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Cox School of Business
Southern Methodist University
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PROFESSIONAL EXPERIENCE (ACADEMIC)

- **Carr P. Collins Chair in MIS**, Cox School of Business, Southern Methodist University, Dallas (June 2009 – present)
- **Chairman**, Information Technology and Operations Management Department, Cox School of Business, Southern Methodist University (May 2001 – May 2009, July 2012 - present)
- **Charles Wyly Professor of Information Systems**, Cox School of Business, Southern Methodist University, Dallas (June 2000 – June 2009)
- **Professor of Management**, Telecommunications and Electronic Commerce, Owen Graduate School of Management, Vanderbilt University, Nashville (1999-2000).
- **Visiting Professor** of Technology Management, INSEAD, Fontainebleau (Summer 1999).
- **Associate Professor of Management**, Telecommunications and Electronic Commerce, Owen Graduate School of Management, Vanderbilt University, Nashville (1990-1999).
- **Assistant Professor**, Information Systems, College of Business and Management, University of Maryland, College Park (1986-90).
- **Assistant Professor**, Institute for Advanced Computer Studies, University of Maryland, College Park (1987-88).
- **Lecturer**, Information Systems, College of Business and Management, University of Maryland, College Park (1985-86).
- **Instructor**, Graduate School of Management, University of Rochester (1982-85).
- **Research Assistant**, Administrative Sciences Department, Southern Illinois University, Carbondale (1979-81).

PROFESSIONAL EXPERIENCE (INDUSTRY)

- **Mgmt. Consultant**: Projects for a variety of organizations, in both the private and public sectors, including Accenture, Andrews Distributing, Bekaert, Belgacom, Cisco Corp., Dow Corning, Entrust, IBM, Leonidas, Merck Sharp & Dohme, Nortel Networks, Solvay, State Industries, eTex, the Tennessee Valley Authority and the State of Maryland
- **Systems Consultant**, XEROX Corporation, Rochester, NY. Developed procedures to monitor system and software availability and utilization for a computer network that supported corporation wide service and training operations, 1984.
- **Trainee Engineer**, Indian Airlines Corporation. Tested onboard radar and communications equipment for commercial aircraft (1978).

EDUCATION

- **Ph.D.** in Computers and Information Systems, William Simon Graduate School of Management, University of Rochester, Rochester, New York, October 1986.
- **M.S.** in Computers and Information Systems and Operations Research, Graduate School of Management, University of Rochester, Rochester, NY, June 1983.
- **M.B.A.** in Finance and Administrative Sciences, Southern Illinois University, Carbondale, Illinois, May 1981.
- **B.Tech.** in Electronics and Electrical Engineering, Indian Institute of Technology, New Delhi, India, May 1979.

RESEARCH INTERESTS

Design of Intelligent Decision Support Systems, Design of Business Processes, Workflow Management Systems, Coordination Systems, Electronic Commerce and E-Business.

TEACHING INTERESTS

Management Information Systems, Database Systems, Decision Support Systems and Knowledge Based Systems, Artificial Intelligence and Expert Systems, Electronic Commerce, Economics of Information Systems, Business Process Offshoring/Outsourcing

EDITORIAL APPOINTMENTS

- Associate Editor, *Management Science* Journal.
- Member of Editorial Board, *Electronic Commerce Research and Applications* Journal.
- Associate Editor, *Business Information Systems Engineering* Journal.
- Member of the International Advisory Board for the *International Journal on E-Business Research*.
- Editor, *SSRN Information Technology and Systems Abstracts Journal*, 2005-2009.
- Area Editor for Knowledge and Data Management, *INFORMS Journal of Computing*, 1995-2007
- Past Associate Editor, *Information Systems Research* Journal, *Electronic Commerce Research* Journal, *Telecommunication Systems* Journal, *Production and Operations Management* Journal, *Information Technology and Management* Journal.
- Management of Health Sciences & Technology (MHT) Advisory Board Member

JOURNAL PUBLICATIONS

- A. Basu, S. Muylle and W. Standaert, “Business Meetings in a Post-Pandemic World: When and How to Meet Virtually?”, *Business Horizons*, forthcoming, 2021.
- A. Basu, S. Muylle and W. Standaert, “How shall we meet? Understanding the importance of meeting mode capabilities for different meeting objectives”, *Information & Management*, Volume 58, Issue 1, January 2021.

