Resume -- Ulrike Schultze

Information Systems and Operations Management
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EDUCATION

Doctor of Philosophy (MIS), 1997, Case Western Reserve University, USA.

Masters of Commerce (MIS), 1992, University of the Witwatersrand, South Africa

Bachelor of Commerce (Honors) (MIS), 1989, University of the Witwatersrand, South Africa

Bachelor of Commerce (MIS), 1988, University of the Witwatersrand, South Africa

EMPLOYMENT

2021-	Professor in Information Technology and Operations Management, Edwin L. Cox School of Business, Southern Methodist University
2004-2021	Associate Professor in Information Technology and Operations Management, Edwin L. Cox School of Business, Southern Methodist University.
2013-2017	Corrigan Research Professor, Cox School of Business, SMU
2011-2014	Visiting Fellow, Lund University, Lund, Sweden.
2008-2009	Visiting Professor, Viktoria Institute, Gothenburg, Sweden.
1997-2004	Assistant Professor in Information Technology and Operations Management, Edwin L. Cox School of Business, Southern Methodist University.
1992-1997	Research and Teaching Assistant at Case Western Reserve University.
1990-1992	Lecturer in Business Information Systems, University of the Witwatersrand, South Africa.
1991-1992	Examiner for MIS, The South African Institute of Chartered Secretaries and Administrators, South Africa.

JOURNAL PUBLICATIONS

U. Schultze. & A. Bhappu. Forthcoming. "Organization-Sponsored Sharing Platforms: Managing the Dialectics of Conflicting Institutional Logics*," Journal of the AIS.*

Lindgren, R., L. Mathiassen & **U. Schultze**. 2021. "The Dialectics of Technology Standardization," *MIS Quarterly,* 45(3), 1187-1212.

Hylving, L. & **U. Schultze**. 2020. "Accomplishing the Layered Modular Architecture in Digital Innovation: The Case of the Car's Instrument Cluster," *Journal of Strategic Information Systems,* 29(3), 101621.

Saadatmand, F., Lindgren, R. & **Schultze, U**. 2019. "Configurations of Platform Organizations: Implications for Complementor Engagement," *Research Policy,* 48:8, 103770.

Stewart, M. & **Schultze, U**. 2019. "Producing Solidarity in Social Media Activism: The Case of MyStealthyFreedom," *Information & Organization,* 29:3, 100251. **(Winner of *Information & Organization's* Best 2019 Paper Award)**

Schultze, U. & Brooks, J.M. 2019. "A Relational View of Social Presence: Leveraging Goffman's Involvement Obligation," *Information Systems Journal*, 29:3.

Bhappu, A. & **Schultze, U.** 2019. *"*The Sharing Economy Ideal,*" Internet Research,* 29 (5): 1109-1123.

Bhappu, A. & **Schultze, U.** 2018. "Implementing Organization-Sponsored Sharing Platforms: Recommendations for Building Employee Engagement," *MISQ Executive,* 17 (2): 109-120.

Schultze, U. 2014. "Performing Embodied Identity in Virtual Worlds," *European Journal of Information Systems,* 23(1), pp. 84-95.

Schultze, U. & R.O. Mason. 2012. "Studying Cyborgs: Re-examining Internet Studies as Human Subjects Research," *Journal of Information Technology*, 27(4), pp. 1-12.

Schultze, U. & M. Avital. 2011. "Designing Interviews to Generate Rich Data for Information Systems Research," *Information & Organization,* 21(1), pp. 1-16.

Koch, H. & **U. Schultze**. 2011. "Stuck in the Conflicted Middle: A Role-Theoretic Perspective on B2B E-marketplaces," *MIS Quarterly,* 35(1), pp. 123-146.

Schultze, U. 2010. "Embodiment and Presence in Virtual Worlds: A Review," *Journal of Information Technology,* 25(4), pp. 434-449.

Schultze, U. & W. J. Orlikowski. 2010. "Virtual Worlds: A Performative Perspective on Globally-Distributed, Immersive Work," *Information Systems Research*, 21(4), pp. 810-821.

Schultze, U., J. Rennecker, R. Hiltz, B. Nardi, & S. Stucky. 2008. "Synthetic Worlds in Work and Learning," *Communications of the AIS,* vol. 22, article 19, pp. 351-370.

