

## BUSINESS ADDRESS & CONTACT

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Telfer School of Management, University of Ottawa  
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## CURRENT POSITION (University of Ottawa)

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*Assistant Professor in the Business Analytics & Information Systems area at the Telfer School of Management.*  
*Principal Professor in the E-Business Technologies programs at the School of Electrical Engineering & Computer Science.*

## EDUCATION & TRAINING

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### Degrees

- 2010 Ph.D.** (Doctor of Philosophy) - **Business Administration** (Major: *Information Systems* / Minor: *Management Science*)  
DeGroote School of Business, McMaster University - Hamilton, ON, Canada.  
Dissertation Title: ***Socio-Technical Determinants of Member Participation in Virtual Communities:  
An Exploratory Mixed-Methods Investigation***
- 2003 M.B.A.** (Master of Business Administration) (Major: *E-Business* / Minor: *Strategic Knowledge Management*)  
DeGroote School of Business, McMaster University - Hamilton, ON, Canada.
- 2000 B.Sc.** (Bachelor of Science), **Computer Science with PEY** (Professional Experience Year)  
(Major: *Software Engineering* / Minor: *Mathematics*)  
Department of Computer Science, University of Toronto - Toronto, ON, Canada.

### Special Training

- 2016 Data Science & Data Engineering Bootcamp Using R and Azure ML** (Courses: Data Science & Big Data; Data Mining using R; Machine Learning using Azure ML) – Data Science Dojo, Toronto, ON, Canada.
- 2014 Mobile and Web User Experience Design** (Courses: User Experience and Interface Design; Web and Mobile Design Techniques) – Algonquin College, Ottawa, ON, Canada.
- 2011 IBM Cognos 10 Workshop: Introduction to IBM Cognos BI Capabilities & Functions** (Courses: Introduction to Cognos BI Framework Manager; Report Studio; Query Studio & Analysis Studio) – Attain Insight Solutions, Ottawa, ON, Canada.
- 2007 Certificate in Social Network Analysis Methods** (Courses: Graph Theory; Network Process Modeling; Local Analyses) ICPSR (Inter-University Consortium for Political and Social Research), University of Michigan - Ann Arbor, MI, U.S.A.
- 2005 Group Intelligence Workshop: Working with Group Support Systems (GSS)** (Courses: GroupSystems ThinkTank Training; Leader Enablement Training) – Decision Support Centre, McMaster University - Hamilton, ON, Canada.
- 2003 SAP Business Integration Certificate (Solutions Consultant)** (Courses: Manufacturing Resource Planning & Production; Human Resources Management; Business Information Warehouse) -- SAP University Alliance - McMaster University, Hamilton, ON, Canada.
- 2000 National Science Foundation Research Scholarship**  
Research Area: Pronunciation Modeling of Casual Speech (Courses: Natural Language Processing; Machine Learning; Information Retrieval) – Center for Language & Speech Processing, Johns Hopkins University - Baltimore, MD, U.S.A.

## TEACHING AREAS

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- Management Information Systems (MIS)
- Information & Knowledge Management
- E-Business Systems & Strategies
- Enterprise Social Media Strategy
- Web Services & Service Oriented Architecture
- Mobile Commerce (M-Commerce)
- Information Systems Security Management
- Interdisciplinary Research Methods

## RESEARCH FACETS

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### Research Themes

- Knowledge Management
- Enterprise Gamification
- E-Government
- IT Consumerization
- Enterprise Architecture
- Consumer Health Informatics
- Information Security

### Research Methodologies

- Mixed-Methods Research Design
- Grounded Theory Methodology
- Participatory Action Research
- Design Science Research
- Structural Equation Modeling (SEM)  
(component- and covariance-based)

### Empirical Mechanisms

- In-Person & Online Focus Groups
- In-Person & Remote Interviews
- Paper & Web Survey Instruments
- Group Decision Support Systems (GDSS)
- Website Event Loggers for Usability
- Gaze-path Eye Tracking for Usability

## HONOURS & AWARDS

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- 2017** Citation for Outstanding Teaching, University of Ottawa
- 2016** Best Session Paper Award (MIS Track), 2016 Academy of Business Research (ABR) Conference
- 2014** Best Paper Award, 24<sup>th</sup> International Business Information Management Association (IBIMA) Conference
- 2012** Best Doctoral Thesis Award (2010 – 2011) conferred by the German Society for Online Research (DGOF)
- 2004 – 2008** McMaster Ph.D. Scholarship
- 2006** ICIS (International Conference on Information Systems) Doctoral Consortium Fellowship
- 2005** Distinction in Ph.D. Comprehensive Examination
- 2003** Dean's Honour List in MBA
- 2002 – 2003** GE (General Electric) E-Business MBA Scholarship
- 2003** Gold Medallion in Second Annual Electronic Case Competition at McMaster World Congress
- 2002** Bronze Medallion in Fourth Annual Electronic Commerce Case Competition at the University of New Brunswick
- 2000** National Science Foundation Research Fellowship for Language Engineering Work at Johns Hopkins University

## PROFESSIONAL CERTIFICATIONS

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- AIIM Certified Information Professional
- IBM Certified e-Business Solutions Technologist
- LPIC (Linux Professional Institute Certified)
- SCNA – Solaris 9 (Sun Certified Network Administrator)
- SCSA – Solaris 8 (Sun Certified System Administrator)
- CIW (Certified Internet Webmaster) Associate - CIW Foundations
- CIW CI (Certified Internet Webmaster Certified Instructor)
- SCJP (Sun Certified Java Programmer for Platform 2.0)
- CompTIA i-Net+ Certified
- LCP (SAIR Linux GNU Certified Professional)
- NCIP (Novell Certified Internet Professional) - Novell Certified Internet Business Strategist
- CCNA (Cisco Certified Network Associate)
- MCT (Microsoft Certified Trainer)

## **EMPLOYMENT HISTORY (ACADEMIC)**

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**Telfer School of Management, University of Ottawa – Ottawa, Ontario**

**Assistant Professor, *Business Analytics & Information Systems***  
**Associate Director, *E-Business Technologies***

September 2010 – Present

September 2013 – December 2015

Teaching assignments include courses in Management Information Systems & Analytics (MISA) in the undergraduate B.Com program and graduate courses in the M.B.A. and the interdisciplinary M.Sc. E-Business Technologies program:

- Recognized for teaching excellence (as evidenced by aggregate teaching evaluation score of 4.75 or better on a 5 point scale) in the following courses: ADM 4377/Digital Enterprise Systems & Strategies (B.Com); MBA 6295/Enterprise Social Media Strategy (M.B.A); EBC6240/Mobile Commerce (M.Sc.) EBC 6170/Internet Security (M.Sc.); EBC7100/Interdisciplinary Research Methods (M.Sc.)

Academic governance responsibilities for the M.Sc. in E-Business Technologies program included student admissions, faculty development, curriculum design, and accreditation of academic programs:

- Significant contributions as the Associate Director include:
  - Participation in the development of program proposal and seminar courses for the Ph.D. program ;
  - Coordination of Co-Op program for Master's students ;
  - Coordination of academic partnerships with enterprise solution providers including Oracle, Altova and Microsoft.