- A. Basu, S. Bhaskaran and R. Mukherjee, “An Analysis of Search and Authentication Strategies for Online Matching Platforms”, *Management Science*, vol. 65, No. 5, May 2019, pp. 2412-2431.
- A. Basu and S. Bhaskaran, “Economics of Co-design: The Role of Product Lines”, *Information Systems Research*, vol. 29, no. 4 (December 2018), pp. 787-786.
- A. Basu, S. Muylle, W. Standaert, E. Everaert, and W. Decraene, "Digital Innovation in the Belgian Insurance Market," *Accenture Point of View*, January 2018.
- A. Basu, S. Muylle and W. Standaert, “An Empirical Study of the Effectiveness of Telepresence as a Business Meeting Mode”, *Information Technology and Management Journal*, 2016.
- A. Basu and S. Muylle, “Assessing and Enhancing e-Business Processes”, *Electronic Commerce Research and Applications*, vol. 10, 433-499, 2011.
- A. Basu, J. Semple and S. Rebbapragada, "Use of Data Mining and Revenue Management Methodologies", *Communications of the ACM*, vol. 53, no. 4, April 2010.
- A. Basu and C. Jarnagin, "How to Tap IT's Hidden Potential", *Sloan Management Review/Wall Street Journal Business Insights Series* in the Wall Street Journal, March 10, 2008.
- A. Basu and S. Muylle, "Online Support for Business Processes by Electronic Intermediaries", *Decision Support Systems*, 45, No. 4, Nov. 2008, 845-857.
- A. Basu and S. Muylle, “Planning E-Business Initiatives in Established Companies”, *Sloan Management Review*, vol. 49, no. 1, 2007.
- J. Kalvenes and A. Basu, “Design of Robust Business-to-Business Electronic Marketplaces with Guaranteed Privacy”, *Management Science*, vol. 52, no. 11, 2006, 1721-1736.
- S. Muylle and A. Basu, “Online Support for Commerce Processes and Survivability of Web Retailers”, *Decision Support Systems and Electronic Commerce Journal*, vol. 38, 2004, 101-113.
- A. Basu and R. W. Blanning, “Synthesis and Decomposition of Processes in Organizations”, *Information Systems Research*, vol. 14, no. 4, December 2003.
- A. Basu and S. Muylle, “Authentication in Electronic Commerce”, *Communications of the Association for Computing Machinery*, vol. 46, No. 12, December 2003.
- A. Basu and A. Kumar, “Research Commentary: Workflow Systems”, *Information Systems Research*, vol. 13, no. 1, 2002, 1-14.
- A. Basu and S. Muylle, “Online Support for Commerce Processes by Web Retailers”, *Decision Support Systems and Electronic Commerce Journal*, vol. 34, 2002, 379-395.
- A. Basu and R. W. Blanning, “A Formal Approach to Workflow Analysis”, *Information Systems Research*, vol. 11, no. 1, 2000, 17-36.
- A. Basu and R. W. Blanning, “Metagraphs in Workflow Support Systems”, *Decision Support Systems*, vol. 25, 1999, 199-208.
- A. Basu, “Perspectives on Operations Research in Data and Knowledge Management”, *European Journal of Operational Research*, vol. 111, no. 1, 1998.

- A. Basu and R. W. Blanning, “The Analysis of Assumptions in Model Bases Using Metagraphs”, *Management Science*, vol. 44, no. 7, July 1998.
- A. Basu and R. W. Blanning, “A Graph-Theoretic Approach to Analyzing Knowledge Bases Containing Rules, Models and Data”, *Annals of Operations Research*, vol. 75, 1997.
- A. Basu, R. W. Blanning and A. Shtub, “Metagraphs in Hierarchical Modeling”, *Management Science*, vol. 43, no. 5, May 1997.
- A. Basu, “Introduction to the Cluster on Knowledge and Data Management”, *INFORMS Journal on Computing*, vol. 7, no. 3, Summer 1995.
- A. Basu and R. W. Blanning, “Metagraphs”, *Omega*, vol. 23, no. 1, 1995.
- A. Basu, N. L. Hyer and A. Shtub, “An Expert System Approach to Cell Formation in Group Technology”, *International Journal of Production Research*, vol. 33, no. 10, 1995.
- A. Basu and R. W. Blanning, “Metagraphs: A Tool for Modeling Decision Support Systems”, *Management Science*, vol. 40, no. 12, December 1994. (Featured as a leading Design Science paper in **Design Science Theories and Research Practices**, A. R. Hevner (Ed), SAGE Publishing, 2008).
- A. Basu and R. W. Blanning, “Model Integration Using Metagraphs”, *Information Systems Research*, vol. 5, no. 3, September 1994.
- A. Basu, N. L. Hyer and A. Shtub, “A Structured Approach to the Adoption of Group Technology”, *The International Journal of Manufacturing System Design*, vol. 1, no. 1, 1994.
- A. Basu, “A Knowledge Representation Model for Multi-user Knowledge Based Systems”, *IEEE Transactions on Knowledge and Data Engineering*, vol. 5, no. 2, 1993.
- S. Banerjee and A. Basu, “Model Type Selection in an Integrated DSS Environment”, *Decision Support Systems*, vol. 9, no. 1, 1993.
- A. Basu and A. Hevner, “Analysis and Design of Embedded Knowledge Based Systems”, *Journal of Management Information Systems*, vol. 8, no. 4, Spring 1992.
- A. Basu and R. Ahad, “Using a Relational Database to Support Explanation in a Knowledge Based System”, *IEEE Transactions on Knowledge and Data Engineering*, vol. 4, no. 6, 1992.
- A. Basu and A. Dutta, “Reasoning with Imprecise Knowledge to Enhance Intelligent Decision Support”, *IEEE Transactions on Systems, Man and Cybernetics*, vol. 19, no. 4, July 1989.
- A. Basu and A. Dutta, “Computer Based Support of Reasoning in the Presence of Fuzziness and Uncertainty”, *Decision Support Systems*, vol. 2, no. 4, 1986.
- A. Dutta and A. Basu, “Computer Based Support of Reasoning in the Presence of Fuzziness”, *Decision Support Systems*, vol. 2, no. 3, 1986.
- A. Dutta and A. Basu, “An Artificial Intelligence Approach to Model Management in Decision Support Systems”, *IEEE Computer*, vol. 17, no. 9, 1984.