Schultze, U. 2007. "The Career of Knowledge Management," *Journal of Asian Business,* Special Issue on Knowledge Management, vol 23, no 1, pp. 213-234.

Hardless, C, R. Lindgren & **U. Schultze**. 2007. "Technology-Mediated Learning Systems for Project Work: A Design Theory," *Scandinavian Journal of Information Systems,* vol 17, no 2, pp. 3-36.

Schultze, U., E. Prandelli, P. Salonen & M. van Alstyne. 2007. "Internet-Enabled Co-Production: Partnering or Competing with Customers?" *Communications of the AIS,* vol 19.

Schultze, U. & T. Carte. 2007. "Contextualizing Usage Research for Interactive Technology: The Case of Car E-Tailing," *Data Base,* vol 38, no 1, pp. 29-59.

Vaast, E., R.J. Boland, E. Davidson, S. Pawlowski & **U. Schultze**. 2006. "Investigating the 'Knowledge' in Knowledge Management: A Social Representation Perspective," *Communications of the AIS,* vol 17, pp. 314-340.

Bhappu, A. & **U. Schultze.** 2006. "The Role of Relational and Operational Performance in B2B Customers' Adoption of Self-Service Technology," *Journal of Service Research,* vol 8, no 4, pp. 372-385.

Schultze, U. & A. Bhappu. 2005. "Incorporating Self-Serve Technology into Co-Production Design," *International Journal of E-Collaboration,* vol 1, no 4, pp. 1-23.

Lindgren, R., O. Henfridsson & **U. Schultze.** 2004. "Design Principles for Competence Management Systems: A Synthesis of an Action Research Study," *MIS Quarterly,* vol 28, no 3, pp. 435-472.

Schultze, U. & W. J. Orlikowski. 2004. "A Practice Perspective on Technology-Mediated Network Relations: The Use of Internet-based Self-Serve Technologies," *Information Systems Research*, vol. 15, no. 1, pp. 87-106.

Schultze, U. & C. Stabell. 2004. "Knowing what you don't know? Discourses and Contradictions in Knowledge Management Research," *Journal of Management Studies*, vol. 41, no. 4, pp 549-573.

Schultze, U. 2003. "Complementing Self-Serve Technology with Service Relationships: The Customer Perspective," *Electronic Service Journal*, vol 3, no 1, pp. 7-31.

Schultze, U. & D. Leidner. 2002. "Studying Knowledge Management in IS Research: Discourses and Theoretical Assumptions," *MIS Quarterly*, vol 26, no 3, pp 213-242.

Schultze, U. & W. J. Orlikowski. 2001."Metaphors of Virtuality: Shaping a Contradictory Reality?" *Information and Organization,* vol 11, no 1, pp. 45-77.

Schultze, U. & R.J. Boland, Jr. 2000. "Knowledge Management Technology and the Reproduction of Knowledge Work Practices," *Journal of Strategic Information Systems,* vol 9, no2/3, 2000, pp. 193-212.

Schultze, U. & R.J. Boland, Jr. 2000. "Place, Space and Knowledge Work: A Study of Outsourced Computer Systems Administrators," *Accounting, Management and Information Technologies*, vol 10, no 3, pp.187-219.

Schultze, U. 2000. "A Confessional Account of an Ethnography about Knowledge Work", *MIS Quarterly,* vol 24, no 1, 2000, pp.1-39.

Schultze, U. & B. Vandenbosch. 1998. "Information Overload in a Groupware Environment: Now You See it, Now You Don't," *Journal of Organizational Computing and Electronic Commerce*, vol 8, no 2, pp 127-148.

CITATIONS

https://scholar.google.com/citations?hl=en&user=zUhHIk4AAAAJ&view_op=list_works

RESEARCH IN PROGRESS

"Becoming an Activist in E-Movements: Performative Identity in My Stealthy Freedom," with Maya Stewart, revise & resubmit at *MISQ*.

"Principles for Conducting and Evaluating Sociomaterial Field Studies in Information Systems," with Marko Niemimaa and Gijs van den Heuvel, revising for submission to *MISQ*.

"A Phenomenological Platform for Redirecting IS Research on Personal Identity," with Emmanuel Monod and Mads Bodker, targeting *MISQ*.

