

BUSINESS ADDRESS & CONTACT

Telfer School of Management, University of Ottawa
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CURRENT POSITION

Assistant Professor, Information Systems & E-Business Technologies, Telfer School of Management, University of Ottawa.
Research Associate, IBM Centre for Business Analytics & Performance (CBAP).

EDUCATION & TRAINING

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

- 2011 IBM Cognos 10 Workshop: Introduction to IBM Cognos BI Capabilities & Functions**
(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 Techniques)
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 - DeGroote School of Business, 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 - DeGroote School of Business, 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)
CLSP (Center for Language & Speech Processing), Johns Hopkins University - Baltimore, MD, U.S.A.

RESEARCH EXPERIENCE

Research Themes

- Social Informatics
- Social Media & Online Communities
- Knowledge Management
- Business Analytics
- Consumer Health Informatics
- Human-Computer Interaction
- Mobile Commerce

Research Methodologies

- Mixed-Methods Research Design
- Grounded Theory Methodology
- Participatory Action Research
- Exploratory & Confirmatory Factor Analysis
- Structural Equation Modeling (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

TEACHING AREAS

- Management Information Systems (MIS)
- E-Business Strategies
- Electronic Human Resources Management (e-HRM)
- Social Media Strategies
- Human-Computer Interaction
- Web Services & Service Oriented Architecture
- Mobile Commerce (M-Commerce)
- Electronic Supply Chain Management (e-SCM)

HONOURS & AWARDS

- 2012** Best Doctoral Thesis Award (2010 – 2011) conferred by the German Society for Online Research (DGOF)
- 2004 – 2008** McMaster Ph.D. Scholarship
- 2003 – 2007** Dean's and Area Head's Recognition for Teaching Excellence in BU385 (Operations Management I) and BU625 (Management Information Systems), School of Business & Economics, Wilfrid Laurier University
- 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 ASSOCIATION MEMBERSHIPS

- ACM SIGCHI (Special Interest Group on Computer-Human Interaction) (member since 2006)
- AIIM (Association for Intelligent Information Management) (member since 2009)
- AIS (Association for Information Systems) (member since 2004)
- AIS SIGADIT (Special Interest Group on Adoption & Diffusion of Information Technology) (member since 2008)
- AIS SIGHCI (Special Interest Group on Human-Computer Interaction) (member since 2008)
- AIS SIGGTM (Special Interest Group on Grounded Theory Methodology) (member since 2009)
- AIS SIGPHILOSOPHY (Special Interest Group on Philosophy & Epistemology in Information Systems) (member since 2009)
- AoIR (Association of Internet Researchers) (member since 2005)
- AoM (Academy of Management) (member since 2006)
- ASIS&T (American Society for Information Science & Technology) (member since 2006)
- EC-Council (International Council of E-Commerce Consultants) (honorary member since 2002)
- MSI (Marketing Science Institute) (member since 2008)
- WAA (Web Analytics Association) (member since 2009)

EMPLOYMENT HISTORY (ACADEMIC)

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

Assistant Professor (Tenure Track Appointment)

September 2010 – Present

Lecturer (Contract Appointment)

September 2007 – August 2010

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

- Recently taught undergraduate (B.Com) courses include: ADM1370 – Applications of Information Technology for Business ; ADM 2372 – Management Information Systems ; ADM 4377 – Electronic Commerce.
- Recently taught graduate (M.B.A.) courses include: MBA 5270 – Information & Communication Technologies for Managers ; MBA 6295 – Enterprise Social Media Strategy.
- Recently taught graduate (M.Sc.) courses include: EBC 6130 – Web Services & Service-Oriented Architecture ; EBC 6170 – Internet Security and E-Payments ; EBC 6180 – Electronic Human Resources Management (e-HRM) ; EBC6230 – Electronic Supply Chain Management (e-SCM) ; EBC 6240 – Wireless Electronic Commerce (M-Commerce).
- Course development experience: ADM1370 – Applications of Information Technology for Business ; EBC 6130 – Web Services & Service-Oriented Architecture ; EBC 6180 – Electronic Human Resources Management (e-HRM).

Research projects with the *IBM Centre for Business Analytics & Performance (CBAP)* include empirical and applied research projects related to pervasive business intelligence (BI) and social media monitoring & analytics:

- Current research projects include: Functional Requirements & Design Objectives for Mobile Business Intelligence ; Towards a Utility Framework for Business Intelligence Mashups ; Enterprise Requirements for Social Media Monitoring & Analytics.