WORKING PAPERS

- “Virtual or Face-to-Face: Business Meetings in a Post-Pandemic World” (with S. Muylle and W. Standaert), Working Paper, Cox School of Business, Southern Methodist University (Under revision for 2nd review at *Business Horizons*).
- “Best or Right? - Positioning and Authentication in Online Matching Platforms” (with S. Bhaskaran and R. Mukherjee), Working Paper, Cox School of Business, Southern Methodist University (Under review at *Management Science*).
- " It Takes Two to Tango: Digitalization Alignment in Business-to-Business Transactions" (with S. Muylle, Nils van den Steen and W. Standaert), Working Paper, Cox School of Business, Southern Methodist University (under review at *Information Systems Research*).
- “Analyzing the Impact of Public Buyer-Seller Engagement During Online Auctions” (with Young-Jin Lee, A. Srinivasan and A. Tripathi), Working Paper, Cox School of Business, Southern Methodist University (under 2nd review at *Information Systems Research*).
- "A Consumer Engagement Framework for B-B Companies" (with S. Muylle and W. Standaert), Working Paper, Cox School of Business, Southern Methodist University.
- “Using Social Media Services in e-Business Processes” (with S. Muylle and W. Standaert), Working Paper, Cox School of Business, Southern Methodist University.
- “The Structure of the Social Networks of US Companies”, Working Paper, Cox School of Business, Southern Methodist University.
- “Engaging Social Media Services to Enhance Online Business Processes” (with S. Muylle and W. Standaert), Working Paper, Cox School of Business, Southern Methodist University.

REFEREED PROCEEDINGS PAPERS

- N. van der Steen, A. Basu, S. Muylle and W. Standaert, “Digitization in B2B Buying and Selling”, *Proceedings of the 2020 Hawaii International Conference on System Sciences*, Maui, HI, January 2020.
- R. Mukherjee, A. Basu and S. Bhaskaran, "Search and Authentication in Online Matching Markets", *Proceedings of the Workshop on Information System Economics*, Dallas, TX, December 11, 2015.
- W. Standaert, S. Muylle and A. Basu, "A Capability-Based Approach for Selecting Business Meeting Modes", *Proceedings of the Workshop on Information Technology and Systems*, Dallas, TX, December 11, 2015.
- Basu, S. Muylle and W. Standaert, “Assessing the Effectiveness of Telepresence for Business Meetings”, *Proceedings of the 2013 Hawaii International Conference on System Sciences*, Maui, HI, January 2013.
- W. Standaert, S. Muylle and A. Basu, “Telepresence in Business Meetings”, *Proceedings of the 2011 International Conference on Information Systems*, Shanghai, China, December 2011.
- Basu and S. Muylle, “Electronic Intermediaries in Smart Business Networks”, *Proceedings of the 2nd Cordys-RMS Workshop on Smart Business Networks*, Putten, The Netherlands, June 2006.

- Basu, “A Robust Open Source Exchange for Open Source Software Development”, *Proceedings of the Second International Conference on Open Source Systems*, Como, June 2006.
- Basu, “A Metagraph-Based Approach to Multi-firm Process Coordination”, *Proceedings of CAISE '05 Forum*, Porto, Portugal, June 2005.
- Basu, “Context-Driven Assessment of Commercial Web Sites”, *Proceedings of the 33rd Hawaii International Conference on Systems Sciences*, January 2003.
- Basu and S. Muylle, “Achieving Authentication in Electronic Markets:A Principal-Agent Perspective”, *Proceedings of the Eighth Research Symposium on Emerging Electronic Markets (RSEEM 01)*, Maastricht, The Netherlands, September 16-18, 2001, (M. Schoop, R. Walczuch, eds.)
- Basu and R. W. Blanning, “Workflow Analysis Using Attributed Metagraphs”, *Proceedings of the 34th Hawaii International Conference on System Sciences*, January 2001.
- Basu and R.W. Blanning, “Attributed Metagraphs”, *Proceedings of the Workshop on Information Technology and Systems*, Brisbane, December 2000.
- Basu and S. Muylle, “Customization in Online Trade Processes”, *Proceedings of the Workshop on Electronic Commerce and Web Information Systems*, Santa Clara, April 1999.
- Basu and R. W. Blanning, “Metagraphs in Workflow Support Systems”, *Proceedings of the Fourth Conference of the International Society for Decision Support Systems*, Lausanne, July 1997.
- Basu and R. W. Blanning, “Metagraph Transformations and Workflow Analysis”, *Proceedings of the 30th Hawaii International Conference on Systems Sciences*, January 1997.
- Basu and R. W. Blanning, “A Metagraph-Based DSS Analysis Workbench”, *Proceedings of the 29th Hawaii International Conference on Systems Sciences*, January, 1996.
- Basu, “Collaborative Use of Expert Systems”, *Proceedings of the European Conference on Management of Technology*, Birmingham, UK, July 1995.
- Basu and R. W. Blanning, “Discovering Implicit Integrity Constraints in Rule Bases Using Metagraphs”, *Proceedings of the 28th Hawaii International Conference on Systems Sciences*, January 1995.
- Basu and R. W. Blanning, “Metagraph Views in Model Management”, *Proceedings of the 1994 Workshop on Information Technology and Systems*, Vancouver, Canada, December 1994.
- Basu and R. W. Blanning, “Cycles in Metagraphs”, *Proceedings of the 27th Hawaii International Conference on Systems Sciences*, January 4-7, 1994.
- Basu, N. L. Hyer and A. Shtub, “Managerial and Technical Considerations in the Adoption of Group Technology”, *Proceedings of the 9th International CAD/CAM, Robotics and Factories of the Future Conference*, Newark, August 1993.
- Basu and R. W. Blanning, “Metagraphs and Petri Nets in Model Management”, *Proceedings of the Second Workshop on Information Technology and Systems*, Dallas, December 1992.

