. Salvendy, "A Conceptual Model for Optimizing the Cost of Knowledge Acquisition," Information Services and Use, Vol. 11, September 1991, 9-21.

Dos Santos B.L., "Justifying Investments in New Information Technologies," Journal of Management Information Systems, Vol. 7, No. 4, Spring 1991, 71-89.

Dos Santos B.L. and C.W. Holsapple, "A Framework for Designing Adaptive DSS Interfaces," Decision Support Systems, Vol. 5, No. 1, 1989, 1-11.

Dos Santos B.L., "Information Systems: Similarities and Differences Across Organizations," OMEGA: The Int. J. of Mgmt. Sc., Vol. 17, No. 1, January 1989, 9-20.

Dos Santos B.L. and M.L. Bariff, "A Study of User Interface Aids for Model-Oriented Decision Support Systems," Management Science, Vol. 34, No. 4, April 1988, 461-468.

Dos Santos, B.L., "MIS Project Management: A Contingency Approach," Management Decision, Vol. 25, No. 6, 1988, pp. 22-28.

Dos Santos B.L. and S.R. Hawk, "Differences in Analyst's Attitudes Towards Information Systems Development: Evidence and Implications," Information and Management, Vol. 14, No. 1, 1988, 31-41.

Dos Santos, B.L., "A Management Approach to Systems Development Projects," Journal of Systems Management, Vol. 37, No. 8, August 1986, pp. 35-41. This paper was abstracted in System Development, Vol. 7, No. 2, February 1987.

#### **PEER REVIEWED BOOK CHAPTERS**

Barker, R.M., B.L. Dos Santos, C.W. Holsapple, W.P. Wagner, and A.L. Wright, "Tools for Building Information Systems," in The Handbook of Industrial Engineering, 3<sup>rd</sup> Edition, G. Salvendy (Edited), John Wiley and Sons, 2001, pgs. 65-109.

Dos Santos B.L., "Assessing the Value of Strategic Information Technology Investments," Information Management: The Evaluation of Information Systems Investments, Leslie Willcocks (Ed.), Chapman and Hall, London, 1994, 133-150.

Dos Santos, B.L. and K. Peffers, "Firm Level Performance Effects: A Framework for Information Technology Evaluation Research," in Strategic Information Technology Management: Perspectives on Organizational Growth and Competitive Advantage, R.D. Banker, R.J. Kauffman and M.A. Mahmood (Eds.), Idea Group Publishing, Harrisburg, PA, 1993, 515-546.

Dos Santos B.L., C.W. Holsapple, R. Pakath and A.B. Whinston, "Tools for Building Information Systems," in The Handbook of Industrial Engineering (2<sup>nd</sup> Edition), G. Salvendy (Ed.), John Wiley and Sons, Inc., 1992, 69-108.

**REFEREED PROCEEDINGS**

Dos Santos, B.L, Z. Zheng, V.S. Mookerjee, H. Chen, "Is IT Really Becoming a Commodity?," Proceedings of the International Conference on Information Systems, Paris, France, December 14-17, 2008, 1-16.

Dos Santos, B.L, A. Kambil, M. Mandvivala and S.R. Magal, "Educating in a Networked World: Tools, Processes and Critical Issues," Proceedings of the Americas Conference on Information Systems, Indianapolis, Indiana, August 15-17, 1997, 1015-1016.

Dos Santos, B.L, S. Rajagopalan, R.H. Rao and B. Yang, "Information Technology Investments and Firm Performance," Proceedings of the Americas Conference on Information Systems, Phoenix, Arizona, August 16-18, 1996, 43-45.

Dos Santos B.L. and K. Peffers, "Competitor and Vendor Influence on the Adoption of Automated Teller Machine Systems," Proceedings of the First Americas Conference on Information Systems, Pittsburg, Pennsylvania, August 25-27, 1995, 337-339.