"To Blockchain or not to Blockchain, …" with Simon Mak, targeted at *MIT Sloan Management Review.*

"The Role of Felt Experience in Organization: A View from Goffman's Interaction Order," with Jo Ann Brooks, targeted at *Organization Studies*.

"Identity Work in Social Media: A Performative Perspective," with Magnus Bergquist, revising for submission to *Organization Science*.

"Developing Business Analytics Solutions at AllDrinksSoft: Hybridizing the Agile Approach," targeted at *JIT Teaching Cases.*

"Artificial Intelligence in Hiring: Evaluating the Ethics," with Richard O. Mason, targeted at *JIT Teaching Cases*.

INVITED EDITORIALS & COMMENTARIES

Schultze, U., G. van den Heuvel & M. Niemimaa. 2020. "Enacting Accountability in IS Research after the Sociomaterial Turn(ing)," *Journal of the AIS,* 21(4): 811-835.

Avital, M., L. Matthiassen & **U. Schultze.** 2017. "Alternative Genres in Information Systems Research," *European Journal on Information Systems,* 26(3): 240-247.

Schultze, U. 2017. "What kind of World do we Want to Help Make with our Theories?" *Information & Organization,* 27(1): 60-66.

Schultze, U. 2015. "Skirting SLR's Language Trap: Reframing the "Systematic" vs. "Traditional" Literature Review Opposition as a Continuum," *Journal of Information Technology,* 30(2), 180-184.

Schultze, U. 2012. "Will making the world better through ICT make the IS field better off?" *Journal of Information Technology*, 27(2), pp 108-109.

Schultze, U. 2005. "From the Trenches: Thoughts on Developmental Reviewing," *MIS Quarterly*, 29(2): iii-xii.

GRANTS

"IT Governance and Control: Making sense of Standards, Guidelines, and Frameworks," with Sue Conger, SIM –APC, $60,000. 2006-2008.

"The Avatar-Self Relationship: An Exploratory Study of Identity Negotiation in Second Life," NSF-IIS Division, $90,000, Oct 2008-Nov 2009.

BOOKS

Schultze, U., M. Aanestad, M. Mähring, C. Østerlund and K. Riemer (Eds.) 2018. "*Living with Monsters? Social Implications of Algorithmic Phenomena, Hybrid Agency, and the Performativity of Technology,*" Proceedings of IFIP WG 8.2 Working Conference on the Interaction of Information Systems and the Organization, IS&O 2018, San Francisco, CA, USA, December 11-12, 2018.

BOOK CHAPTERS

Schultze, U. 2017. "Ethnography in IS Research: Quo Vadis?" in *"The Routledge Companion to Management Information Systems,*" co-edited by Mari-Klara Stein and Bob Galliers.

Schultze, U. 2017. "Leveraging AIS for Standardization: A Case Study of a SOX Compliance Journey," in "*The Routledge Companion to Accounting Information Systems*," co-edited by Martin Quinn and Erik Strauss.

Schultze, U. 2016. "Performing Cyborgian Identity: Enacting Agential Cuts in Second Life," in "*Beyond Interpretivism? New Encounters with Technology and Organisation*," Introna, L., Kavanagh, D., Kelly, S., Orlikowski, W., and Scott, S. (Eds), Ch 11, Springer.

Schultze, U. 2014. "Understanding Cyborgism: Using Photo-Diary Interviews to Study Performative Identity in Second Life," in *Researching Virtual Worlds: Methodologies for Studying Emergent Practices*, U. Plesner & L. Phillips (Eds.), Routledge; pp. 53-75.

Schultze, U. 2012. "Using Photo-Diary Interviews to Study Cyborgian Identity Performance in Virtual Worlds," in *Future of ICT Research*, A. Bhattacherjee and B. Fitzgerald (Eds.): IFIP AICT 389, pp. 79–88.

Schultze, U. 2008. "W(h)ither Knowledge Management,", in *Handbook of New Approaches in Management and Organization*, Hansen, H. and Barry, D. (Eds), Sage, pp. 526-527.

Schultze, U. 2008. "The Evolution of Knowledge Management Technologies: From Explicit Sharing to Implicit Profiling," in *Knowledge Management* in AMIS series of ME Sharp, 2008.

Schultze, U. & J. Rennecker. 2007. "Reframing Online Games: Synthetic Worlds as Media for Organizational Communication," in *Virtuality and Virtualization*, K. Crowston, S. Sieber & E. Wynne (Eds), Springer: Boston, IFIP International Federation for Information Processing, Vol 236, pp. 335-351.