- Basu and A. Hevner, “Box Structured Development of Embedded Knowledge Based Systems: A Case Study”, *Proceedings of the IEEE/ACM International Conference on Developing and Managing Expert System Programs*, Washington, DC, October 1991.
- R. Ahad and A. Basu, “ESQL: A Query Language for the Relational Model Supporting Image Domains”, *Proceedings of the Seventh International Conference on Data Engineering*, Kobe, Japan, April 1991 (with R. Ahad).
- Basu, “Stratification in Shared Distributed Knowledge Bases”, *Proceedings of the 24th Hawaii International Conference on Systems Sciences*, January 8-11, 1991.
- Basu, L. R. Kumar and F. Abramson, “An Expert System for Legal Case Preparation”, *Proceedings of the International Conference on Database and Expert Systems Applications*, Vienna, Austria, August 1990.
- Hevner, A. Basu, M. Pecht and B. Pourbabai, “A Methodology for Concurrent Product Development with a Focus on Electronic Products”, *Proceedings of the 2nd National Symposium on Concurrent Engineering*, Morgantown, WV, February 1990 (with M. Pecht and B. Pourbabai).
- S. Banerjee and A. Basu, “A Knowledge Based Framework for Selecting Management Science Models”, *Proceedings of the 23rd Hawaii International Conference on Systems Sciences*, vol 3, pp. 484-493, Kona, January 1990.
- Basu, “Knowledge Base Views in Multiuser Knowledge Based Systems”, *Proceedings of the Fourth International Conference on Data Engineering*, Los Angeles, CA., February 1988.
- Basu and R. Ahad, “An Approach to Information Management for Enhanced Explanation in a Knowledge Based System”, *Proceedings of the 20th Hawaii International Conference on System Sciences*, Kona, Hawaii, January 1987.
- R. Ahad and A. Basu, “Explanation in an Expert System”, *Proceedings of the 1986 Conference on Expert Systems in Government*, Washington, D.C., October 1986.
- Basu and A. Dutta, “Imprecision in Intelligent Decision Support Systems”, *Proceedings of the 18th Hawaii Conference on System Sciences*, January 1985.

BOOKS AND BOOK CHAPTERS

- A. Basu and S. Muylle, **Digitalizing Business**, (in preparation for publication).
- A. Basu and S. Muylle, “Digital Strategy at Merck, Sharp and Dohme”, The Case Center, Cranfield, UK, 2014.
- A. Basu and R. Blanning, “Structuring Knowledge Bases Using Metagraphs”, in **Business Computing (Handbooks in Information Systems)**, A. Gupta and G. Adomavicius (Eds), Bingley: Emerald Publishing, 2009.
- A. Basu and S. Muylle, " Electronic Intermediaries in Smart Business Networks". in **The Network Experience: New Value from Smart Business Networks**, P. Vervest, D van Liere and L. Zheng (Eds), Springer-Verlag, Berlin, 2009.
- A. Basu and R. W. Blanning, **Metagraphs and their Applications**, Springer-Verlag, Berlin, 2007.

- Amit Basu, “Sharing Process Knowledge in Business Networks”, Chapter in **Smart Business Networks**, P. Vervest, E. van Heck, K. Preiss and L. Pau (Eds), Springer-Verlag, Berlin, 2005.
- A. Basu, N.L. Hyer and A. Shtub, “A Decision Framework for Adoption of Group Technology in Manufacturing Systems”, in **Handbook on Cellular Manufacturing Systems**, S. A. Irani (Ed.), John Wiley, 1994.
- A. Basu, “Imprecise Reasoning in Frame-Based Expert Systems”, in **Recent Advances in Cybernetics and Systems**, Tata McGraw-Hill, New Delhi, 1993.
- A. Basu and R. W. Blanning, “Enterprise Modeling Using Metagraphs”, in **Decision Support Systems: Experiences and Expectations**, T. Jelassi, M.R. Klein and W.M. Mayon-White (Eds.), Elsevier, NY, 1992.
- A. Gupta and A. Basu, “Information Technology and Changing Patterns of Economic Coordination”, in **Paradigms Revised: The Annual Review of Communications and Society, the Institute for Information Studies**, Queenstown, MD, September 1989.
- A. Dutta and A. Basu, “Representation and Manipulation of Modeling Knowledge in Decision Support Systems”, in **Knowledge Representation for Decision Support Systems**, L. B. Methlie and R. H. Sprague (Eds.), North Holland, Amsterdam, 1985.

OTHER PUBLICATIONS AND SEMINARS

- “Positioning and Authentication in Online Matching Platforms” (with S. Bhaskaran and R. Mukherjee), 2020 Workshop on Information Systems Economics, Hyderabad, India, December 2020.
- “Positioning and Authentication in Online Matching Platforms” (with S. Bhaskaran and R. Mukherjee), 2020 INFORMS National Meeting, November 2020.
- N. van der Steen, A. Basu, S. Muylle and W. Standaert, “Digitization in B2B Buying and Selling”, *Proceedings of the 2020 Hawaii International Conference on System Sciences*, Maui, HI, January 2020
- S. Bhaskaran, R. Mukherjee and A. Basu, “Learning in Matching Platforms: The Role of Authentication”, 2018 POMS Conference, Houston, May 2018.
- A. Basu, “Key Trends in Business Analytics Research and Education”, Keynote address at the INFORMS Big Data and Analytics Workshop, Nashville, November 12, 2016.
- A. Basu, “A Consumer Engagement Framework for B-B Companies”, Vlerick School of Management, Ghent, Belgium, July 2016.
- A. Basu, S. Bhaskaran and R. Mukherjee, “Search and Authentication in Online Matching Markets”, presented at the *2016 Workshop on the Theory in Economics of Information Systems*, Costa Rica, March 2016.
- Keynote Speaker, *Workshop on Information Technology and Systems*, Dallas, TX, Dec 2015.
- “Search and Authentication in Online Matching Markets”, presented at the Scheller School of Business Distinguished Speaker Series, Georgia Tech, October 23, 2015.
- “Search and Authentication in Online Matching Markets”, presented at the 2014 INFORMS National Meeting, San Francisco, November 2014.