Dos Santos B.L. and V.S. Mookerjee, "An Economic Approach to the Development of Inductive Expert Systems," Proceedings of the Twenty-fifth Annual Hawaii International Conference on System Sciences, IEEE Computer Society Press, January 1992, 36-46. (Best paper nomination in the Knowledge Based Systems Track)

Dos Santos B.L. and K. Peffers, "The Effects of Early Adoption of Information Technology: An Empirical Study," Proceedings of the Twelfth International Conference on Information Systems (ICIS), New York, December 1991, 127-140. A slightly modified version of this paper appeared in the Journal of Information Technology Management. (listed above)

Dos Santos B.L. and V.S. Mookerjee, "Towards Optimal Expert System Design," Proceedings of the Twenty-fourth Annual Hawaii International Conference on System Sciences, IEEE Computer Society Press, January 1991, 266-273. (Best paper nomination in the Knowledge Based Systems Track)

Dos Santos B.L. and V.S. Mookerjee, "Expert System Design and Business Value," 1990 ISDSS Conference Proceedings, Austin, Texas, September, 1990, 511-520.

Dos Santos B.L., "Selecting Information Systems Projects: Problems, Solutions and Challenges," Proceedings of the Twenty-second Annual Hawaii International Conference on System Sciences, IEEE Computer Society Press, January 1989, 131-140.

**PAPER PRESENTATIONS AT PROFESSIONAL MEETINGS**

Over the past twenty five years, I have presented numerous papers at National and International meetings, including: TIMS/ORSA (INFORMS), Hawaii International Conference on System Sciences, the International Conference on Information Systems (ICIS), the INFORMS International Conference, the Workshop on Information Systems and Economics and the Association of Information Systems International Conference. I have also presented papers at regional meetings. If the paper or abstract was one page or less, or if

they were not refereed, they do not appear on the refereed proceedings listed above. I have also been invited to present papers at many of the premier Universities in the USA and Europe, as part of their research seminar series.

I have also served as a panelist and chaired panel sessions at the International Conference on Information Systems (ICIS) meetings and the Association for Information Systems meetings (AMCIS).

### **WORK IN PROGRESS**

“Identifying the Intellectual Core in Entrepreneurship Research: A Latent Semantics Analysis Based Approach”. (with Jeff Guan, Yuhan Hau, Robert Garrett).

“A Healthcare Marketplace Model to Develop a Health Information Exchange”. We propose a dual network model that can be used to develop Health Information Exchanges and test the model using data from six HIEs. (with Thornewill, J., and Esterhay, R.J.)

### **GRANTS**

State of Kentucky grant, “An Evaluation of a Prescription Drug Monitoring Pilot: A Vendor-Proposed Real-Time Electronic-Prescribing (e-Rx) System, PI with J.H. Morse and R.J. Esterhay, 2004-05, \$50,000.

“Growing the IT Workforce – JCC to UofL to Employment,” Kentucky Council on Postsecondary Education (Awarded to the University of Louisville and Jefferson Community College (Southwest) under the Collaborative Approaches to Aid Workforce Development and Increase Academic Program Capacity, S. Srinivasan (PI), T. Strickland (co-PI), B.L. Dos Santos (co-PI), 2004-05, \$179, 816.

Microsoft Academic Cooperative Instructional Grant, Microsoft Corporation, 1997, \$56,928 (written on behalf of and with the co-operation of the CIS area faculty.)

Anna Margaret Ross Alexander Library Scholars Research Grant, 1991-92.

Purdue Research Foundation, David Ross Research Grant, 1990-92.

General Electric Foundation, “Program for Support of Undergraduate Education in Information Systems,” 1989-1991 (\$20,000).

University of Wisconsin-Madison, University-Industry Relations Research Grant, 1985, \$9,500.

Hewlett-Packard Corporation, University Equipment Grant Program, 1983, \$17,000.

### **DOCTORAL DISSERTATION INVOLVEMENT**

#### **Committee Chairman**

J. Thornewill, Interdisciplinary Studies, Graduate School, University of Louisville (in process).

V.S. Mookerjee, Management (MIS), Purdue University, (joined University of Washington).

K.G. Peppers, Management (MIS), Purdue University, August 1991. (joined Rutgers University-Camden).

