

# NAVEEN GUDIGANTALA

Associate Professor  
Robert Pamplin Jr. School of Business Administration  
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## ACDEMIC APPOINTMENT

### University of Portland, Robert Pamplin Jr. School of Business Administration

2015 – Current Associate Professor in Operations and Technology Management (with tenure)  
2009 - 2015 Assistant Professor in Operations and Technology Management

### Texas Tech University, Jerry S. Rawls College of Business Administration

2007-2008 Visiting Assisant Professor  
2005-2009 Graduate Part-time Instructor (except 2007-2008)  
2001-2005 Teaching Assistant, Research Assistant

## EDUCATION

2009 Ph.D. in Business Administration, Texas Tech University  
Major: Management Information Systems (MIS)  
Supporting fields: Statistics, Social Psychology  
2004 M.S. in MIS, Texas Tech University  
2000 Post Graduate Diploma in Business Management (equivalent of MBA) in MIS and Finance, Institute of Public Enterprise, India  
1998 Bachelors in Commerce, Osmania University, India

## COURSES TAUGHT

### Undergraduate

- Management Information Systems
- Decision Modeling
- Introduction to Operations and Technology Management (offered for the first time at UP)
- Data Communications and E-Commerce (offered for the first time at UP)
- Data Mining for Business Intelligence (offered for the first time at UP)
- Business Analytics (offered for the first time at UP)
- Introduction to Data Science (offered for the first time at UP)
- Introduction to Operations Management
- Object-Oriented Systems Analysis and Design

### Graduate

- Business Analytics online (offered first full online course for credit across the whole university)
- Introduction to Data Science (offered for the first time at UP)
- Data Mining for Business Intelligence (offered for the first time at UP)
- Business Analytics (offered for the first time at UP)
- Data Communications and E-Commerce (offered for the first time at UP)

## SCHOLARLY WORK

### PEER-REVIEWED JOURNAL PUBLICATIONS

1. Heath, M., Appan, R., and Gudigantala, N. (2017). "Exploring Health Information Exchange (HIE) through Collaboration Framework: Normative Guidelines for IT Leadership of Healthcare Organizations," *Information Systems Management Journal*, 34(2), 137-156.
2. Gudigantala, Naveen., Bicen, Pelin, and Eom, Mike. (2016) "An Examination of Antecedents of Conversion Rates of E-Commerce Retailers," *Management Research Review journal*, 39(1), pp. 82-114.
3. Bicen, Pelin, and Gudigantala, Naveen. (2014) "Parallel imports debate: Resource Advantage theory perspective," *Journal of Marketing Development and Competitiveness*, 8(3), pp. 25-42.
4. Gudigantala, Naveen. (2014) "A Study of the Compensatory and Non-Compensatory Decision Support on the Top-100 US E-Commerce Websites," *Journal of Applied Business and Economics*, 16(1), Spring 2014, pp. 74-83.
5. Sauls, Jeff and Gudigantala, Naveen. (2013) "Advisory from Professionals: Preparing Information Systems (IS) Graduates to Meet the Challenges of Global IT Security: Some Suggestions," *Journal of Information Systems Education*, 24(1), spring 2013, pp. 71-73.
6. Gudigantala, Naveen and Bicen, Pelin. (2011) "Gray Market for Information Technology (IT) Products: Status, Implications, and Strategies to Address the IT Gray Market Threat," *Communications of the Association for Information Systems*, 29(10), pp. 185-202.
7. Gudigantala, Naveen, Song, Jaeki, and Jones, Donald. (2011) "User Satisfaction with Web-based DSS: The Role of Cognitive Antecedents," *International Journal of Information Management*, 31(4), 2011, pp. 327-338.
8. Gudigantala, Naveen and James Hoffman (2008) "An Active Learning Approach to Teaching Undergraduate Systems Analysis Course," *International Journal of Information and Operations Management Education*, 2(4), 2008, pp. 358-377.
9. Gudigantala, Naveen, Song, Jaeki, and Jones, Donald (2008) "How Well Do E-Commerce Websites Support Compensatory and Non-Compensatory Decision Strategies? An Exploratory Study," *International Journal of E-Business Research*, 4(4), 2008, pp. 43-57.
10. Song, Jaeki, Jones, Donald, and Gudigantala, Naveen (2007) "The Effect of Incorporating Compensatory Choice Strategies in Web-based Consumer Decision Support Systems," *Decision Support Systems Journal*, 43(2), 2007, pp. 359-374.