- “Economics of Co-Design”, presented at the 2014 INFORMS National Meeting, San Francisco, November 2014.
- “Playing God: The Role of an Intermediary in Matchmaking”, presented at the 2014 POMS Conference, Atlanta, GA, May 2014.
- “Economics of Co-Design: the Role of Product Lines”, presented at the 2014 Theory in Economics of Information Systems Workshop, Banff, Canada, March 2014.
- Invited Speaker, Financial Executives International Panel on Technology in Education, Richardson, TX, December 7, 2012.
- Invited Speaker, IEEE Panel on Technology Trends, Dallas, TX September 19, 2012.
- Invited Speaker, Executive briefing at Lockheed Martin Missile Support Systems, Irving, TX, August 29, 2012.
- Invited Speaker, Future of Technology Panel, Addison, Texas, June 20, 2012.
- Faculty Mentor, Doctoral Consortium, 8th International Conference on Business Process Management, Hoboken, NJ, September 2010.
- Chairman, Panel on Publishing Design Science Research, DESRIST 2010 Conference, St. Gallen, June 2010.
- Keynote Speaker, Microsoft Business Intelligence Community, Dallas, TX, November 6, 2009.
- Invited Research Seminar, Flanders DC Research Seminars on Business Management, VLGMS, Gent, Belgium, June 2009.
- A. Basu, "Online Business-to-Business Marketplaces", International Conference on e-Commerce, Innsbruck, Austria, August, 2008.
- Keynote Address, Jupiter Research/PayPal Symposium on Online Payments, March 2008.
- Keynote Address, ISI Business Intelligence Summit, February 6, 2008.
- Plenary Address at Cordys-RMS Workshop on Smart Business Networks, Putten, the Netherlands, June 2006.
- Coordinator, AT&T-Cox Series on Networks and Communications, 2005-2007.
- Invited Speaker, McCombs School of Business, University of Texas at Austin, March 2006.
- Invited Speaker, Coors Beer Council, February 2006
- Panelist on Accenture/TI/Cox Executive Briefing on RFID, July 2004.
- Invited to Cordys Workshop on Smart Business Networks, Putten, the Netherlands, May 2004
- Advisory Board Member for INFORMS SIG-ODIS
- Invited Speaker, SUNY Buffalo School of Management Research Seminar in April 2004
- Expert Panelist for NCER Industry Chair Selection Panel, University of Waterloo, Canada, Spring 2004.
- University of Arizona Research Seminar in February 2004

- Invited Panelist, WITS 2003 Panel of Journal Editors on Directions in IT Research, December 2003
- Featured Speaker, SMU Faculty Collegium, September 2003
- Invited Speaker, Carey School of Business, Arizona State University, October 2003
- Invited Speaker, Dupree College of Management, Georgia Institute of Technology, April 2003
- Invited Speaker, Eccles School of Business, University of Utah, November 2002.
- Invited Speaker, School of Management, University of Texas at Dallas, November 2002.
- Invited Speaker, McCombs School of Business, University of Texas, Austin, April 2002.
- Plenary Speaker, Symposium on e-Business and e-Commerce, European Center for e-Business Studies (ECEBS), Brussels, February 2002.
- Invited Speaker, Research Colloquium, College of Business, University of South Florida, April 2001.
- Invited Speaker, Distinguished Research Seminar Series, Gary School of Management, University of California at Riverside, March 2001.
- “Managing Integrity Constraints in Multi-user Knowledge Based Systems”, presented at EURO2001, Rotterdam, NL, July 2001.
- Keynote Speaker, Association of Internet Professionals (Dallas Chapter Inaugural meeting), August 2000.
- Discussant, Technical Session on Modeling Systems, International Conference on Information Systems, Charlotte (1999).
- Panelist on “Electronic Commerce Programs” joint panel at WITS and WISE Meetings, Charlotte, December 1999.
- “Redefining the Value Chain through EC”, Invited presentation to the National Accounting and Finance Council of the American Trucking Organization, Nashville, October 1999.
- “Metagraphs and their Applications”, Invited talk at the College of Business, University of Colorado, Boulder, September 1999.
- “Metagraphs in Workflow and Process Management”, Invited talk at the School of Business Administration, University of Connecticut, February 1999.
- “Redefining the Value Chain Using Electronic Commerce”, presented at the 1998 VATMAN Symposium on Supply Chain Management and Information Technology, Nashville, October 1998.
- “Using an Expert System to Design Cellular Manufacturing Systems”, presented at the INFORMS/IFORS Joint International Meeting, Tel Aviv, July 1998.
- “Intermediaries in Electronic Commerce”, presented at the INFORMS/IFORS Joint International Meeting, Tel Aviv, July 1998.
- “Using a Relational Database to Integrate Business Courses”, Proceedings of the 1997 Conference on Technology in Education, Nashville, November 1997.

