

Vivek Choudhury

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Education

Ph.D. (1991)	University of California, Los Angeles Area of Study: Management Concentration: Information Systems
M.B.A. (1983)	Rensselaer Polytechnic Institute, Troy, New York Concentration: Information Systems
Bachelor of Commerce (1981)	University of Calcutta, India Concentration: Accounting

Academic Experience

Oct 2018 – Present	Associate Dean for Strategic Initiatives
Jun 2017 – Jun 2018	Interim Dean
Jan 2016 – May 2017	Associate Dean for Graduate Programs
Jan 2016 – Present	Professor of Information Systems and Technology Management The George Washington University School of Business (GWSB)

- Fundraising and External Relations
 - Responsible for fundraising (while Interim Dean) – results approximately comparable to the previous 3 years.
 - Restructured the model for the Dean’s Board of Advisors to promote greater engagement and involvement.
 - Create a comprehensive Alumni Engagement plan, in collaboration with the Dean’s Board of Advisors. An important goal is to increase the alumni giving rate.
 - Currently implementing a weekly speaker series, to be streamed live to alumni worldwide.
 - Currently working with the Dean on developing strategic fundraising priorities for the school.
 - Currently working on developing an International Advisory Council for the school.
- Programs
 - Launched two new specialized Master’s degrees.
 - Launched a portfolio of Graduate Certificates (total of 19 offered now).
 - Created new pathways for graduate programs – from graduate certificates to degrees; combined degree programs (seven approved so far), allowing GWSB students to earn their undergraduate degree and a specialized master’s degree in 5 years; and incentives for high performing UG students in other GW schools to enroll in GWSB graduate degrees.

- Implemented a collaboration with the School of Medicine and Health Sciences for our online Healthcare MBA program.
- Implemented the launch of the Capital Markets graduate certificate program in partnership with IFC and Milken Institute – GWSB received a 2016 AACSB *Innovations That Inspire* award in the Pedagogy and Learning category for this program.
- Restructured the Graduate Programs Office to centralize admissions and advising for the specialized Master’s degrees.
- Led a systematic internal and external review of three graduate programs, including academic, financial, and market considerations.
- Implemented a new model for online MBA courses, including mandatory synchronous sessions.
- Currently working on two new international partnerships for MS programs.
- Other
 - Wrote the report for AACSB Reaccreditation (visit in October 2018) – as part of this process, worked with individual programs to refine their Assurance of Learning models.
 - Led the development of a new internal Instructional Design team, including a new One Button studio.
 - Hired a new Director of Executive Development (a new position) and launched the creation of a strategic plan for Executive Education.

Sept 2011 – Dec 2015 Associate Dean for Graduate Programs
 Carl H. Lindner College of Business, University of Cincinnati

- Increased enrollments in graduate programs by over 60%
- Added new MS program in Finance
- Helped to launch 2 new online programs - MBA and MS in Taxation
- Revamped the MBA curriculum to increase flexibility and specialization
- Created 17 Graduate Certificate programs
- MBA Rankings
 - Led full-time MBA program from unranked when I started to #60 in the 2015 *US News and World Report* rankings (Ranked #70 in the 2016 rankings). Part-time program was ranked #81 in 2015 and #46 in 2016. Both programs had the largest jump in rankings in the country in the 2015 rankings.
 - For the first time ever, in 2014, the full-time MBA program was ranked in the Top 50 (#47 overall, #23 among public universities) by *Bloomberg Businessweek*.
 - For the first time ever, in 2014, *Poets & Quants* ranked the Lindner program in the top 100 (#69).
 - Online MBA program was ranked #66 in the country by *US News and World Report* in 2015.
- MS Program Rankings