Schultze, U. & A. Bhappu. 2007. "Internet-Based Customer Collaboration: Dyadic and Community Modes of Co-Production," in *Emerging E-Collaboration Concepts and Applications,* Ned Kock (Ed), Idea Group, 2007, pp.166-191.

Schultze, U. 2002. "On Knowledge Work," in *Handbook on Knowledge Management*, Clyde Holsapple (Ed.), Springer Verlag, pp. 43-58.

Schultze, U. 2001. "Reflexive Ethnography in Information Systems Research," in *Qualitative Research in IS: Issues and Trends*, Eileen Trauth (Ed.), Idea Group, pp. 78-103.

Conger, S. & **U. Schultze.** 1999. "Understanding E-Commerce through Genre Theory: The Case of the Car-Buying Process," in *New Information Technologies in Organizational Processes: Field Studies and Theoretical Reflections on the Future of Work*, edited by Ojelanki Ngwenyama, Lucas D. Introna, Michael D. Myers, and Janice I. DeGross, Kluwer Academic Publishers, Boston, pp. 219-239.

Schultze, U., 1998. "Investigating the Contradictions in Knowledge Management", in *Information Systems: Current Issues and Future Changes*, edited by T.J. Larsen, L.Levine and J.I. DeGross, IFIP, Laxenberg, pp.155-174.

Boland, R.J., Jr. & **U. Schultze.** 1996. "Narrating Accountability," in *Accountability: Power, Ethos and the Technologies of Managing*, R. Munro & J. Mouritssen (Eds.), pp. 62-81, London: Thompson International Business Press, 1996.

Boland, R.J., Jr. & **U. Schultze.** 1996. "From Work to Activity: Technology and the Narrative of Progress," in *Information Technology and Changes in Organizational Work*, Wanda J. Orlikowski, Geoff Walsham, Matthew R. Jones & Janice I. DeGross (Eds.), pp. 308-324, London: Chapman Hall for IFIP, 1996.

TEACHING CASES

Schultze, U. & R.O. Mason. 2018. "Managing the Risks of Big Data at MyTelco: Taking Ethics Seriously," *JIT-Teaching Cases,* (8): 1-8.

Schultze, U. 2016. "Making Analytics Actionable at AllDrinksSoft: MyResults and AMPlify," *JIT-Teaching Cases,* 6 (2):84–98.

Schultze, U. 2014. "IT Project Governance at Worthington Health-Care System," *Journal of Information Technology Teaching Cases,* 4(1):1-10 (used in 2013 global IT Case competition: www.caseit.org)

Schultze, U. 2011. "The SOX Compliance Journey at Trinity Industries (2003-2011)," Cox Case Series, 2011.

Schultze, U. 2011. "The SOX Compliance Journey at Trinity Industries," *Journal of Information Technology Teaching Cases,* 2(1): 1-23.

Schultze, U. 2010. "Finding the Process Edge: ITIL at Celanese," *Journal of Information Technology Teaching Cases*, 1 (1): 1-18. (used in 2010 global IT Case competition: www.caseit.org)

Vandenbosch, B. & **Schultze, U.** 1997. "SalesNet: Sales Force Automation at Picker International," *Emissary Prentice Hall Custom Cases,* Joyce Elam (Ed.).

Schultze, U. 1998."Knowledge Management and Technology: Three Companies' Experience with grapeVINE", *Emissary Prentice Hall Custom Cases,* Joyce Elam (Ed.).

Schultze, U. 2003. "Partnering in Healthcare: XactiMed @ Parkland," used in Cox ITOM 6205 class only.

CONFERENCE PROCEEDINGS

Tona, O., Carlsson, S. & **Schultze, U**. 2018. "On the Value of Mobile Business Intelligence: An Affordance Approach," *ECIS 2018,* Portsmouth.

Schultze, U. & Bhappu, Anita, 2017. "Organization-Sponsored Sharing Platforms: Managing the Dialectics of Conflicting Institutional Logics," *ICIS 2017*, Seoul.

Stewart, M. & **Schultze, U**. 2017. "A Performative Identity Perspective of Cyberactivism: The Case of MyStealthyFreedom," *ICIS 2017,* Seoul.