### PEER-REVIEWED CONFERENCE PUBLICATIONS

1. Bicen, Pelin and Gudigantala, Naveen. "Do consumers' ethical judgments matter for purchase intentions in online gray markets? The mediating role of trust," accepted for publication in proceedings and presentation at the 21st Academy of Marketing Science World Marketing Congress (AMS WMC) to be held June 27 to June 29, 2018, The University of Lusiada – Norte Porto, Porto, Portugal.
2. Gudigantala, Naveen and Bicen, Pelin. "Exploring E-Commerce Social Media, Digital Marketing, and Value: A Cluster Analysis of U.S. E-Commerce Retailers," proceedings of the *Indian Institute of Management Indore – NASMEI summer marketing conference*, July, 2017, India.
3. Gudigantala, Naveen and Abreu, Marcie. "The Effects of Consumer Perceptions of Ethics in Online Gray Market Sourcing Activities on Trust and Purchase Intention", *Decision Sciences Institute's Annual Conference Proceedings*, Austin, Texas, November, 2016.
4. Eom, Mike., Gudigantala, Naveen, and Mitchell, Gary. "Achieving Success with a New Design of Hybrid Information Systems Major: The Case of University of ABC's Operations and Technology Management (OTM) Program," *proceedings of the America's conference in Information Systems*, Puerto Rico, August, 2015.
5. Gudigantala, Naveen. "A Comparison of U.S. E-commerce Merchant Types Using E-commerce Analytical Metrics," abstract published in the *Proceedings of the second International Conference on Business Analytics, Bangalore, India, 2014*.

6. Gudigantala, Naveen, and Eom, Mike. "Does Purchase Intention Influence Conversion Rates in E-commerce? An Empirical Study," in *Proceedings of the South-western Decision Sciences Institute Conference, 2014, Dallas, TX*.
7. Gudigantala, Naveen. "An Active Learning Approach to Teaching Undergraduate Introduction to MIS Course" *Proceedings of the Americas Conference for Information Systems, 2013, Chicago*.
8. Gudigantala, Naveen. "A Study of the Compensatory and Non-Compensatory Decision Support on the Top-100 US E-commerce Websites," *Proceedings of the South-western Decision Sciences Institute Conference, March 2013, Albuquerque, NM*.
9. Gudigantala, Naveen and Bicen, Pelin. "A Multifunctional Framework to Address the Gray Market Threat," *Proceedings of the Western Decision Sciences Institute Conference, 2011, Portland*.
10. Bicen, Pelin, Duhan, Dale, and Gudigantala, Naveen. "Parallel Importation and RA Theory Explanation," abstract published in the *Proceedings of the Academy of Marketing Sciences Conference, May 2010, Portland*.
11. Song, Jaeki, Jones, Donald, and Gudigantala, Naveen. "An Investigation of Cognitive Antecedents to Satisfaction using Web-based Decision Support Systems," David E. Avison, Dennis F. Galletta (Eds.): *Proceedings of the International Conference on Information Systems, ICIS 2005, December 11-14, 2005, Las Vegas, NV, USA*.

#### **INVITED BOOK CHAPTERS (NON-PEER REVIEWED)**

1. Gudigantala, Naveen., Song, Jaeki, and Jones, Donald. "Transforming Consumer Decision Making in E-Commerce: A Case for Compensatory Decision Aids," in *Transforming E-Business Practices and Applications: Emerging Technologies and Concepts*. In Lee, Editor. Chapter 5, pp. 72-88. 2010.
2. Gudigantala, Naveen., Song, Jaeki, and Jones, Donald. "'How Well Do E-Commerce Websites Support Compensatory and Non-Compensatory Decision Strategies? An Exploratory Study,'" in *Strategic Information Systems: Concepts, Methodologies, Tools, and Applications (Volume 1)*. M.G. Hunter, Editor, Chapter 5.5, pp. 1592-1607. (Reprint of Gudigantala, Song, and Jones, IJEBR 2008 article)