- MS in Business Analytics ranked among Top 20 programs in North America by *Information Week*.
- MS in Finance ranked No. 7 among the best, most affordable programs in the nation by *Master of Finance Degrees* online.
- MA in Applied Economics named one of the Top 10 programs in the United States by *Education Portal*.
- MS in Accounting ranked a Top 25 program in the country by *Public Accounting Report*.
- MS in Marketing named one of the country's Top 40 Graduate Marketing Programs by *Masters Degrees Online*.
- Created the Paxton Fellows Program, funded by a grant from Mr. Michael Paxton, for full-time MBA students. The program incorporates a mandatory Study Abroad program and volunteer project for each student designated as a Paxton Fellow.
- Created customized Executive Education programs for Toyota, GE, and Fidelity.
- Responsible for oversight of International Programs:
 - During my tenure, Linder signed new agreements with three Universities in China: Xiamen University, Shandong University, and Wuhan University.
 - Oversaw the introduction of multiple new Study Abroad programs (London, Frankfurt, Italy, and India).
 - Doubled the number of graduate students studying abroad.
 - Re-oriented UG Study Abroad programs to be theme-based and Graduate Study Abroad programs to be more experiential and project-based.

Sept 2009 – Aug 2011 Professor and Head, Information Systems Department
Carl H. Lindner College of Business, University of Cincinnati

- Formed the first department level *Industry Advisory Council* in the college. The council included CIOs and senior executives from major corporations, including Kroger, Great American Insurance, Western Southern Insurance, Cisco, Procter & Gamble, and GE. The council assisted with marketing the IS major, provided curricular advice, and helped to increase the pool of internships and jobs for our students.
- Co-founded the INTERAlliance of Greater Cincinnati (IAGC), a non-profit University/Corporate partnership, with the goal of promoting IS careers to high school students, and creating an ongoing long-term pipeline to our UG program. The flagship initiative of the IAGC is a corporate sponsored, week-long summer camp with a unique design – students in the camp visit a sponsor company each day, learn about interesting ways the company uses technology, and interact with senior IS executives. My co-founders and I raised the funds for the camp from a portfolio of companies. Details of this camp (and the results) were

published in a paper in *Information Systems Research*. At the time I left, over 40 high schools, 1000 high school students, and 50 companies had participated in IAGC programming.

- Worked with industry (GE, Citi, Convergys, Kroger) to create a half day annual event “Women in Information Technology.” The event brought together about 200 high school girls with female IT professionals from the corporate community to try to increase the number of women in IT.
- Worked with Kroger to develop an IT Leadership Academy for all their IT managers.
- Re-launched the PhD program in IS, which had been dormant since I had joined Lindner.
- Led the department through multiple revisions of the UG and Graduate curricula, and managed the transition from quarters to semesters.
- Managed the MS-IS program through a quadrupling of enrollments.
- Worked with the Associate Dean at the time to create a partnership with SAP for our MS-IS program. This included a major grant for the creation of an SAP Lab, as well as funding to help us join the SAP University Alliance and incorporate SAP into our MS program.

2003 - 2009	Associate Professor and Head, Information Systems Department College of Business, University of Cincinnati
2000 - 2003	Assistant Professor, Information Systems Department Carl H. Lindner College of Business, University of Cincinnati
1998 - 2000	Assistant Professor, Information Systems Department College of Business, Florida State University
1991 - 1998	Assistant Professor Katz Graduate School of Business, University of Pittsburgh
Jan – Dec 1990	Lecturer Katz Graduate School of Business, University of Pittsburgh
1983 - 1989	Research Assistant, Anderson Graduate School of Management University of California, Los Angeles
1981 - 1983	Teaching Assistant Rensselaer Polytechnic Institute

Journal Articles

“IT Careers Camp: An Early Intervention Strategy to Increase IS Enrollments,” (with Alex Lopes and Doug Arthur), *Information Systems Research*, March 2010.

“The Relative Advantage of Electronic Channels: A Multi-Dimensional View,” (with Elena Karahanna), *MIS Quarterly*, Vol. 32, No. 1, March 2008, pages 179-200.