**Telfer School of Management, University of Ottawa – Ottawa, Ontario**

**Lecturer, *Operations Management & Information Systems***

September 2007 – August 2010

Teaching assignments included courses in Management Information Systems (MIS) in the undergraduate B.Com program and graduate courses in the interdisciplinary Master's in E-Business Technologies program:

- Taught the following undergraduate (B.Com) courses: ADM1370 – Applications of Information Technology for Business ; ADM 2372 – Management Information Systems ; ADM 3379 – Information Systems Analysis & Design ; ADM 4377 – Electronic Commerce.
- Taught the following graduate (M.Sc.) courses: EBC 6130 – Web Services & Service-Oriented Architecture ; EBC 6170 – Internet Security ; EBC 6180 – Electronic Human Resources Management (e-HRM) ; EBC 6240 – Mobile Commerce.
- Consistently received high teaching evaluation scores of 4.75 or better on a 5 point scale in the following courses: ADM 4377/Electronic Commerce (B.Com); EBC6240/Mobile Commerce (M.Sc.); and EBC 6170/Internet Security (M.Sc.).

**School of Business & Economics, Wilfrid Laurier University – Waterloo, Ontario**

**Lecturer, *Operations & Decision Sciences***

July 2003 – August 2007

Teaching assignments included core and elective undergraduate and graduate courses in Operations & Decision Sciences (ODS):

- Coordinated and taught the following Bachelor of Business Administration (BBA) courses at the third and fourth year levels: BU 385 – Operations Management I ; BU 395 – Operations Management II ; BU 415 – Introduction to Management Information Systems ; BU 445 – e-Business Supply Chain Management / Information Systems for Supply Chain Management.
- Coordinated and taught the following Master of Business Administration (MBA) courses: BU 605 – Operations Management ; BU 625 – Management Information Systems.

**DeGroot School of Business, McMaster University – Hamilton, Ontario**

**Research Assistant**

September 2005 – May 2007

Participated in multiple research projects as a co-investigator and as a student collaborator:

- Co-investigator in project titled “Adoption and Use of Community Municipal Portals”
  - Research Team: Dr. Brian Detlor, Dr. Maureen Hupfer, and Umar Ruhi.
  - Project funded by Infrastructure Canada's Peer-Reviewed Research Studies (PRRS) program.
- Student collaborator in project titled “myhamilton.ca User Uptake and Adoption Study”
  - Research Team: Dr. Brian Detlor, Dr. Maureen Hupfer, and Umar Ruhi.
  - Project funded by the McMaster University Technology Fund and Incentive Program Award.
- Student collaborator in project titled “Managing Knowledge and Information in Times of Major Organizational Transition”
  - Research Team: Dr. Chun Wei Choo, Dr. Brian Detlor, Dr. Pierrette Bergeron, Dr. Lorna Heaton.
  - Project funded by the Sciences & Humanities Research Council of Canada (SSHRC).

**Teaching Assistant**

Co-taught and tutored in Management Information Systems and e-Business courses in the MBA program:

- Delivered tutorials and software demonstrations to the first and second year MBA classes for three different courses: K603 – Information Systems Management ; K700 – e-Business Technologies ; K718 – Enterprise Systems Implementation.
- Co-taught lecture material for Web Technologies, IS Security and e-Commerce Business Models.
- Administered the design and evaluation of SAP class assignments and ran evaluation manor exercises for class discussions.
- Graded Class Assignments, Quizzes and Tests and provided help to students and answered questions in designated office and lab hours.

**School of Information Technology, Humber College – Toronto, Ontario**

January 2002 – April 2003

**Instructor**

Coordinated and taught courses in the Post-Graduate Internet Software Development Program:

- Pioneered the “Java Security for e-Commerce” course by defining curriculum objectives and delivering class lectures and lab exercises:
  - Course content included Java Security APIs' including JCE (Java Cryptography Extension), JAAS (Java Authentication & Authorization Service) and JSSE (Java Secure Sockets Extension).
- Taught the “XML Technologies & Applications” course for Backend e-Commerce Data Syndication:
  - Course content included XML syntax and semantics, CSS formatting, XSLT, XML DTD and Schemas.
- Taught the “Advanced Web & Internet Technologies” course:
  - Course Content included advanced backend integration in ISAPI and CGI interfaces, and deployment of core internet services including DNS (BIND), HTTP (Apache), DHCP and MTA (SendMail).

**Center for Language & Speech Processing, Johns Hopkins University – Baltimore, Maryland, USA**

June 2000 – September 2000

**Visiting Research Fellow**

Participated as an undergraduate computer science researcher in the National Science Foundation sponsored project:

- Research Area: Automatic Speech Recognition for Casual Unplanned Speech.
- Research Project: Pronunciation Modeling of Casual Mandarin Speech.
- Developed a language transducer with phonology tools and utilities to work with speech waveforms.
- Worked with the research team to analyze sample data to devise weighted finite state automaton models for the pronunciation lexicon.

**EMPLOYMENT HISTORY (CONSULTING & CORPORATE)**

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**City of Hamilton – Hamilton, Ontario**

April 2004 – September 2004

**Web Analytics Applications Consultant**

Initiated and facilitated the development of web analytics tools for various portlets and channels on the myhamilton.ca community portal:

- Constructed an e-metrics toolkit for the portal site and directed the deployment of application programming interfaces (APIs) to capture user data from a variety of sources including raw web server logs, web analytics software, workstation cookies, and server-side controls.
- Systematized an analytics dashboard to observe current issues and flag improvement opportunities at a glance.
- Used Extreme Programming (XP) development process to rapidly develop ASP.NET server side web tracking tools for the McMaster research project.
- Devised and assisted in the implementation of web properties based key performance indicators (KPIs) mapped to business objectives originally set out by the project team.

**GE (General Electric) Canada (Corporate) – Mississauga, Ontario**

April 2002 – September 2003

**E-HR Consultant**

Launched and led a human resources workflow reengineering project involving the digitization of corporate backend operations:

- Developed a dynamic baseline model based on six sigma principles and methodologies for the implementation of various e-HR initiatives.
- Consolidated existing work-streams for deployment of new business process management systems.
- Administered and contributed in the development of the JoinGE Employee Self-Service Portal for new hires in Canada.
- Maintained regular remote application support provisions for HR Administrators through the online HR Quickplace and Lotus Sametime tutorials, walkthroughs and seminars.
- Evaluated and recommended system extensions and add-ons for functional enhancements and adjunction of new process modules.

**LiveDrive Management Consulting – Toronto, Ontario**

August 1999 – September 2002

**Principal Consultant, E-Business Solutions**

Strategic advisor to C-level management for process redesign, technology procurement and deployment, program and project management in a variety of commercial and industrial business domains:

- Clients included a national insurance corporation, a local internet service provider, a national consumer goods retailer, and a human resources department in a multinational firm.
- Designed IT Services Management (ITSM) solutions for a financial services provider based on ITIL best practices including analysis, architecture, design, planning, implementation, and support of business processes within the IT infrastructure.
- Developed functional specifications, process flow models, and a proof of concept for a web-based experts white pages directory and managed project requisitions through multiple RFCs and RFPs.
- Piloted a disaster recovery and business continuity plan for the IT department of a web storefront. Tasks included the audit of current network domains, backend servers, and staff workstations using penetration testing, vulnerability assessments, and load/stress testing.
- Led a team of web designers and application programmers in the design and development of a third generation enterprise information portal based on RDBMS and Semantic Web technologies including a custom CMS and an open-source XML/RDF processing platform.