#### **CONFERENCE/INVITED PRESENTATIONS**

1. "Exploring E-Commerce Social Media, Digital Marketing, and Value: A Cluster Analysis of U.S. E-Commerce Retailers," presented at the *Indian Institute of Management Indore – NASMEI summer marketing conference, July 28, 2017, India*.
2. "How to Narrow the Gap Between Supply Chain & Operations with Business Analytics", presented at the APICS professional meeting, Jan 19, 2017, Portland, OR.
3. "The Effects of Consumer Perceptions of Ethics in Online Gray Market Sourcing Activities on Trust and Purchase Intention", presented at the *Decision Sciences Institute's Annual Conference, Austin, Texas, 2016*.
4. "An Investigation of Cognitive Antecedents to Satisfaction using Web-based Decision Support Systems," presented at the International Conference on Information Systems, ICIS 2005, December 11-14, 2005, Las Vegas.
5. "Managing Organizational Security: An Investigation of Success Factors of IT Security Services Outsourcing," presented at the annual BIG XII MIS research symposium on April 1 2006, Baylor University.
6. "Maximizers versus Satisficers: The Effects of Web Based Decision Support Systems on Satisfaction," presented at the Pre-ICIS 2006: SIG-DSS Research Workshop on December 10 2006, Milwaukee, Wisconsin.
7. "Effects of Task Type and Time Pressure on Cognitive Stopping Rules Usage, Effort, and Satisfaction in Online Information Search," presented at the annual BIG XII MIS research symposium on April 5 2008, Texas Tech University, Lubbock, Texas.
8. "A Multifunctional Framework to Address the Gray Market Threat," presented at the Western Decision Sciences Institute's fortieth Annual Conference on April 6, 2011, Portland, Oregon.
9. "A Study of the Compensatory and Non-Compensatory Decision Support on the Top-100 US E-commerce Websites," presented at the Western Decision Sciences Institute Conference, Albuquerque, NM in March 15, 2013.
10. "An Active Learning Approach to Teaching Undergraduate Introduction to MIS Course" *Americas Conference for Information Systems, 2013, Chicago on August 16, 2013*.

11. "A Comparison of U.S. E-commerce Merchant Types Using E-commerce Analytical Metrics," in the *Proceedings of the second International Conference on Business Analytics, Bangalore, India, 2014*.

## JOURNAL PAPERS UNDER REVIEW

- "Investigating the Process of Developing and Retaining Competent IT Personnel: The Role of IT Leadership," with Mike Eom and Yongjin Kim
- "Exploring the Relationships Among Firms' Paid Search Budget, Social Media Presence, and Online Performance: An Examination of the U.S. E-commerce Industry", with Pelin Bicen

## TEACHING RECORD

List of **Courses Taught** and **Student Evaluations of Instructor's overall performance** (5=strongly agree, 1=strongly disagree)