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

Lecturer (Limited-Term Appointment)

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.

DeGroote 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).

DeGroote School of Business, McMaster University – Hamilton, Ontario

Teaching Assistant

September 2002 – May 2003

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.

EMPLOYMENT HISTORY (ACADEMIC)

(continued)

School of Information Technology, Humber College – Toronto, Ontario

Instructor (Contract Appointment)

January 2002 – April 2003

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

Visiting Research Fellow

June 2000 – September 2000

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)

City of Hamilton – Hamilton, Ontario

Web Analytics Applications Consultant

April 2004 – September 2004

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

e-HR Consultant

April 2002 – September 2003

Launched and led an HR business 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, COTS product 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**Systems Officer**

July 1998 – September 1999

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.

PROFESSIONAL CERTIFICATIONS

- 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)

PUBLICATIONS & PRESENTATIONS

Peer-Reviewed Journal Articles:

- Detlor, B., Hupfer, M, Ruhi, U., Zhao, L., 2012 “Information Quality & Community Municipal Portal Use”, Government Information Quarterly, In-Press (Accepted: April 2012).
- 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.

Peer-Reviewed Book Chapters:

- 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., IGI Publishing, Hershey, PA, 256-283.
- Ruhi, U., 2006 “A Social Informatics Framework for Sustaining Virtual Communities of Practice”, in Encyclopedia of Communities of Practice in Information and Knowledge Management, Coakes E., Clarke A. (Eds.) , Idea Group, Hershey, PA.
- Ruhi, U., Turel, O., 2005 “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 Conference Proceedings:

- Ruhi, U., 2012 “Thinking, Planning & Operationalizing Empirical Mixed Methods Research Design” Proceedings, 14th General Online Research (GOR) Conference, Mannheim, Germany, March.
- 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, August.
- 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, October.
- 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, December.
- 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, October.

Peer-Reviewed Conference Proceedings (continued):

- 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.

Abstracts & Seminars:

- Ruhi, U., 2012 “Online Personal Branding: From Ego-Surfing to Reputation Management”, Certified General Accountants (CGA) Ontario Case Competition, Kingston, ON, March.
- Ruhi, U., 2012 “Socio-Technical Determinants of Member Participation in Virtual Communities”, 14th Annual General Online Research (GOR) Conference, Mannheim, Germany, March.
- Detlor, B., Ruhi, U., Hupfer, M., Zhao, L., 2009 “A citizen-centric framework for e-government services”, Government Technology (GTEC) Conference, Ottawa, ON, October.
- 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, June.
- 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.

Abstracts & Seminars (continued):

- 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., 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", DeGroote 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, DeGroote School of Business, McMaster University, Hamilton, ON.

Non-Refereed Journal Articles:

- 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).

In-Progress Publications:

- Ruhi U., 2012 (expected) "Toward a Socio-Technical Working Definition of Virtual Communities: A Multi-Disciplinary Perspective", (submitted to the *Journal of Community Informatics*).
- Ruhi, U., Shehada, M., 2012 (expected) "Usability of Social Networking Websites: Information Design as a Precursor", (manuscript in-progress; targeted for *International Journal of Virtual Communities & Social Networking*).
- Ruhi U., 2012 (expected) "A Socio-Technical Perspective of the Member Engagement Process in Virtual Communities", (manuscript in-progress; targeted for *European Journal of Information Systems*).

SCHOLARLY & PROFESSIONAL ACTIVITIES

Journal Editor / Editorial Board Member:

- Associate Editor, Journal of Interdisciplinary and Multidisciplinary Research (2009 – Present).
- Editorial Review Board, Journal of Humanities & Information Systems (2010 – Present).
- Editorial Review Board, Journal of Library, Information Science and Information Media (2010 – Present).
- Editorial Review Board, Journal of Information, Information Technology, and Organizations (JIITO) (2007 – Present).

Journal Referee:

- International Journal of Information Management (April 2012, July 2011, February 2011, October 2010).
- Journal of Computer Science, Informatics and Electrical Engineering (September 2010).
- Journal of Interdisciplinary and Multidisciplinary Research (July 2010).
- Journal of Information, Information Technology, and Organizations (JIITO) (February 2010, June 2009, April 2008).
- The Learning Organization: Special Issue: Knowledge Sharing with Socio-technical Approaches (July 2007).