**WinNET Systems Inc. – Toronto, Ontario**

April 1999 – September 2003

**Program Coordinator & Trainer**

Managed and coordinated certification training programs for I.T. Professionals:

- Formulated program objectives and course curriculum for the e-Commerce training program and hired faculty for teaching various courses.
- Delivered class lectures and training workshops in the following areas:
  - Front-End Technologies (HTML, XHTML, JavaScript, DHTML, CSS) ; Back-End Server-Side Scripting (CGI/Perl ; ASPs) ; and Application Development in Java 2.0.
- Developed and delivered course lectures and labs for the following Unix and Linux Training Tracks at the institute:
  - Linux System Administration ; Linux LAN Management ; and Sun Solaris System & Network Administration.

**Ontario Ministry of Health, Communications & Information Branch – Toronto, Ontario**

July 1998 – September 1999

**Systems Officer**

Served as a systems & network administrator and end user computing advisor for the Ministry of Health offices at Queens Park:

- Administered the Department's Primary Domain Controller (Windows NT 3.51 and 4.0).
- Administered Remote Updates using Logon scripts, batch-files and kixtart scripts.
- Worked as a member of the Desktop Standards committee for the Ontario Ministries.

## **PUBLICATIONS & PRESENTATIONS**

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### **Books:**

- Aïmeur, E., **Ruhi, U.**, & Weiss, M. (Eds.), 2017, "E-Technologies: Embracing the Internet of Things (IoT)", Lecture Notes in Business Information Processing, Volume 289, Springer-Verlag, Berlin, Germany.

### **Peer-Reviewed Book Chapters:**

- **Ruhi, U.**, 2017 "Towards an Interdisciplinary Socio-Technical Definition of Virtual Communities", in Encyclopedia of Information Science and Technology, Khosrow-Pour, M. (Ed.), Idea Group, Hershey, PA, 17 pages.
- **Ruhi, U.**, Akhigbe, O., 2016 "Lean Development in Design Science Research: Deliberating Principles, Prospects, and Pitfalls", in Requirements Engineering: Foundation for Software Quality, Pastor, O., Daneva, M. (Eds.), Springer-Verlag, Berlin, Germany, pp. 286-300.
- Detlor, B., Hupfer, M., **Ruhi, U.**, 2008 "Tips for Tracking Web Information Seeking Behavior", in Handbook of Web Log Analysis, Jansen, B., Spink, A., Taska, I. (Eds.), IGI Publishing, Hershey, PA, 256-283.
- **Ruhi, U.**, 2008 "A Social Informatics Framework for Sustaining Virtual Communities of Practice", in Virtual Technologies: Concepts, Methodologies, Tools, & Applications, Kisielnicki J. (Ed.) , Idea Group, Hershey, PA, pp. 610-618.
- **Ruhi, U.**, Turel, O., 2006 "Enabling the Glass Pipeline: The Infusion of Mobile Technology Applications in Supply Chain Management", in Global Integrated Supply Chain Systems: Analysis and Design, Lan, Y., Unhelkar, B. (Eds.) , Idea Group, Hershey, PA, 291-309.

### **Peer-Reviewed Journal Articles:**

- **Ruhi, U.**, 2016 "An Experiential Learning Pedagogical Framework for Enterprise Systems Education in Business Schools", International Journal of Management Education. 14(2): 198-211.
- **Ruhi, U.**, 2015 "Level Up Your Strategy: Towards a Descriptive Framework for Meaningful Enterprise Gamification", Technology Innovation Management Review, 5(8): 5-16.
- **Ruhi, U.**, AlMohsen, D., 2015 "Enterprise 2.0 Technologies for Knowledge Management: Exploring Cultural, Organizational & Technological Factors", Journal of Organizational Knowledge Management, 2015(2015): 1-21.
- Sultan, K., **Ruhi, U.**, 2015 "Overcoming Barriers to Client-Side Digital Certificate Adoption", International Journal of Computer Science & Information Security, 13(8): 9 pages, August: 27-34.
- **Ruhi, U.**, 2014 "Social Media Analytics as a Business Intelligence Practice: Current Landscape & Future Prospects", Journal of Internet Social Networking & Virtual Communities, 2014(2014): 1-12.
- Detlor, B., Hupfer, M, **Ruhi, U.**, Zhao, L., 2013 "Information Quality & Community Municipal Portal Use", Government Information Quarterly, 30(1): 23-32.
- Detlor, B., Hupfer, M, **Ruhi, U.**, 2010 "Internal factors affecting the adoption and use of government web sites", Electronic Government: An International Journal, 7(2): 120-136.
- **Ruhi, U.**, Takala, P., Detlor, B., Hupfer, M., 2007 "Building government portals that work: Guiding Principles from Community Informatics", International Journal of Electronic Business, 5(6): 604-622.
- Serenko, A., **Ruhi, U.**, Cocosila, M., 2007 "Unplanned Effects of Intelligent Agents on Internet Use: A Social Informatics Approach", Artificial Intelligence and Society, 21(1-2): 141-166.

- Detlor, B., **Ruhi, U.**, Turel, O., Bergeron, P., Choo C.W., Heaton, L, Paquette, S., 2006 “The Effect of Knowledge Management Context on Knowledge Management Practices: An Empirical Investigation”, *Electronic Journal of Knowledge Management*, 4(2): 131-142.
- **Ruhi, U.**, Turel, O., 2005 “Driving Visibility, Velocity and Versatility: The Role of Mobile Technologies in Supply Chain Management”, *Journal of Internet Commerce*, 4(3): 97-119.

#### **Journal Manuscripts Under Review:**

- Chugh, R., **Ruhi, U.**, “Social Media in Higher Education: A Literature Review of Facebook”, Under Review (Submitted), *Education and Information Technologies*.
- **Ruhi, U.**, Majedi, M. “Socio-Technical Drivers & Barriers in the Consumer Adoption of Personal Health Records”, Under Review (Revise & Resubmit), *Information & Management*.
- **Ruhi, U.**, Majedi, M. “Utility, Value & Benefits of Contemporary Personal Health Records: A Review & Conceptual Synthesis”, Under Review (Revise & Resubmit) for *Health Systems*.