Semester	Course	No. of Students	Average Evaluations (Out of 5.0)
<b>Robert Pamplin Jr. School of Business – University of Portland, Portland, OR</b>			
Fall 2017	Business Analytics Online (Graduate)	30	4.90
	Decision modeling (BUS 355)	32	4.70
	Intro to OTM (BUS 255A)	28	4.57
Summer 2017	Intro to Data Science (Graduate)	6	5.00
	Intro to Data Science (Undergraduate)	5	4.60
	Decision modeling (BUS 355)	6	4.80
Fall 2016	Intro to OTM (BUS 255D)	18	4.89
	Decision Modeling (BUS 355A)	26	4.68
	Business Analytics (BUS 459A)	15	4.80
	Business Analytics (BUS 519A)	9	3.22
	Graduate Directed Study (BUS 590 A)	1	5.00
Summer 2016	Business Decision Modeling (BUS 355)	11	4.80
Spring 2016	Intro to OTM (BUS 255A)	26	4.80
	Intro to OTM (BUS 255B)	28	4.75
	Intro to OTM (BUS 255C)	30	4.80
Fall 2015	Business Analytics (BUS 519)	11	4.91
	Business Analytics (BUS 491c)	11	4.60
	Decision Modeling (BUS 543 A)	7	4.71
	Decision Modeling (BUS 355 B)	27	4.85
Summer 2015	Intro to OTM (BUS 255)	7	5.00
	Business Decision Modeling (BUS 355)	12	4.67
Spring 2015	Intro to OTM (BUS 255 B)	32	4.61
	Intro to OTM (BUS 255 C)	27	4.70
	Decision Modeling (BUS 355 A)	24	4.91
	Research Methods – Directed study – BUS 590	1	5.00
Fall 2014	Business Analytics (BUS 591c)	8	4.88
	Business Analytics (BUS 491c)	10	4.40
	Decision Modeling (BUS 355 A)	31	4.50
	Decision Modeling (BUS 355 B)	27	4.74
Summer 2014	Intro to OTM (BUS 255)	7	4.60
	Business Decision Modeling (BUS 355)	14	4.93
Spring 2014	Intro to OTM (BUS 255 A)	32	4.73
	Intro to OTM (BUS 255 B)	25	4.83
	Intro to OTM (BUS 255 C)	32	4.75
Fall 2013	Intro to OTM (BUS 255 A)	32	4.66
	Intro to OTM (BUS 255 B)	27	4.46
	Intro to OTM (BUS 255 C)	30	4.64
Summer 2013	Data Mining for Business Intelligence (491C and 591C)	6	5.00
	Decision Modeling (BUS 355)	14	4.92
Spring 2013	Management Information Systems (255A)	25	4.42

	Management Information Systems (255B)	26	4.74
	Management Information Systems (255C)	26	4.71
Fall 2012	Business Decision Modeling (BUS 355 A)	26	4.80
	Business Decision Modeling (BUS 355 B)	27	4.92
	Business Decision Modeling (BUS 355 C)	26	4.72
Summer 2012	Data Communications and E-Commerce (491B and 591)	4	4.50
	Decision Modeling (BUS 355)	16	4.80
Spring 2012	Management Information Systems (255A)	26	4.70
	Management Information Systems (255B)	24	4.80
	Business Decision Modeling (BUS 355)	24	4.79
Fall 2011	Business Decision Modeling (BUS 355 A)	24	4.76
	Business Decision Modeling (BUS 355 C)	17	5.00
	Management Information Systems (255C)	26	4.73
Summer 2011	Business Decision Modeling (BUS 355)	9	5.00
Spring 2011	Management Information Systems (255A)	24	4.92
	Management Information Systems (255B)	20	4.95
	Business Decision Modeling (BUS 355 A)	23	4.87
Fall 2010	Business Decision Modeling (BUS 355 B)	23	5.00
	Business Decision Modeling (BUS 355 A)	22	4.86
	Business Decision Modeling (BUS 355 C)	22	4.83
Summer 2010	Business Decision Modeling (BUS 355)	18	4.94
Spring 2010	Management Information Systems (255A)	23	4.79
	Management Information Systems (255B)	25	4.73
	Management Information Systems (255C)	24	4.76
Fall 2009	Business Decision Modeling (BUS 355 E)	25	4.69
	Business Decision Modeling (BUS 355 D)	24	4.64
	Business Decision Modeling (BUS 355 C)	23	4.60
<b>Jerry S. Rawls College of Business – Texas Tech University, Lubbock, TX</b>			
Spring 2009	Intro. to Operations Management (ISQS 3344)	24	4.70
Fall 2008	Intro. to Information Systems - Honors (ISQS 2340)	20	4.67
Spring 2008	Object-oriented Systems Analysis (ISQS 4348)	32	4.75
	Intro. to Information Systems (ISQS 2340)	37	4.41
Fall 2007	Object-oriented Systems Analysis (ISQS 4348)	25	4.63
	Intro. to Operations Management (ISQS 3344)	36	4.70
Summer 2007	Intro. to Information Systems (ISQS 2340)	26	4.76
Spring 2007	Intro. to Information Systems (ISQS 2340)	26	4.73
Fall 2006	Intro. to Information Systems (ISQS 2340)	30	4.63
Spring 2006	Intro. to Operations Management (ISQS 3344-1)	35	4.60
	Intro. to Operations Management (ISQS 3344-2)	36	4.55
Fall 2005	Intro. to Operations Management (ISQS 3344)	38	4.28