K.H. Yang, Management (MIS), Purdue University, August 1989, (joined University of Detroit).

S.R. Hawk, Business (MIS), University of Wisconsin, August 1987, (joined Illinois Institute of Technology).

### **Committee Member**

Z. Yu, Management (MIS), Purdue University, 1991.

M. Bringelson, Industrial Engineering, Purdue University, 1991.

A. Chaudhury, Management (MIS), Purdue University, 1989.

H. Lai, Management (MIS), Purdue University, 1989.

C. Ching, Management (MIS), Purdue University, 1988.

T.J. Wang, Industrial Engineering, University of Wisconsin, 1987.

L.C. Mohrweis, Business (Accounting), University of Wisconsin, 1986.

Y.M. Kang, Business (MIS), University of Wisconsin, 1986.

### **PROFESSIONAL SERVICE**

Editor: Special issue of European Journal of Information Systems on “Information technology funding and system justification in the organization.” (2009-2011).

Edited a Special section “Marketing and the Internet” for the Communications of the ACM. The special section appeared in the March 1998 issue of the Journal.

Editorial board: Journal of Organizational Computing (1990 - present).  
Journal of Information Technology Management (1994 - present).

Associate Editor: Information Systems Research (2006 - 2008)

Associate Editor: Decision Support Systems (1992 - 2003)

Associate Editor: Special issue of Information Systems Research on “Digital Systems and Competition.” (2007-2008).

Reviewed papers for: *Annals of Operations Research, Communications of the ACM, Decision Support Systems, IEEE Transactions on Engineering Management, Information and Management, Information Systems Research, Journal of Business Research, Journal of Management Information Systems, Organization Science, Management Science,*

*MIS Quarterly, Journal on Computing, Strategic Management Journal, and many National & International conferences.*

Regular reviewer of National Science Foundation proposals.

Have chaired sessions at ICIS and ORSA/TIMS meetings and have organized many sessions at ORSA/TIMS meetings for the TIMS College on Information Systems.

## **TEACHING**

### **COURSES TAUGHT**

Information Technology Management in a Digital Economy, Management Information Systems; Electronic Commerce, Computer Information Systems, Decision Support Systems; Telecommunications; Management of Information Systems; Systems Analysis and Design; Database Management Systems; Introduction to Statistics; Introduction to Operations Research; Doctoral Seminars in MIS.

## **UNIVERSITY SERVICE**

### **GENERAL**

MIS Area Coordinator, Purdue University (1988-1992).

Acting Director, Management Information Research Center, Purdue University (1988-1992).

### **ADVISING AND COUNSELING STUDENTS**

Doctoral Students in the MIS area (1988-1992).

Masters Students in the MIS option (1986-1991).

Undergraduate Students in the Computer Science option (1988-1992).

### **MAJOR COMMITTEE ACTIVITIES**

#### *University of Louisville*

College of Business Personnel Committee (1996-97; 2004-present)

Chairman, College of Business Personnel Committee (2013-present)

Chairman, College of Business Technology Committee (1994-1997; 1999-2004).

University Scholars Committee (1994-2003).

Graduate Studies Committee (1993-1995).

Pilot MBA Task Force (1993-1995).

#### *Purdue University*

Management Policy committee (1988-1992).

Computer Ad Hoc Database committee (1988-1989).

Committee on Office Automation at Krannert (1987-1988).



Committee on Manufacturing Management (1986-1987).  
MIS recruitment committee (1987-88; 1989-90; 1990-91).

## **CONSULTING**

Organizations I have done work for include: Motorola, Ameritech Services, Illinois Bell Telephone, Northern Telecom, Saville & Holdsworth and DowElanco. Consulting activities have included work on information technology investment justification, development of information systems and decision support systems, implementation of new technologies and Using the Internet.

## **PROFESSIONAL MEMBERSHIPS**

Association for Information Systems

Institute for Operations Research and the Management Sciences

- TIMS College on Information Systems

Association for Computing Machinery (ACM), and special interest groups:

- Business Information Technology
- Artificial Intelligence

## **REFERENCES**

Provided on request.