#### **Peer-Reviewed Conference Proceedings:**

- Obidallah, W., **Ruhi, U.**, Raahemi, B., 2016 “Current Landscape of Web Service Discovery: A Typology based on Five Characteristics” Proceedings, 2016 IEEE/WIC/ACM International Conference on Web Intelligence, Omaha, USA.
- **Ruhi, U.**, Akhigbe, O., 2016 “Lean Development in Design Science Research” Proceedings, 22nd International Workshop on Requirements Engineering: Foundations of Software Quality (REFSQ), Gothenburg, Sweden.
- **Ruhi, U.**, Ghatrenabi, P., 2015 “Experiential Learning Spaces for Enterprise Resource Planning Courses in Business Schools” Proceedings, IEEE 5th International Conference on E-Learning: Cognitively Informed Technology, Manama, Bahrain.
- **Ruhi, U.**, 2015 “Towards a Socio-Technical Theoretical Framework for Enterprise Gamification” Proceedings, 2015 International Conference on Gamification in Business (ICGB), Birmingham, UK.
- **Ruhi, U.**, 2015 “Opportunities & Challenges for End-User Development Activities in Information Systems Curricula” Proceedings, 21st Americas Conference on Information Systems (AMCIS), San Juan, Puerto Rico.
- **Ruhi, U.**, 2015 “Towards a Framework for Enterprise End-User Development Initiatives: A Design Science Research Investigation” Proceedings, 21st Americas Conference on Information Systems (AMCIS), San Juan, Puerto Rico.
- **Ruhi, U.**, Majedi, A., 2015 “Consumer Adoption of Personal Health Records: An Empirical Investigation of Personal & Technology Factors” Proceedings, 7th International Conference on eHealth, Las Palmas de Gran Canaria, Spain.
- **Ruhi, U.**, AlMohsen, D., 2014 “Enterprise 2.0 Technologies for Knowledge Management: Exploring Cultural, Organizational & Technological Factors” Proceedings, 24th International Business Information Management Association (IBIMA) Conference, Milan, Italy.
- **Ruhi, U.**, 2014 “Prospects & Practices for End-User Development Activities in Business Computing Education” Proceedings, Association for Computing Machinery (ACM) Special Interest Group for Information Technology Education (SIGITE) Conference, Atlanta, Georgia.
- **Ruhi, U.**, 2013 “Social Media Analytics as a Business Intelligence Practice: Current Landscape & Future Prospects” Proceedings, 22<sup>nd</sup> International Business Information Management Association (IBIMA) Conference, Rome, Italy.
- Ahmed, S., **Ruhi, U.**, 2013 “Towards a Functional Taxonomy of Enterprise Business Intelligence Mashups” Proceedings, International Conference on Informatics & Applications (ICIA2013), Lodz, Poland.

- **Ruhi, U.**, Choi, D., 2013 “Enterprise Mashups for Knowledge Management” Proceedings, 1st International Conference on Information and Communication Technology Trends (ICICTT), Karachi, Pakistan.
- **Ruhi, U.**, 2012 “Thinking, Planning & Operationalizing Empirical Mixed Methods Research Design” Proceedings, 14th General Online Research (GOR) Conference, Mannheim, Germany.
- Detlor, B., Hupfer, M., Zhao, L, **Ruhi, U.**, 2009 “Successful community municipal portal diffusion: Internal government factors and individual perceptions” Proceedings, 15th Americas Conference on Information Systems (AMCIS), San Francisco, CA.
- Detlor, B., **Ruhi, U.**, Hupfer M., Zhao, L., 2009 “A citizen-centric framework for e-government services use” Proceedings, 5th International Conference on e-Government (ICEG), Boston, USA.
- Detlor, B., Hupfer, M., **Ruhi, U.**, 2008 “Adoption and use of community municipal portals, Research-In-Progress Paper” Proceedings, International Conference on Information Systems (ICIS), Paris, France.
- Detlor, B., Hupfer, M., **Ruhi, U.**, Takala, P., 2008 “User and Usage of Community Portals: The myhamilton.ca Experience” Proceedings, 2008 International Consortium for Electronic Business, Hawaii.
- **Ruhi, U.**, Takala, P., Detlor, B., Hupfer, M, 2006 “Building Government Portals That Work: Guiding Principles from Community Informatics” Proceedings, 7th World Congress on the Management of Electronic Business, Halifax, NS.
- Detlor, B., **Ruhi, U.**, Turel, O., Bergeron, P., Choo, C. W., Heaton, L., 2005 “The Effect of Knowledge Management Context on Knowledge Management Practices: An Empirical Investigation” Proceedings, International Conference on Intellectual Capital, Knowledge Management and Organisational Learning (ICICKM 2005), Dubai, UAE.
- Serenko, A., **Ruhi, U.**, Cocosila, M., 2004 “Unplanned effects of intelligent agents on Internet use: A Social Informatics approach” Proceedings, Joint Meeting of the International Conference on Politics and Information Systems, Technologies and Applications (PISTA 2004) and the International Conference on Cybernetics and Information Technologies, Systems and Applications (CITSA 2004), Orlando, FL.
- **Ruhi, U.**, Turel, O., 2004 “Enabling Visibility, Velocity and Versatility: The Role of Mobile Technologies in Supply Chain Management” Proceedings, Second Annual Symposium on Supply Chain Management (SCM 2004), Toronto, ON.
- **Ruhi, U.**, 2004 “Institutionalizing Modern Communities of Practice: A Socio-Technical Perspective” Proceedings, the International Conference on Intellectual Capital, Knowledge Management and Organisational Learning (ICICKM 2004), Toronto, ON.
- **Ruhi, U.**, 2003 “Knowledge Networks and Lattices: A Framework for Intra and Inter-Organizational Knowledge Sharing” Proceedings, 4th World Congress on the Management of Electronic Business, Hamilton, ON.
- Byrne, W., Venkataramani, V., Kamm, T., Zheng, T.F., Zhanjiang, S., Fung, P., Liu, Y., **Ruhi, U.**, 2001 “Automatic Generation of Pronunciation Lexicons for Mandarin Spontaneous Speech” Proceedings, IEEE International Conference on Acoustics, Speech and Signal Processing (ICASSP 2001), Salt Lake City, Utah.
- Yi, L., Fung, P., Byrne, W., **Ruhi, U.**, 2001 “Pronunciation Modeling of Spontaneous Mandarin Speech Using Phonetic Feature Distance and Optimal Gaussian Mixture Sharing” Proceedings, the IEEE International Conference on Acoustics, Speech and Signal Processing (ICASSP 2001), Salt Lake City, Utah.

#### **Invited Keynote Speeches:**

- **Ruhi, U.**, 2013. Keynote Speaker. “Unraveling the Next Generation Enterprise: Emergent Operating Models & Technology Architectures”, International Business Information Management Association (IBIMA) Conference, November 13, Rome, Italy.
- **Ruhi, U.**, 2013. Keynote Speaker. “Unraveling the Next Generation Enterprise: Emergent Operating Models & Technology Architectures”, International Research Conference on E-Business Management (IRCEBM), September 26, Dubai, UAE.