Conference Reviewer:

- International Conference on Information Systems (ICIS) (2009, 2010, 2011, 2012).
- 61st Annual International Communication Association (ICA) Conference (2010, 2011, 2012).
- Americas Conference on Information Systems (AMCIS) (2009, 2011).
- SIGHCI (Special Interest Group on Human-Computer Interaction) Pre-ICIS Workshop (2007, 2011).
- Seventh Annual World Congress on Management of E-Business (2006).
- Eighth International Conference on Electronic Commerce (ICEC) (2006).
- Third Annual Symposium on Supply Chain Management (SCM) (2005).
- Annual Conference of the Administrative Sciences Association of Canada (ASAC) (2005).

Conference Discussant and Chair:

- 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:

- **Drivers and Barriers for the Deployment and Adoption of Online Personal Health Records in Canada** (*August 2011 – Present*) (Principal Investigator):
 - Planned research program aims to answer the call for research that provides evidence based choices on system design of online personal health records (PHRs).
 - The project aims to elucidate the strategic and technical critical success factors impacting the delivery of a robust technology solution for electronic health records.
 - The investigation is funded by the **Telfer School of Management at the University of Ottawa** (Research Grant: \$6,000).

- **A Utility Framework for Business Intelligence Mashups** (*January 2012 – Present*) (Principal Investigator):
 - Planned research program aims to investigate the scope and application of enterprise mashup technologies within the realm of business intelligence (BI) solutions.
 - The project aims to provide a framework to advance an understanding of business process requirements that can be satisfied through the use of enterprise BI mashups, and also aid in the development of mashup toolkits targeted at BI end-users.
 - The investigation is funded by the **IBM Centre for Business Analytics & Performance** (Research Grant: \$10,000).

- **Web 2.0 e-Learning Tools: A Vector of Change in Interactive Pedagogy** (*September 2008 – September 2010*) (Principal Investigator):
 - Project involves a detailed evaluation of current Web 2.0 technology applications and their potential use in an e-Learning environment.
 - Project entails 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.
 - The investigation is 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 involves an in-depth examination of multiple community-oriented municipal portals as a means of understanding the factors that affect community portal adoption and use in various cities and regions.
 - The investigation is funded by **Infrastructure Canada's Peer-Reviewed Research Studies (PRRS) program** (Research Grant: \$56,000).

- **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.
 - The investigation was 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.
 - The investigation was partially funded by the **Social Sciences & Humanities Research Council of Canada (SSHRC)** (Research Stipend: \$5,000)

Committees & Administrative Responsibilities:

- E-Business Technologies Master's Program Committee, Faculty of Graduate & Postdoctoral Studies (FGPS), University of Ottawa, 2008 –Present.
- E-Business Technologies Ph.D. Program Committee, Faculty of Graduate & Postdoctoral Studies (FGPS), University of Ottawa, 2009 – Present.
- 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, DeGroot School of Business, McMaster University, 2002 – 2003.
- Ad Hoc Advisory Committee for Content Management Postgraduate Diploma Program, Humber College, 2002 – 2003.
- Internal Board Member, Integrated Case Exercise (ICE) (BBA program), Wilfrid Laurier University, 2003 – 2005.
- Advisor, User Requirements, Connect Hamilton Create Community (CHCC) Project, City of Hamilton, 2003 - 2006.

Supervisorships:

- Supervisor, 2011 – 2012, Dina Al-Mohsen (Master of Science in e-Business Technologies, Thesis), Enterprise 2.0 & Knowledge Management.
- Supervisor, 2011 – 2012, Ryan Briggs (Master of Science in e-Business Technologies, Thesis), Functional Requirements & Design Objectives for Mobile Business Intelligence.
- Supervisor, 2012 – 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.

Case Competition Coaching & Organization:

- Jeux Du Commerce (JDC) (2011, 2012), 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, 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 – Present:
 - Developed tools-based course content and assignments for EBC 6180 (Electronic Human Resources Management, and EBC6230 (Electronic Supply Chain Management).

PERSONAL DATA

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 - Personal Website: <http://www.umar.biz>
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 - Twitter Activity Stream: <http://twitter.com/Informatician>
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 - Klout: Score: 52; Style: Specialist; Topics: Analytics, Management, Social Media. <http://klout.com/#/Informatician>
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