Saadatmaand, F., Lindgren, R. & **Schultze, U**. 2017. "Developing Shared Platforms: An Imbrication Lens," *ICIS 2017,* Seoul.

Mihailescu, M., Mihailescu, D. & **Schultze, U.** 2015. "The Generative Mechanisms of Digitalization," *International Conference on Information Systems,* Fort Worth.

Hylving, L. and **Schultze, U**. 2013. "Evolving the Modular Layered Architecture in Digital Innovation: The Case of the Car's Instrument Cluster," *International Conference on Information Systems,* Milan.

Schultze, U. 2011. "The Avatar as Sociomaterial Entanglement: A Performative Perspective on the Construction of Identity, Agency and Reality in Virtual Worlds," *International Conference on Information Systems,* Shanghai.

Schultze, U. & M.M. Leahy. 2009. "The Avatar-Self Relationship: Enacting Presence in Second Life," *International Conference on Information Systems,* Phoenix AZ. (best-paper nominee)

Schultze, U. 2007. "Using Multi-Member Online Worlds (MMOW) for Work and Education," *International Conference on Information Systems,* Montreal.

Schultze, U. 2003. "Complementing Service Relationships with Self-Serve Technology: A Study of Customer's Reasons for Going Online," *AMCIS 2003,* Tampa, FL, August 2003.

Schultze, U. 2002. "Self-Serve Internet Technology and Social Embeddedness: Balancing Rationalization and Relationships," Completed Research Track, *ICIS 2002*, Barcelona, Spain.

Schultze, U. & D. Leidner. 2002. "Knowledge Management in IS Research," with Dorothy Leidner, Tutorial at *AMCIS,* Dallas, TX, August 2002.

Schultze, U. & P. Moreau. 2000."Electronic Commerce: The Impact of the Internet on Sales Practices in the Car Industry," Research in Progress Track at *ICIS,* Brisbane, Australia.

Schultze, U. & R.J. Boland, Jr. 1997. "Constructing High Tech Space: Mind, Body and Place in Knowledge Work," Proceedings of *The Accounting, Organizations and Society Conference on Accounting, Time & Space*, Helle K. Rasmussen (Eds.), vol. 2, pp. 539-558.

Schultze, U. & R.J. Boland, Jr. 1997. "Hard and Soft Information Genres: An Analysis of Two Notes Databases," *The 30th Annual Hawaiian International Conference on Systems Sciences,* Minitrack on *Genres in Electronic Communication*.

Schultze, U. & M. Kennedy. 1995. "User Participation in Object Oriented Systems Development," *Proceedings of the Administrative Sciences Association of Canada*, 16(4): 1-10, 1995.

Schultze, U., S.S. Case & M.J. Ginzberg. 1994. "Gender Differences in the Careers of Information Systems Professionals," *Proceedings of the Fourth International Conference on Management of Technology*, vol. 1, pp. 633-641.

KEYNOTE PRESENTATIONS, PRACTITIONER CONFERENCES & MEDIA APPEARENCES

"Navigating our Digital Future as IS Scholars: What are we Learning from the COVID 19 Pandemic?" Keynote at Australasian Conference of Information Systems (ACIS), December 2, 2020.

"Enacting Accountable IS Research in Era of Sociomaterial Turn(ing)," Keynote at JAIS Pre-ICIS Paper Development workshop, December 15, 2019.

"Differential Becoming," Keynote at Pre-ECIS Workshop on Technology matters and matters of technology, Portsmouth, June 25, 2018.

"Differential Becoming," Keynote at MIT Open Seminar: Sociomateriality – Exchanges on Theories and Empirical Issues, Lund University, May 15, 2018.

"The Ethics of AI in Balance with ROI," Chief Digital Officer (CDO) Summit, Dallas, TX, Nov 30, 2017.

"Business Agility Methodology and Transformation," CIO Strategy Meeting, NCS Madison, Dallas, TX, October 19, 2017.

"Doing 'Strong' Sociomaterial Theorizing: Methodological Principles," MIT Open Seminar: Sociomateriality – Exchanges on Theories and Empirical Issues, University of Uppsala, May 8, 2017.