Note: Italics for Spring 2015 represent average of five items (course valuable learning experience, activities and teaching methods effectively conveyed course content, effective communicator, positive learning environment, and accessibility outside class). The measure on overall effectiveness was missing from online evals for this term.

## AWARDS AND HONORS

2015- 2016	Nominated by the business dean for the University-wide teaching award
2014-2015	Dundon-Berchtold fellow award from University of Portland for research on business ethics
2011	Recipient of the Inaugural "Difference Award", presented by University of Portland's (UP) Department of Athletics
2009-2014	Pamplin scholar, University of Portland
2009	Summer Dissertation Research Award, Texas Tech University
2004-2008	Jerry S. Rawls fellowship, Texas Tech University (for four consecutive years)

2004-2007	SBC Chancellors fellowship, Texas Tech University (for three consecutive years)
2008	Recipient of the Teaching Portfolio Excellence award from TLTC, TTU
2007-2008	TEACH (Teaching Effectiveness and Career Enhancement) fellowship from Texas Tech's Teaching, Learning, and Technology Center (TLTC)
2007	Outstanding Teaching by a Doctoral Student Award, Area of ISQS, Texas Tech University
2004	Elected to Beta Gamma Sigma honor society
2004	Elected to Phi Kappa Phi honor society
2002 & 2003	Graduate Dean's Scholarship from Jerry S. Rawls College of Business Administration, Texas Tech University
1999-2000	Justice Jagan Mohan Reddy Scholarship for outstanding scholastic achievements, Institute of Public Enterprise, India

## SERVICE ACTIVITIES

### University Service

- Member of Faculty Senate, 2015-current
- Strategic planning sub-committee on facilities and infrastructure, 2015-2016
- Ad Hoc Committee on Commencement 2015
- Committee on fall student orientation, 2014
- Committee on fall student orientation, 2013
  - In addition to planning, coordinating academic activities, I led (with Jeremy Koffler) an effort to introduce "Guidebook app", a smartphone application to publish orientation activities for use by parents and students. The effort was successful (around 1300 downloads in the first year of introduction). My negotiations with Guidebook saved UP \$3000 in price discounts.
- Presidential Advisory Committee on Health and Safety, 2012-2013
- Honors Mentor, 2011-15
- Faculty volunteer for freshman service program, 2010
- Successfully recommended the following students for Fulbright Awards:
  - Kurt Berning (Fulbright Scholarship Recipient 2012)
  - Jonathan Parsons (Fulbright Scholarship Recipient 2013)
  - Joseph Steven (Fulbright Scholarship Recipient 2013)

### College of Business Service

- Chair – PSOBA taskforce on ethics, 2014-15
- Member – PSOBA taskforce on graduate enrollments, 2015-current
- Member - Committee on graduate programs task force, 2011-12
- Member – Committee on International programs, 2011-12
- Member – Marketing task force, 2012-13
- Faculty advisor – 2009- present
- Chapter Advisor – Beta Gamma Sigma (2010-2013)
  - Responsible for conducting the chapter operations, induction ceremony, and organizing events for BGS members.
  - Beta Gamma Sigma was awarded the premier chapter status every year during my tenure as the chapter advisor (2010-11, 2011-12, 2012-13). Only 15% of 550 business school BGS chapters around the world have this distinction.
  - Enabled University of Portland to receive \$1000 student scholarship from BGS during 2011-12, 2012-2013, and 2013-2014 academic years.
  - Beta Gamma Scholarship Committee – Chaired the committee to select two scholarship recipients for years 2012 and 2013.
  - Prepared nomination material and nominated Dr. Robert B. Pamplin for the BGS Business Achievement Award, which he won in 2012.
  - Attended one-day collegiate seminar for advisors on Sep 20, 2012 in Portland.
- Speaker – freshmen visitation days – fall 2012, Spring 2013
- Panel judge for Non-profit marketing class' brand pitch presentations – fall 2012, fall 2013