“Dispositional Trust and Distrust Distinctions in Predicting High- and Low-Risk Internet Perceptions,” (with Harrison McKnight and Charles Kacmar). *E-Services Journal*, Winter 2004, Vol. 3, No. 2, pages 35-58.

“Shifting Factors and the Ineffectiveness of Third Party Assurance Seals: A Two-Stage Model of Initial Trust in an E-Vendor” (with Harrison McKnight and Charles Kacmar), *Electronic Markets*, September 2004, Vol. 14, No. 3, pages 252-266.

“Portfolios of Control in Outsourced Software Development Projects” (with Rajiv Sabherwal). *Information Systems Research*, Vol. 14, No. 3, September 2003, pp. 291-314.

“Developing and Validating Trust Measures for E-Commerce: An Integrative Typology” (with Harrison McKnight and Charles Kacmar). *Information Systems Research*, Vol. 13, No. 3, September 2002, pp. 334-359.

“The Impact of Initial Consumer Trust on Intentions to Transact with a Web Site: A Trust Building Model” (with Harrison McKnight and Charles Kacmar). *Journal of Strategic Information Systems*, Volume 11, No. 3-4, December 2002, pp. 297-323.

“Uses and Consequences of Electronic Markets: An Empirical Investigation in the Aircraft Parts Industry,” (with Kathleen Hartzel and Benn R. Konsynski), *MIS Quarterly*, December 1998, pages 471-508.

“Exploiting the Internet: Strategies and Frameworks for a Small Business,” (with Dennis Galletta), *Journal of Small Business Strategy*, vol. 9, no.2, Fall/Winter 1998, pages 23-43.

“Strategic Choices in the Development of Inter-Organizational Information Systems,” *Information Systems Research*, Volume 8, Number 1, March 1997, pages 1-24.

“Information Specificity and Environmental Scanning: An Economic Perspective,” (with Jeffrey Sampler), *MIS Quarterly*, Volume 21, Number 1, March 1997, pages 25-53.

“Competitive Intelligence and the Specificity of Information,” (with Jeffrey Sampler), *Competitive Intelligence Review*, Volume 5, Number 4, Winter 1994, pages 8-14.

Book Chapters

“Toward a theory of relational control: How relationship structure influences choice of control,” (with Laurie Kirsch), in *Control in Organizations: New directions in Theory and Research*, edited by S. B. Sitkin, L. B. Cardinal & K. Bijlsma-Frankema, Cambridge University Press, Cambridge, England, 2009.

“Governance of Remotely Outsourced Software Development: A Comparison of Client and Vendor Perspectives,” (with Rajiv Sabherwal), in *Information Systems Outsourcing: Enduring Themes, Emergent Patterns and Future Directions*, edited by Rudy Hirschheim, Springer, Berlin, 2006.

"A Resource-Based Theory of Network Structures," (with Weidong Xia), in Venkatraman, N. and Henderson, J., eds., *Research in Strategic Management and Information Technology*, Vol 2, JAI Press, CT, 1999, pages 55-85.

"Inter-Organizational Information Systems And The Role of Intermediaries in Marketing Channels: A Study of Two Industries," in Kemerer, Chris F., ed., *Information Technology and Industrial Competitiveness: How Information Technology Shapes Competition*, Kluwer Academic Press, MA, 1997, pages 67-89.

Publications: Conferences

"Distrust and Trust in B2C E-Commerce: Do They Differ?" (with Harrison McKnight) in Spencer, B., Fox, M. S., Du, W., Du, D., Buffett, S. (eds.), *Proceedings of the Eighth International Conference on Electronic Commerce (ICEC'06)*, August 13-16, 2006, pp. 482-491, Fredericton, New Brunswick, Canada. Voted BEST PAPER in the conference.

"Whoops...Did I Use the Wrong Construct to Manage E-Commerce Risk? Modeling the Risk-Related Effects of Disposition to Trust versus Distrust," (with Harrison McKnight and Chuck Kacmar), *Proceedings of the 36th Hawaii International Conference on System Sciences*, January 6-9, 2003.