## **Abstracts & Seminars:**

- **Ruhi, U.**, Alshammasi, A., Sultan, K., 2016 “Security & Privacy on Social Media: An Empirical Investigation”, Academy of Business Research, Atlantic City, USA, September.
- **Ruhi, U.**, 2014 “Integrating ERP in HRM Education: Case Studies Using Microsoft Dynamics AX”, Microsoft Dynamics Academic Alliance Preconference 2014, Barcelona, Spain, October.
- **Ruhi, U.**, 2014 “Online Personal Branding: From Ego-Surfing to Reputation Management”, Certified General Accountants (CGA) Ontario Case Competition, March 22, Toronto, ON.
- **Ruhi, U.**, 2014 “Operating Models for Emerging Knowledge Ecosystems”, Knowledge Strategy Exchange Network (KSEN), The Conference Board of Canada, February 05, Ottawa, ON.
- **Ruhi, U.**, 2013 “Online Personal Branding: From Ego-Surfing to Reputation Management”, IEEE International Multi Topic Conference, December 19, Lahore, Pakistan.
- **Ruhi, U.**, 2012 “Online Personal Branding: From Ego-Surfing to Reputation Management”, Certified General Accountants (CGA) Ontario Case Competition, March 24, Kingston, ON.
- **Ruhi, U.**, 2012 “Socio-Technical Determinants of Member Participation in Virtual Communities”, 14<sup>th</sup> Annual General Online Research (GOR) Conference, Mannheim, Germany.
- Detlor, B., **Ruhi, U.**, Hupfer, M., Zhao, L., 2009 “A citizen-centric framework for e-government services”, Government Technology (GTEC) Conference, Ottawa, ON.
- Detlor, B., Hupfer, M., **Ruhi, U.**, 2008 “Adoption & Use of Community Municipal Portals”, Municipal Information Systems Association (MISA) Ontario Annual Conference, Blue Mountain Resort, Craigheth, ON.
- **Ruhi, U.**, 2006 “Enhancing User Participation in Virtual Communities: Towards a Socio-Technical Process Model”, International Conference on Information Systems (ICIS 2006) Doctoral Consortium, Milwaukee, Wisconsin.
- **Ruhi, U.**, 2005 “Creating a Portal that works for your Community: Enhancing User Participation in Virtual Communities”, Invited Speaker at the OLA (Ontario Libraries Association) Super Conference 2005, Toronto, ON, Ontario Library Association.
- **Ruhi, U.**, 2005, “Improving Search Engine Visibility: An Interactive Workshop in Search Engine Optimization Techniques”, *Invited by e-Biz Laurier (student run association) for a workshop to aspiring students and small business entrepreneurs.* Waterloo, Ontario, Canada: School of Business & Economics, Wilfrid Laurier University.
- **Ruhi, U.**, 2001 “Value of Security Safeguards for Information Systems: An Investigative Commentary on Risk Management & Return on Investment”, *Invited Presentation to Faculty and Graduate students (Management Information Systems).* Hamilton, Ontario, Canada: DeGroote School of Business, McMaster University.

## **Working Papers:**

- **Ruhi, U.**, 2015 “Towards a Socio-Technical Theoretical Framework for Enterprise Gamification: A Research-in-Progress Paper”, Telfer School of Management, University of Ottawa.
- Sajjad, J., **Ruhi, U.**, 2013 “Towards a Framework for Social Media Applications in Consumer Health”, Telfer School of Management, University of Ottawa.
- **Ruhi, U.**, 2005 “Demand Imperatives in a Mobile Portal Strategy: A Consumer Adoption Perspective”, DeGroote School of Business, McMaster University, Hamilton, ON.

- Clarke, J., **Ruhi, U.**, 2005 “Simulation Modeling & Analysis with Arena: A Business Student's Primer. Volume I: Introduction to Simulation - Understanding Processes, Distributions & Decisions”, ”, School of Business & Economics, Wilfrid Laurier University, Waterloo, ON.
- Clarke, J., **Ruhi, U.**, 2005 “Simulation Modeling & Analysis with Arena: A Business Student's Primer. Volume II: Simulation Applications in Queuing Theory - Operationalizing Fundamental Waiting Line Models”, School of Business & Economics, Wilfrid Laurier University, Waterloo, ON.
- Clarke, J., **Ruhi, U.**, 2005 “Simulation Modeling & Analysis with Arena: A Business Student's Primer. Volume III: Simulation Applications in Scheduling Operations - Formulating Basic Sequencing Algorithms”, ”, School of Business & Economics, Wilfrid Laurier University, Waterloo, ON.
- **Ruhi, U.**, 2005 “Supply Imperatives in a Mobile Portal Strategy: A Strategy Roadmap for Service Providers”, DeGroot School of Business, McMaster University, Hamilton, ON.
- Detlor, B., **Ruhi, U.**, Pollard, C., Hanna, D., Cocosila, M., Zheng, W., Fu, E., Jiang, T., Syros, D, 2003 “Fostering robust library portals: An assessment of the McMaster University Library Gateway”, MeRC Working Paper No. 4, DeGroot School of Business, McMaster University, Hamilton, ON.

#### **Non-Refereed Journal, Magazine & Opinion Articles:**

- **Ruhi, U.**, 2015 “Taxi Industry Spinning Its Wheels”, Ottawa Business Journal, August 03, 2015.
- **Ruhi, U.**, 2014 “Seeing the Significance Behind the Facebook-Oculus Deal”, Ottawa Business Journal, March 26, 2014.
- **Ruhi, U.**, 2013 “Breaking Down the BlackBerry Rebranding”, Ottawa Business Journal, January 30, 2013.
- Detlor, B., Takala, P., **Ruhi, U.**, Hupfer, M., 2007 “Managing in the digital environment: The case of myhamilton.ca”, Bulletin of the American Society for Information Science and Technology, 33(4).

## **SCHOLARLY & PROFESSIONAL ACTIVITIES**

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#### **Editorial Board Member:**

- Articles Editor (Information Systems Management), Sage Open, Sage Publications (2016).
- Editorial Advisory Board, Harnessing Social Media as a Knowledge Management Tool, Chugh, R. (Ed.), IGI Publishing, Hershey, PA (2015 – 2016).
- Editorial Review Board, International Journal of Technology Diffusion (2014 – Present).
- Editorial Review Board, Journal of Information, Information Technology, and Organizations (JIITO) (2007 – Present).

#### **Journal Reviewer:**

- International Journal of Information Management (2010 – Present).
- International Journal of Technology Diffusion (2010 – Present).
- Informatics for Health and Social Care (2014).
- Journal of Information, Information Technology, and Organizations (JIITO) (2008 – 2010).
- The Learning Organization: Special Issue: Knowledge Sharing with Socio-technical Approaches (2007).

#### **Conference Committees & Reviews:**

- Program Committee Co-Chair, 7<sup>th</sup> International Multidisciplinary Conference on e-Technologies (MCETECH 2017).
- Program Committee, 8<sup>th</sup> International Conference on Knowledge Management & Information Sharing (KMIS) (2016).
- Program Committee, Fifth International Conference on E-Learning (ICEL) (2015).
- Reviewer, Administrative Sciences Association of Canada (ASAC) (2011, 2012, 2014).
- Reviewer, International Conference on Information Systems (ICIS) (2009, 2010, 2011, 2012).
- Reviewer, 61st Annual International Communication Association (ICA) Conference (2010, 2011, 2012).