## Departmental Service

- OTM discipline leader, 2015-2016
- UPOMA club advisor, 2015-2016
- OTM Executive Advisory Board sub-committee on data and dashboards, 2015-current
- OTM Executive Advisory Board sub-committee on curriculum improvement, 2015-current
- OTM mentoring subcommittee 2009-2010
- OTM curriculum subcommittee 2010-2011
- OTM faculty recruitment committee 2010-2011, 2011-2012, 2012-2013, 2013-2014
- OTM faculty representative at Portland SIM 2009-present
- OTM SIM scholarship committee 2009-present
- OTM faculty scholarship committee 2013-present
- MS-OTM program development 2012-present
- Worked with the OTM Executive Advisory Board (2009-current)
- Participated in OTM expert panel in BUS 100 course during fall 2011, fall 2012

## **PROFESSIONAL SERVICE**

### Editorial services

- Editorial Board member, International Journal of Information and Operations Management Education, 2009-13.
- Associate Editor, International Conference in Information Systems, 2015.

### Reviewer: Journal

- International Journal of Information and Operations Management Education
- International Journal of Information Management
- Journal of Association for Information Systems
- Journal of Global Information Technology Management
- Electronic Commerce Research and Applications
- Decision Sciences
- Information Systems Frontiers
- Decision Support Systems
- Management Research Review
- Information Systems Management

### Reviewer: Conferences

- Americas Conference on Information Systems, 2007, 2008, 2012, 2014, 2015
- International Conference on Information Systems, 2006, 2007, 2010, 2015
- South West Decision Sciences Institute, 2015, 2016, 2017
- Associate Editor for ICIS 2015's theme track.
- Tenth Pacific Asia Conference on Information Systems, 2006
- ISCORE Conference, 2006
- Session chair for SIGED AMCIS session Seattle, AMCIS, August 2012.

### Community service

- Gave a talk on "Bringing together teaching and research excellence," at the new faculty orientation on August 22, 2017.
- Participated in Ethics Panel at University of Portland, May 20, 2015.
- Presentation given on "Ethical Issues in Gray Market Activities", as part of Founders Day celebration at University of Portland, April, 2015.
- Talk given on "Indian culture" in Villa Maria Hall as part of faculty connections project on Feb 27, 2012
- Talk given on "Research on Pursuit of Happiness" as part of Oregon Humanities convention in Buckley Center on July 28, 2012
- Volunteer for Freshmen service activity in 2011 and College of Business service activity in 2013

## PROFESSIONAL MEMBERSHIPS

- Member of Association for Information Systems (2009-present)
- Member of Society for Information Management (2009-present)

## PROFESSIONAL EXPERIENCE

2000 HDFC Bank, Hyderabad, India, Trainee Manager

## CONSULTING

- Airship Technologies Limited (2011-current) – In my voluntary role, I provide advisory services and feedback on proposals.
- Cambia Health Solutions (2012) – In this voluntary role, I provided advisory services related to the design of their insurance market place website.

## MEDIA APPEANRENCES

- Provided expert commentary on Puppet Lab – a Portland based company’s IT configuration systems. News article appeared on 3-15-2015 in Portland Tribune. URL link: <http://portlandtribune.com/pt/239-business/248829-115909-all-hail-the-puppetmasters>
- Provided interview on behalf of the OTM program. News article appeared on 2-24-2017 in Portland Tribue. URL link: <http://pamplinmedia.com/but/239-news/346693-225985-problem-solvers-and-communicators-gravitate-to-operations-and-technology-management>
- Interview about producing ethical leaders: <https://www.catholicsentinel.org/Content/Parish-School-Life/Parish-and-School/Article/Faculty-work-to-produce-leaders-with-consciences/5/30/34277> (appeared on 10/07/2017)