"Do Individual Differences Matter in Early Web Site Exploration? The Varied Effects of Disposition to Trust and Distrust," (with H. McKnight, C. Kacmar, K. Baldauf, and R. Jackson) in Hunter, M. G. and Dhanda, K. K. (Eds.), *Proceedings of the ISOneWorld Conference*, April 4-5, 2002, Las Vegas, NV.

"Trust in E-Commerce Vendors: A Two-Stage Model," (with Harrison McKnight and Chuck Kacmar), *Proceedings of the Twenty-First Annual International Conference on Information Systems*, Brisbane, Australia, December 10-13, 2000.

"Consumer Channel Choices: The Role of Knowledge and Choice Uncertainty," (with Randy Dumm and Elena Karahanna), *Proceedings of AMCIS 99*, August 13-15, Milwaukee, WI.

"Evolution of Virtual Organizations over Time: An Empirical Examination," (with Manju Ahuja), *Proceedings of AMCIS 99*, August 13-15, Milwaukee, WI.

"Managerial Information Processing and the Specificity of Information," (with Jeffrey Sampler), *Proceedings of the Fourteenth Annual International Conference on Information Systems*, Orlando, FL., December 5-8, 1993, pages 203-210.

"Sustaining Competitive Advantage with Inter-Organizational Information Systems," *Proceedings of the Twenty-First Annual Hawaii International Conference on Systems Sciences*, Volume III, Kona, Hawaii, January 5-8, 1988, pages 44-51.

Professional Experience

Summer: Professional Intern, Atlantic Richfield Company.

- 1988 Assessed the potential for electronic data interchange at the company.
- 1987 Participated in evaluating and redesigning the telecommunications network.
- 1986 Assisted in developing and implementing the IS planning process.

1978 - 1981 Self Employed, Calcutta, India.

Honors and Awards

Distinguished Professor, Flex VI Executive MBA Program, University of Pittsburgh, 1998.
Distinguished Professor, Flex V Executive MBA Program, University of Pittsburgh, 1997.
Distinguished Professor, Flex IV Executive MBA Program, University of Pittsburgh, 1996.
IBM Fellowship, UCLA, 1987-88.
CIS Associates Fellowship, UCLA, 1983-84 to 1985-86.

Editorial Appointments

MIS Quarterly (Senior Editor, 2005-2007)
MIS Quarterly (Associate Editor, 2002-2004)
Information Systems Research (Associate Editor, 2006-2008)
IEEE Transactions on Engineering Management (Associate Editor, 2004-2015)

Other Professional Activities:

Member, Program Committee:

ICIS 2003, Seattle WA
INFORMS Conference on Information Systems and Technology (CIST), 2002, San Jose, CA
ICIS 2001, New Orleans, Louisiana
ICIS 2000, Brisbane, Australia
INFORMS Conference on Information Systems and Technology (CIST), 1999, Cincinnati, Ohio
ICIS 1998, Helsinki, Finland

Co-Chair, Information Systems and Strategy Track, ICIS 2004, Washington, DC
Invited Faculty, PhD Consortium, ICIS 2008, Paris, France
Co-Chair, Advances in IS Project Management Track, ICIS 2009, Phoenix, AZ
Co-Chair, Junior Faculty Consortium, ICIS 2010, St. Louis, Missouri
Co-Chair, Information Systems Governance and Control Track, ICIS 2015, Orlando, FL

Director, AIS/ICIS Integrated Placement System, 1995-1996. Started and implemented the first Web-based integrated placement system for the AIS and ICIS conferences.

Reviewer for various journals including *Information Systems Research*, *Organization Science*, *Management Science*, *International Conference on Information Systems*, *MIS Quarterly*, *Journal of Management Studies*, *Journal of Strategic Information Systems*, *Journal of Information Technology and Management*, *Journal of Small Business Strategy*, and *Journal of Market-Focused Management*.