- “Formal Methods for Workflow Analysis”, presented at the INFORMS Joint International Meeting, Barcelona, July 1997.
- “Metagraph-based Workflow Analysis”, Invited Talk at the School of Management, University of Texas at Dallas, February 1997.
- "A Graph-Theoretic Approach to Workflow Modeling and Analysis", Invited talk at the Fisher College of Business, Ohio State University, May 1996.
- "Information Systems Planning at Napoli Accessories", Case Study, 1996.
- "Metagraphs: A Formal Tool for Systems Analysis", Invited Talk at the Indian Institute of Management, Calcutta, March 1996.
- "Metagraphs, Approximate Reasoning and Other Research Problems", Invited Talk at the Indian Statistical Institute, Calcutta, March 1996.
- "Metagraphs and their Applications", Invited Talk at the Indian Institute of Management, Bangalore, March 1996.
- Invited Speaker at the Fulbright Memorial Celebrations, Bangalore, India, February 1996.
- "Metagraphs and their Applications", Invited Talk at *the T. A. Pai Management Institute*, Manipal, India, February 1996.
- “Metagraphs”, Invited Faculty Seminar at the *College of Business, University of Arizona*, Tucson, November 1995.
- “Metagraphs: A Tool for Modeling and Analyzing Information Systems”, invited talk at the *Second Method Engineering and Meta-Modeling Workshop*, Calgary, May 1994.
- “Knowledge Sharing in Multi-user Knowledge Based Systems”, invited presentation at the *ORSA/TIMS National Meeting*, Detroit, October 1994.
- A. Basu and R. W. Blanning, “Metagraphs: A Tool for Integrating Data, Model and Knowledge Bases”, *Proceedings of the 1993 DSI Annual Conference*, Washington, DC, November 1993.
- “Metagraphs: An Analytical Framework for Modeling Information Systems”, invited presentation at the *William Simon Graduate School of Business Administration, University of Rochester*, April 1993.
- Speaker in a Panel on Model Management at the *Second Workshop on Information Technology and Systems*, Dallas, TX, December 1992.
- “Multi-user Knowledge Based Systems”, invited talk at the *Conference on Expert Systems in Management*, Syracuse, NY, October 1992.
- “Using the ESQL Language to support CAD/CAM”, presented at the *TIMS/ORSA Joint National Meeting*, Orlando, April 1992.
- “An Extended Relational Data Model Using Image Attributes”, presented at the *TIMS/ORSA Joint National Meeting*, Orlando, April 1992.
- “Rule Sharing in Multi-user Knowledge Based Systems”, presented at the *TIMS/ORSA Joint National Meeting*, Nashville, TN, May 1991.
- “ESQL: Extending the Relational Data Model with Image Attributes”, invited presentation at the *Haas School of Business, University of California at Berkeley*, April 1991.

- A. Basu and R. Ahad, “An SQL-based Query Language for Networks of Relations”, *ACM SIGMOD Record*, vol. 19, no. 1, March 1990.
- A. Basu and A. Hevner, “Research in Information Systems at the University of Maryland”, *Proceedings of the 23rd Hawaii International Conference on Systems Sciences*, vol. 3, pp. 597-604, Kona, January 1990 (with A. R. Hevner).
- “Knowledge Representation in Multi-user Knowledge Based Systems”, invited presentation at *INSEAD*, Fontainebleau, France, June 1990.
- “An Object-Oriented Framework for Shared Knowledge Based Systems”, presented at *TIMS/ORSA Joint National Meeting*, Las Vegas, May 1990.
- “A Knowledge Representation Scheme for Selecting Appropriate Management Science Techniques”, presented at the *TIMS/ORSA Joint National Meeting*, Vancouver, BC, May 1989.
- “AI-Based Model Management in Decision Support Systems”, presented at the *TIMS/ORSA Joint National Meeting*, Dallas, November 1984.
- A. Basu and A. Dutta, “Synthesizing Models in Decision Support Systems”, *Proceedings of the 1984 Conference on Intelligent Systems and Machines*, Rochester, Michigan, April 1984.

GRANTS

- Digital Business and Platforms Chair at the Vlerick Management School, Ghent, Belgium, Research Partner (2020-2022)
- Digital 20/20 Chair at the Vlerick Management School, Ghent, Belgium, Research Partner (2016-19, 2019-2020)
- Research Grant from Flanders District of Creativity, Ghent, Belgium, project to build an e-business planning model for Flanders companies, Summer 2009.
- FULCRUM grant (co-sponsored by University of Maryland and IBM Corp.) of IBM hardware and software to develop an expert system shell to teach expert system design - 1986-1987
- University of Maryland Designated Research Initiative Fund Grant to develop expert systems having enhanced explanation capabilities - 1986-1987
- Graduate Research Board Grant, University of Maryland, to study refinement of Imprecise Knowledge in Expert Systems - 1987
- Maryland Industrial Partnerships Grant, to develop an Expert System for Legal Case Preparation for HardLaw, Inc. - 1989-1990
- Technology Initiative Grant, Vanderbilt University, to develop a corporate database for instructional at the Owen School, 1994-1995

HONORS

- Carl Sewell Distinguished Service to the Community Award, 2017.
- Meritorious Service Award, Editorial Board of *Management Science* Journal, 2013.

- Greater Dallas Area Asian Chamber of Commerce Award for Outstanding Contribution to Education, 2004.
- Outstanding Professor Nominee, Owen Graduate School of Management, 2000.
- Dean's Award for Teaching Excellence, Owen Graduate School of Management, 1999.
- Inducted as Member of Beta Gamma Sigma Honor Society.
- Fulbright Faculty Award, 1996.
- GSM Fellowship, University of Rochester 1981 - 1985.
- SIU Graduate Fellowship 1979 - 1980
- B.Tech. First Division with Distinction, 1979
- National Merit List and Scholarship, India, 1973.