- Reviewer, Americas Conference on Information Systems (AMCIS) (2009, 2011).
- Reviewer, SIGHCI (Special Interest Group on Human-Computer Interaction) Pre-ICIS Workshop (2007, 2011).
- Reviewer, Seventh Annual World Congress on Management of E-Business (2006).
- Reviewer, Eighth International Conference on Electronic Commerce (ICEC) (2006).
- Reviewer, Third Annual Symposium on Supply Chain Management (SCM) (2005).
- Reviewer, Annual Conference of the Administrative Sciences Association of Canada (ASAC) (2005).

#### **Conference Discussant and Chair:**

- Session Chair, Fifth International Conference on E-Learning (ICEL) (2015).
- Session Chair, Security & Privacy Track, Association for Computing Machinery (ACM) Research in Information Technology (RIIT) Conference (2014).
- Session Chair, Information Technology & Data Mining Technical, IEEE International Multi Topic Conference (INMIC) (2013).
- Discussant, Internet Tracking and Clickstream Data: Methodological Issues, Roundtable at the Association for Consumer Research (ACR) Annual North American Conference (ACR) (2007).
- Session Chair, Electronic Marketplaces Track, Third Annual Symposium on Supply Chain Management (SCM) (2005).
- Session Chair & Discussant, International Conference on Intellectual Capital, Knowledge Management and Organisational Learning (ICICKM) (2005).
- Session Chair, RFID (Radio Frequency Identification) Track, Second Annual Symposium on Supply Chain Management (SCM) (2004).
- Session Chair & Discussant, International Conference on Intellectual Capital, Knowledge Management and Organisational Learning (ICICKM) (2004).

#### **Books & Chapters Reviewer:**

- Book Chapters: B. J. Jansen, A. Spink & I. Taksa (Eds.) (2008). Handbook of Research on Web Log Analysis. Idea Group.
- Book Chapters: E. Coakes & S. A. Clarke (Eds.) (2006), Encyclopedia of Communities of Practice in Information and Knowledge Management. Idea Group.
- Book: N. Cook (2008), Enterprise 2.0: How Social Software Will Change the Future of Work. Gower Publishing Limited. Review published on Academici Knowledge Networks website (<http://www.academici.com/blog.aspx?bid=5676>) and excerpt published by Gower Publishing website (<http://www.gowerpub.com/isbn/9780566088001>).
- Book: J.A. O'Brien and A.R. Montazemi (2004), Management Information Systems: Managing Information Technology in the E-Business Enterprise, First Canadian Edition. McGraw Hill Ryerson.
- Book: M. Wilkes (Ed.) (2003), Cisco Internet Applications and Solutions Self-Study Guide. Cisco Press, Pearson Education.

#### **Research Projects & Funding:**

- **Advancing Enterprise Architecture Frameworks to Support IT Consumerization** (*September 2015 – June 2017*) (Principal Investigator):
  - In-progress research program utilizes a multiple case study research design to offer empirically validated enterprise architecture guidelines to support the complexities of IT consumerization programs.
  - This research hopes to provide insights on strategic and tactical issues that need to be addressed in IT consumerization programs.
  - Research funded by the **Telfer School of Management at the University of Ottawa** (Research Grant: \$6,000).
- **Towards a Utility Framework for Enterprise Business Intelligence Mashups** (*February 2013 – January 2015*) (Principal Investigator):
  - Research program investigated the scope and application of enterprise mashup technologies within the realm of business intelligence (BI) solutions.
  - The project utilized design science methodology and aimed to provide a framework to advance an understanding of business process requirements that can be satisfied through the use of enterprise BI mashups, and to also aid in the development of mashup toolkits targeted at BI end-users.
  - Research funded by **MITACS** and **IBM Canada** (Research Grant: \$15,000).

- **Enterprise Technology Applications for Management Decision Making** (*January 2013 – May 2015*) (Principal Investigator):
  - Project involved a detailed evaluation of various enterprise systems platforms and their potential use in an management curricula.
  - Project entailed the use of proof-of-concept and prototype implementations of enterprise systems environments.
  - Research funded by the **Faculty of Graduate & Postdoctoral Studies (FGPS) at the University of Ottawa** (Research Grant: \$7,500).
  
- **Drivers and Barriers for the Deployment and Adoption of Online Personal Health Records in Canada** (*September 2011 – July 2013*) (Principal Investigator):
  - Research program aimed to answer the call for research that provides evidence based choices on system design of online personal health records (PHRs).
  - The project objectives included an elucidation of the strategic and technical critical success factors impacting the delivery of a robust technology solution for electronic health records.
  - Research funded by the **Telfer School of Management at the University of Ottawa** (Research Grant: \$6,000).
  
- **Web 2.0 e-Learning Tools: A Vector of Change in Interactive Pedagogy** (*September 2008 – September 2010*) (Principal Investigator):
  - Project involved a detailed evaluation of current Web 2.0 technology applications and their potential use in an e-Learning environment.
  - Project entailed the use of proof-of-concept and prototype implementations of innovative Web 2.0 applications along with quantitative and qualitative research methods to assess their suitability and overall success.
  - Research funded by the **Faculty of Graduate & Postdoctoral Studies (FGPS) at the University of Ottawa** (Research Grant: \$10,000).
  
- **Adoption and Use of Community Municipal Portals** (*September 2006 – September 2008*) (Co-Investigator):
  - Research Team: Dr. Brian Detlor, Dr. Maureen Hupfer, and Umar Ruhi
  - The project involved an in-depth examination of multiple community-oriented municipals portals as a means of understanding the factors that affect community portal adoption and use in various cities and regions.
  - Research funded by **Infrastructure Canada's Peer-Reviewed Research Studies (PRRS) program** (Research Grant: \$104,410).
  -
  
- **myhamilton.ca User Uptake and Adoption Study** (*June 2004 – September 2006*) (Co-Investigator):
  - Research Team: Dr. Brian Detlor, Dr. Maureen Hupfer, and Umar Ruhi
  - Case Study concerned the City of Hamilton's recently implemented myhamilton.ca Community Portal.
  - Research partially funded by the **McMaster University Technology Fund & Incentive Program** (Research Grant: \$10,000)
  
- **Managing Knowledge and Information in Times of Major Organizational Transition** (*January 2004 – September 2005*) (Research Assistant):
  - Research Team: Dr. Chun Wei Choo, Dr. Brian Detlor, Dr. Pierrette Bergeron, Dr. Lorna Heaton
  - Case Study concerned a large Canadian law firm which had introduced a firm-wide knowledge management strategy and an enabling knowledge portal.
  - Research partially funded by the **Social Sciences & Humanities Research Council of Canada (SSHRC)** (Research Stipend: \$5,000)

### **Committees & Administrative Responsibilities:**

- Admissions Committee, Master's in Engineering Management, University of Ottawa, 2016 – Present.
- Co-Op Program Coordinator, Master's in E-Business Technologies, University of Ottawa, 2015 – Present.
- Graduate Research Programs Committee, Telfer School of Management, University of Ottawa, 2014 – Present.
- E-Business Technologies Ph.D. Program Committee, Faculty of Graduate & Postdoctoral Studies (FGPS), University of Ottawa, 2009 – Present.
- E-Business Technologies Master's Program Committee, Faculty of Graduate & Postdoctoral Studies (FGPS), University of Ottawa, 2008 –Present.
- Taskforce Leader, B.Com MIS Program Review & Recommendations Committee, University of Ottawa, 2013 – 2014.
- MBA Petitions Committee, School of Business & Economics, Wilfrid Laurier University, 2006 – 2007.
- FIPPA (Freedom of Information & Protection of Privacy) Compliance Workgroup, Wilfrid Laurier University, 2006.
- AACSB Accreditation Maintenance Committee, School of Business & Economics, Wilfrid Laurier University, 2005 – 2006.
- Student Coordinator, SAP University Alliance Program, DeGroote School of Business, McMaster University, 2002 – 2003.
- Ad Hoc Advisory Committee for Content Management Postgraduate Diploma Program, Humber College, 2002 – 2003.
- Advisor, User Requirements, Connect Hamilton Create Community (CHCC) Project, City of Hamilton, 2003 - 2006.