PROFESSIONAL ACTIVITIES

- President, WITS Board, 2019-2021.
- Chair, Plenary Panel on AI and Analytics, Workshop on Information Technology and Systems, Munich, December 2019.
- Panelist on Editor's Panel at the 2017 Data Science Workshop, Houston, October 2017.
- Advisor, WITS Board, 2016-2018.
- Chair, Journal Editor's Panel, 2015 Conference on Design Science Research in Information Systems and Technology (DESRIST), Dublin, Ireland, May 2015.
- Panelist at 2014 Information Systems Leadership Conference, Austin, TX, September 11-13, 2014.
- Member of Program Committee, Workshop on Information Technology and Systems, Auckland, NZ, December 2014.
- Member of Program Committee, International Conference on Information Systems, Milan, Italy (2013)
- President, INFORMS Information Systems Society, 2012-2014.
- ISS Representative, INFORMS Subdivisions Council, 2010-2011.
- International Advisory Board Member, ICeBR (International Journal of e-Business Research, 2010 – present.
- Academic Advisory Board, CENTUM U, New Delhi, India, May 2010 – present.
- Vice President, WITS Board (2004-2006). Board Member 2007-2009.
- Panelist (with Senator Byron Dorgan (ND) and Congressman Martin Frost) on a World Affairs Council panel on Offshoring and US Employment, 2006.
- Member of the Advisory Board for the INFORMS Information Systems Society.
- Co-Chairman, Workshop on Information Technology and Systems, Barcelona, December 2002.

- Member of Executive Board for the Workshop on Information Technology and Systems (2001-2005)
- Associate Editor, *Electronic Commerce Research Journal* and *Telecommunication Systems Journal*. (till summer 2002)
- Panelist, Attenza CIO Roundtable, Dallas, March 2002.
- Judge for the KPMG North Texas High Tech Awards, Fall 2001.
- Member of Program Committee, Workshop on Information Technology and Systems, New Orleans (December 2001).
- Member of Program Committee, Workshop on Information Technology and Systems, Brisbane (December 2000).
- Member of Program Committee, Workshop on Information Technology and Systems, Charlotte (December 1999).
- Chairman of the Program Committee, International Conference on Telecommunications and Electronic Commerce, Nashville, 1998-2000.
- Member of Conference and Program Committee, International Conference on Information Systems, Charlotte (1999).
- Member of Program Committee, International Workshop on Advanced Issues of E-Commerce and Web-based Information Systems, San Jose (1999, 2000).
- Member of Program Committee, International Workshop on Information Technologies for Electronic Commerce, Florence (1999).
- Cluster Chair, INFORMS Joint International Meeting, Tel Aviv (1998).
- Member of Program Committee, INFORMS Conference on Information Systems and Technology, San Diego (1997).
- Member of Program Committee, International Conference on Information Systems, Cleveland (1996).
- Faculty Advisor, Ernst and Young Doctoral Consortium, Renesse, the Netherlands, December 1995.
- Co-Coordinator, Mini-track on “Graph-Based Methods for Analyzing Systems and Organizations”, 27th Hawaii International Conference on System Sciences, Jan. 1994.
- Member of the Program Committee for the Workshop on Information Technology and Systems, Orlando, December 1993 and December 1994.
- Co-Coordinator, Mini-track on “Multi Data/Knowledge Base Systems”, 25th Hawaii International Conference on System Sciences, Jan. 1992.
- Session Organizer and Chair, TIMS/ORSA Joint National Meeting, May 1990.
- Member of Program Committee, International Conference on Information Systems, Copenhagen, Denmark (1990)
- Discussant, Session on Data Models, International Conference on Information Systems, Copenhagen, Denmark (1990)

- Member of Program Committee, International Conference on Information Systems, Minneapolis (1988)
- Session Chairman, International Conference on Information Systems, Minneapolis (1988)
- Session Chairman, Hawaii International Conference on System Sciences, Jan. 1987
- Conference Treasurer, IEEE Conference on Office Automation (1987)
- Member of INFORMS, IEEE, IEEE Computer Society, AIS and ACM
- Reviewer for *Management Science*, *Decision Support Systems*, *Information Systems Research*, *IEEE Transactions on Systems, Man and Cybernetics*, *IEEE Transactions on Knowledge and Data Engineering*, *Spektrum*, *European Journal of Operational Research*, *Journal of Management Information Systems*, *INFORMS Journal on Computing*, *Data Base*, National Science Foundation (database and expert systems program; decision, risk and management science program; software for real world systems program), and numerous professional conferences (both international and national)

UNIVERSITY SERVICE

- Academic Director, SMU-Cox Graduate Business Analytics Certificate Program, 2004-present.
- Chairman, Cox School IT Committee, 2013-Present.
- Member of Executive Committee, Cox School of Business, SMU, 2001- 2009, 2013 - present.
- Member, Faculty Steering Committee, Hart eCenter and Guildhall, SMU, 2000-present.
- Member, SMU Provost's Committee on Data Science Programs, 2018 – present.
- Member, User Committee for Cox School Facilities, 2018 – present.
- Member, Search Committee for SMU Dean of Libraries, 2017-18
- Member, Advisory Board for the AT&T Center on Virtualization, SMU, 2017-Present.
- Member, Search Committee for SMU CIO, 2016-17.
- Member, Provost's Task Force on Scholarly Research and Creativity, SMU, 2016-2017.
- Member, SMU Faculty Senate Executive Committee, May 2016 – 2017.
- Member, SMU Academic Technology Council, 2015 – 2018.
- Member, SMU Senate Committee on Honorary Doctorates, 2013-2015.
- Co-Chairman, SMU Information Technology Advisory Council, 2009-2011.
- Member, Cox School Promotion and Tenure Committee, 2010 – 2012.
- Member, CSE Faculty Search Committee, Lyle School of Engineering, SMU, 2010 – 12.
- Member, SMU Board of Trustees Audit Committee, 2009-2011.
- Chairman, Information Technology and Operations Management Department, Cox School of Business, Southern Methodist University, Dallas, May 2001 – May 2009.

- Chairman, MBA Policy Committee, Cox School of Business, 2001-2003 (member, 2000 – 2003, 2007-2010).
- Member of Research and Development Committee, Cox School of Business, SMU, 2001-present.
- Member of the University Research Council, SMU, 2007-2018.
- Member of the SMU Engineering School Promotion and Tenure Committee, 2007- 2009.
- Member of the Provost's Advisory Committee on Promotion and Tenure, 2003-2006.
- Member of Promotion and Tenure Committee, Cox School of Business, SMU, 2000-2002.
- Member of the Search Committee for Distinguished Chair in Accounting, Cox School of Business, 2001-2002.
- Member of SMU Special Committee on Academic and Research Computing, and Planning Committee for the Hart eCenter, 2000-2001.
- Member of TEC Faculty Search Committee, Owen Graduate School of Management, 1999-2000.
- Member of the Search Committee for Associate Provost for Information Technology, Vanderbilt University, 1999-2000.
- Member of the Search Committee for Associate Director for Information Technology, Center for Teaching, Vanderbilt University, 1999-2000.
- Member of the Search Committee for Dean of the Owen School, Vanderbilt University, 1999-2000.
- Member of the Software Oversight Committee for the Vanderbilt University Medical Center, 1999-2000.
- Member of the Review Committee for the Interdisciplinary Program on Management of Technology, 1998-99.
- Member of Owen School EMBA Faculty Curriculum Review and Oversight Committee, 1995-1997.
- Member of University Committee on Academic Computing and Networks, Vanderbilt University, 1992-1996.
- Member of Owen Graduate School of Management Committee on Computing and Telecommunications Planning, 1993-1994.
- Member of Operations Management Faculty Search Committee, Owen Graduate School of Management, 1992-1993.
- Member of Owen Graduate School of Management Committee on Instruction, 1991-1994.
- Member of Information Systems Faculty Search Committee, College of Business and Management, Univ. of Maryland, College Park, 1986-87, 1988-89, 1989-1990.
- Member of Facilities Planning Committee, Owen Graduate School of Management, Vanderbilt University, 1990-1992.

- Member of Campus Advisory Committee on Academic Media, Technology and Telecommunications, Univ. of Maryland, College Park, 1989-1991.
- Member of Management Science Faculty Search Committee, College of Business and Management, Univ. of Maryland, College Park, 1988-1989.
- Member of Campus Senate Committee on Faculty Affairs, Univ. of Maryland , College Park, 1988-1989.
- Associate Director, Management Support Systems Research Laboratory, College of Business and Management, University of Maryland, 1987-1989.
- Member of Graduate Committee, College of Business and Management, Univ. of Maryland, College Park, 1986-1990.

THESIS COMMITTEES

- Snehamay Banerjee - Ph.D. in Information Systems, 1989, UMCP (Committee Member)
- Mark Wangel - M.S. in Information Systems, 1989, UMCP (Thesis Advisor)
- Margo Thomas - M.S. in Information Systems, 1989, UMCP (Thesis Advisor)
- John Brennan - M.S. in Management Science, 1989, UMCP (Committee Member)
- Shirley Becker - Ph.D. in Information Systems, 1990, UMCP (Committee Member)
- John Gerdes - Ph.D. in Information Systems, 1996, Vanderbilt University (Committee Member)
- Charles Miller – Ph.D. in Civil Engineering, 1999, Vanderbilt University (Committee Member)
- Lason Watai – Ph.D. in Management of Technology, Vanderbilt University (Committee Member)
- Steve Muylle - Ph.D. in Internet Marketing, University of Brussels, 2000 (Thesis Advisor)
- Jorge Ramirez – Ph.D. in Information Systems, Monterrey Institute of Technology, 2004 (Thesis Advisor)
- Isabelle Amielinckx – PhD in MIS, University of Antwerp, 2007 (Committee Member)
- Willem Standaert – PhD in Marketing, University of Ghent, Belgium, 2016 (Co-Advisor).
- John Ryan – PhD in EMIS, SMU (Committee Member - in progress).
- Nils van der Steen – PhD in Marketing, University of Ghent, Belgium (Co-Advisor – in progress)

TEACHING

Graduate Courses at SMU

- Management Decision Analysis
- Digital Strategy
- Data Mining
- Database Management Systems
- Business Process Outsourcing and Offshoring
- Managing Information Technology (EMBA Program)
- Management Decision Analysis (EMBA)
- AI and Machine Learning in Business (EMBA)

Graduate Courses at Vanderbilt

- Management Information Systems
- Database Management Systems
- Database Management Systems Projects
- Electronic Commerce and Virtual Organizations
- Electronic Commerce Projects
- Intelligent Systems in Organizations
- Management Information Systems (Executive MBA Program)
- Ph.D. Seminar in Information Systems

Graduate Courses at Maryland

- Management Information Systems
- File and Database Systems
- Economics of Information Systems
- Systems Analysis and Design
- Special Topics - Expert Systems
- Doctoral Seminar in Information Systems
- Knowledge Based Systems

Graduate Courses at Rochester

- Management Information Systems
- File and Data Management Systems

Undergraduate Courses

- Decision Support Systems (at Maryland)
- Introduction to Management Information Systems (at SIU)

Also several non-credit executive programs at Vanderbilt University and SMU.