### **Graduate Student Supervisorships:**

- Supervisor, 2016 – Present, Amir Darbani (Master of Science in e-Business Technologies, Thesis), Social Media Analytics for Competitive Marketing Intelligence.
- Supervisor, 2016 – Present, Denis Onichshenko (Master of Science in e-Business Technologies, Project), User Experience Design for End-User Development Applications.
- Supervisor, 2016 – Present, Shilpita Mukherjee (Master of Science in e-Business Technologies, Project), Exploring Social Media Habits & Addiction Behavior.
- Supervisor, 2015 – 2015, Ali Alshammasi (Master of Science in e-Business Technologies, Project), End-User Social Media Security Threats.
- Supervisor, 2015 – 2015, Helena Sefcovicova (Master of Science in e-Business Technologies, Project), Opportunities and Challenges in Organizational BYOD Initiatives.
- Supervisor, 2014 – 2015, Karim Sultan (Master of Science in e-Business Technologies, Project), Next Generation Digital Certificates for E-Business.
- Supervisor, 2014 – 2015, Omotola Azeez (Master of Science in e-Business Technologies, Project), Mobile Payment Security: Current Landscape & Trends.
- Supervisor, 2014 – 2014, Sergio Maldonado (Master of Science in e-Business Technologies, Project), Adoption of Mobile Banking in Canada.
- Supervisor, 2014 – 2014, Anjali Sood (Master of Science in e-Business Technologies, Project), Social Media & Shared Decision-Making in Healthcare.
- Supervisor, 2013 – 2014, Armin Majedi (Master of Science in e-Business Technologies, Thesis), Adoption of Online Personal Health Records in Canada.
- Co-Supervisor, 2013 – 2014, Vasudeva Upadhyaya (Master of Science in e-Business Technologies, Project), Enterprise Systems for Experiential Learning in Management Curricula.
- Supervisor, 2013 – 2013, Julia Semenchenko (Master of Science in e-Business Technologies, Project), Social Media Applications in HR Recruitment & Staffing Processes.
- Supervisor, 2012 – 2013, Sabbir Ahmed (Master of Science in e-Business Technologies, Thesis), Utility Framework for Enterprise Business Intelligence Mashups.
- Supervisor, 2011 – 2012, Dina Al-Mohsen (Master of Science in e-Business Technologies, Thesis), Enterprise 2.0 Technologies for Knowledge Management.
- Supervisor, 2012 – 2013, Jawad Sajjad (Master of Science in e-Business Technologies, Project), Social Media in Consumer Health.
- Supervisor, 2012 – 2013, Matt Kasner (Master of Science in e-Business Technologies, Project), Website Analytics.
- Supervisor, 2012 – 2012, Darrell Choi (Master of Science in e-Business Technologies, Project), Managing Knowledge with Mashups: Assessing the Viability of Mashup-enabled KMS in the Enterprise.
- Supervisor, 2011 – 2012, Ryan Briggs (Master of Science in e-Business Technologies, Project), Functional Requirements & Design Objectives for Mobile Business Intelligence.

- Supervisor, 2012 – 2012, Mohsin Ali (Master of Science in e-Business Technologies, Project), Towards a Performance Measurement Framework for Social Media Marketing.
- Supervisor, 2011 – 2012, Shahid Qaisrani (Master's in e-Business Technologies, Research Project), Drivers and Barriers for the Deployment and Adoption of Online Personal Health Records in Canada.
- Supervisor, 2011 – 2012, Dave Allsop (Master's in e-Business Technologies, Research Project), End-User Adoption of Online Personal Health Records.
- Supervisor, 2011 – 2011, Ali Al-Ogaili (Master's in e-Business Technologies, Research Project), Utility Framework for Business Intelligence Mashups.
- Supervisor, 2011 – 2011, Aman Ahuja (Master's in e-Business Technologies, Research Project), Business Opportunities & Challenges with Social Media Analytics.
- Supervisor, 2011 – 2011, Oleksii Barankevych (Master's in e-Business Technologies, Research Project), Enterprise Social Media & Knowledge Management.
- Supervisor, 2010 – 2011, Mudassir Shami (Master's in e-Business Technologies, Research Project), Key Success Factors in the User Acceptance of Mobile Payment Solutions in Canada.
- Supervisor, 2011 – 2011, Neelima Walia (Master's in e-Business Technologies, Research Project), Drivers & Barriers for Social Media Monitoring & Analytics.
- Supervisor, 2010 – 2010, Asad Khawaja (Master's in e-Business Technologies, Research Project), Social Media & Business Intelligence: An Empirical Study.
- Supervisor, 2010 – 2010, Eman Shehada (Master's in e-Business Technologies, Research Project), Usability of Social Networking Websites: An Empirical Investigation.
- Supervisor, 2009 – 2009, Yang Qiu (Master's in e-Business Technologies, Research Project), E-HR Portals for Manager and Employee Self-Service: A Report on Best Practices.
- Supervisor, 2009 – 2009, Lester Leung (Master's in e-Business Technologies, Research Project), Towards a Roadmap for Web 2.0 Applications Usability.
- Supervisor, 2008 – 2009, Wendy Schurman (Master's in e-Business Technologies, Research Project), Consumer Adoption of Electronic Payment Technologies.
- Supervisor, 2008 – 2008, William Venkatarangam (Master's in e-Business Technologies, Research Project), Web 2.0 in e-Government.
- Supervisor, 2008 – 2008, Eduardo da Silva (Master's in e-Business Technologies, Research Project), Recent Advancements in Electronic Supply Chain Management.
- Supervisor, 2006 – 2006, Monica Nanda (Master's in Business Administration, Research Project), ITIL (Information Technology Infrastructure Library) Service Quality Roadmap.
- Supervisor, 2005 – 2005, Zeev Orzakovski (Master's in Business Administration, Research Project), Mobile Portals Implementation Best Practices.

#### **Graduate Supervisory Committees:**

- 2016 – Present, Aliaa Alghamdi, PhD in E-Business Technologies, Modeling Agile Enterprise Architectures.
- 2016 – Present, Monika Jasinska, MSc in Health Systems, Project Management Practices in Small Healthcare Hospital Projects.
- 2015 – Present, Waeal Obidallah, PhD in E-Business Technologies, Datamining Mechanisms for Web Services Discovery.
- 2015 – Present, Fahed Alaieri, PhD in E-Business Technologies, Robot Ethics in Industrial Automation.
- 2014 – Present, Rubina Lakhani, PhD in E-Business Technologies, Security in Software Defined Networks.
- 2014 – Present, Karine Proulx, MSc in E-Business Technologies, Les structures qui sous-tendent le phénomène du PAP dans les organisations.
- 2013 – 2014, Jessica Scott, MSc in Health Systems, Perceived Barriers to the Use of EHRs for Infectious Disease Surveillance in Canada.
- 2013 – 2014, Okhaide Samson Akhibe, MSc in Systems Science, Business Intelligence Enabled Adaptive Enterprise Architecture.
- 2013 – 2013, Seyed Mohammad Amin Kamali, MSc in E-Business Technologies, Design & Implementation of a Framework for Performance Measurement in Service Oriented Virtual Organizations.
- 2013 – 2013, Emilio Franco, MSc in E-Business Technologies, IT Projects: A Psychological Contract Perspective.

### **Case Competition Coaching & Organization:**

- CaseIT International Case Competition (2013), Coach for the MIS (Management Information Systems) team from Telfer School of Management, University of Ottawa.
- Jeux Du Commerce (JDC) (2011, 2012, 2013), Coach for the MIS (Management Information Systems) team from Telfer School of Management, University of Ottawa.
- McMaster e-Case Competition (2004), Co-Director for the e-Business Case Competition hosted by DeGroot School of Business, McMaster University.

### **Educational Partnerships Coordination:**

- Coordinator, OpenERP/Odoo Educational Program for University of Ottawa, 2013 – Present:  
Currently developing course content and pedagogical components related to the effective use of enterprise systems.
- Coordinator, Microsoft Dynamics Academic Alliance (MSDAA) for University of Ottawa, 2011 – Present:
  - Currently developing course content and pedagogical components related to the effective use of enterprise systems.
- Coordinator, Altova Educational Partnership for University of Ottawa, 2008 – Present:
  - Developed tools-based course content and assignments for EBC 6130 (Web Services & Service-Oriented Architecture).
- Coordinator, Oracle Academy Partnership for Telfer School of Management, University of Ottawa, 2008 – 2012:
  - Developed tools-based course content and assignments for EBC 6180 (Electronic Human Resources Management, and EBC6230 (Electronic Supply Chain Management).

### **Press Interviews & Media Appearances:**

- Newspaper Interview: Karmazyn, S., 2015 “Canadian social media app Bumpn jumps on Apple’s 3D Touch technology”, *Financial Post* (September 21, 2015), <http://business.financialpost.com/entrepreneur/fp-startups/canadian-social-media-app-bumpn-jumps-on-apples-3d-touch-technology-finally-in-a-position-to-be-the-leaders>.
- Newspaper Interview: Giovannetti, J., 2015 “You’d look great in that: Turning Digital Browsers into Decisive Shoppers”, *Globe & Mail Report on Business* (September 25, 2015), <https://secure.globeadvisor.com/servlet/ArticleNews/story/gam/20150925/RBMVENTURE>.
- Newspaper Interview: Karmazyn, S., 2015 “Ottawa struggles to find any success in B2C tech”, *Techopia* (September 2015), <http://issuu.com/greatriviermedia/docs/techopia-20150931/6>.
- Newspaper Interview: Bateman, D., 2015 “Social media quick to spread horrific footage like never before”, *Toronto Star* (August 26, 2015), <http://www.thestar.com/news/world/2015/08/26/social-media-quick-to-spread-horrific-footage-like-never-before.html>.
- Newspaper Interview: Pelley, L., 2014 “Serial inspires Toronto Police to roll out crime clues on Twitter” *Toronto Star* (December 17, 2014) [http://www.thestar.com/entertainment/2014/12/17/serial\\_inspires\\_toronto\\_police\\_to\\_roll\\_out\\_crime\\_clues\\_on\\_twitter.html](http://www.thestar.com/entertainment/2014/12/17/serial_inspires_toronto_police_to_roll_out_crime_clues_on_twitter.html)
- Newspaper Interview: Maurino, R., 2014 “Socially Awkward? Canadian businesses need to improve their social media skills” *Ottawa Business Journal* (June 24, 2014) <https://ca.news.yahoo.com/socially-awkward-canadian-businesses-improve-social-media-skills-161054387.html>
- Newspaper Interview: Serebrin, J., 2014 “How to make money from apps” *Ottawa Business Journal* (March 14, 2014) <http://www.obj.ca/Technology/2014-03-14/article-3633750/How-to-make-money-from-apps/1>

- Newspaper Interview: Szabo, A., 2013 “Mobile Payments: Handheld at Arms Length” *SC Magazine* (March 2013) [http://media.scmagazine.com/documents/54/sc\\_can\\_0313\\_13301.pdf](http://media.scmagazine.com/documents/54/sc_can_0313_13301.pdf).
- Radio Interview: Bresnahan, R., 2013 “The Deal with YourCityDeals” *CBC Ottawa Morning* (February 14, 2013)
- TV Interview: Burke, A., 2013 “Controversial coupon site returns with more LCBO deals” *CBC News* (February 13, 2013) <http://www.cbc.ca/news/canada/ottawa/story/2013/02/13/ottawa-online-coupon-site-your-city-deals-gift-cards.html>
- Newspaper Interview: Burns, E., 2013 “Is the Time Ripe for BlackBerry?” *E-Commerce Times* (February 1, 2013) <http://www.ecommercetimes.com/story/Is-the-Time-Ripe-for-BlackBerry-77215.html>
- TV Interview: Favaro, A., 2012 “Searching for a Cure Online” *CTV News* (November 18, 2012) <http://www.ctvnews.ca/health/italian-man-makes-worldwide-plea-for-best-brain-cancer-treatment-1.1043452>
- Newspaper Interview: Wecker, M., 2012 “Microsoft's \$1.2 Billion Purchase of Yammer a Mixed Bag for B-Schools” *U.S. News* (July 9, 2012) <http://www.usnews.com/education/best-graduate-schools/top-business-schools/articles/2012/07/09/microsofts-12-billion-purchase-of-yammer-a-mixed-bag-for-b-schools>.
- Newspaper Interview: Lawrence, D., 2012 “Virtual Watercoolers and a Meeting of Minds” *Globe & Mail* (January 31, 2012) <http://investdb4.theglobeandmail.com/servlet/story/GAM.20120131.SRPARTNERSHIPSINTERNALATL/GIStory/>.
- Newspaper Interview: Wei, R., 2011 “Riding the Group Buying Train” *Ottawa Insight* (April 11, 2011), <http://www.cusjc.ca/ottawainsight/?p=2225>.
- Newspaper Interview: Rankin, J., 2011 “Pulling the Plug on the Internet” *Toronto Star* (January 28, 2011), <http://www.thestar.com/news/world/article/930211--pulling-the-plug-on-the-internet>.

## REFERENCES

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### Dr. Liam Peyton

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### Dr. Brian Detlor

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