"Our Identities Now Have Online Components," Podcast Interview in Truth or Dare Series by Sarah Cunningham, Huffington Post, April 5, 2017. (http://www.huffingtonpost.com/entry/our-identities-now-have-online-components-featuring_us_58dc156ce4b0efcf4c66a544)

"How Social Media Shape Identity," TEDxSMU, April 17, 2015.

"Being a Cyborg: Identity Work in a Posthuman Era," 36th *IRIS* conference (*Information Systems Research Seminar in Scandinavia*), Oslo, August 12, 2013.

CONFERENCE PRESENTATIONS

"AIS 4C: Candid Conversation about Community Conduct," Panel with Helle Zinner Henriksen, Dawn Owens, Traci Carte & Maung Sein, *ICIS 2020*, India, Dec 15, 2020.

"Digital Market Competition Forum: Platforms & Digital Markets Regulation: In Search of New Principles," Panelist on 'Data production, value creation practices and implications for

innovation and competition – What's the way forward?' *Copenhagen Business School*, December 4, 2020.

"Organization-Sponsored Sharing Platforms: Managing the Dialectics of Conflicting Institutional Logics*,"* with Anita Bhappu, *Academy of Management* Conference, August 2020.

"Methodological Issues in KWIM," PDW on "Studying and Theorizing Knowledge Work in the Age of Intelligent Machines" *ICIS*, Munich, December 16, 2019.

"On the Limits of Digital Scaling: Speed Limits, Toll Booths, Dead Ends, and Mirages," PDW for *Academy of Management*, Chicago 2018 with Sirkka Jarvenpaa, Lisen Selander, Youngjin Yoo, Satish Nambisan, and Ola Henfridsson.

"Organization-Sponsored Sharing Platforms: Managing the Dialectics of Conflicting Institutional Logics," *ICIS 2017*, Seoul, Dec 13, 2017.

"Sociomaterial Theorizing in IS: A debate on Whether, When, Why, and How," *IFIP 8.2 OASIS*, Seoul, Dec 9, 2017.

"Performing Cyborgian Identity: Enacting Agential Cuts in Second Life," in *IFIP 8.2* working conference, Dublin, Ireland, December 10, 2016.

"A Dialectic on Graduate Analytics Education," with Sue Conger, Dave Rogers, Helmut Krcmar, and others, *ICIS panel,* Fort Worth, TX. December 14, 2015.

"Using Photodiaries to Study Identity Work in Virtual Worlds," in Symposium on "Methods for Process Research, *Academy of Management* 2014, OCIS Division, Philadelphia, August 2, 2014.

"Making Virtual Worlds Real: Goffman's Interaction Order in Second Life," *Academy of Management* 2014, OCIS Division, Philadelphia, August 5, 2014.

"Performativity and Discourse," *SIG-PHIL* Panel, December 15, 2013, Milan, Italy.

"Using Photo-Diary Interviews to Study Cyborgian Identity Performance in Virtual Worlds," *IFIP 8.2*, Tampa, FL., Dec 13-14, 2012.

"On the Methodological and Philosophical Challenges of Sociomaterial Theorizing: An Overview of Competing Conceptualizations," with Benjamin Mueller, Phillip Raeth, Samer Faraj, Dan Robey, and Karlheinz Kautz, *ICIS panel,* Orlando, FL. December 2012.

"Second Life as Synthetic Situation: Reorienting Goffman's Interaction Order?" with JoAnn Brooks, *4S-EASST Conference*, Copenhagen, October 17-20, 2012.

"Theoretical Elements of a Sociomaterial Perspective in Organization Studies," Symposium Panelist, *Academy of Management Conference*, Boston, MA, August 2012.

"The Avatar as Sociomaterial Entanglement: A Performative Perspective on the Construction of Identity, Agency and Reality in Virtual Worlds," *International Conference on Information Systems,* Shanghai, December 6, 2011.

"On the Affordances of Avatars: A Performative Perspective of Embodied Identity," *Third International Symposium on Process Organization Studies,* Corfu, Greece, June 17, 2011.

"Ethics of Internet Research: Inquiry in a Fishbowl," with Richard O. Mason, *Academy of Management,* San Antonio, August 16, 2011.

"Shifting Boundaries: How Should IS Researchers Study Non-organizational Uses of ICT?**"** panel at *ICIS*, St. Louis, December 15, 2010.

"Best Practice Frameworks: Pseudo-Solutions?" Workshop on Service Management, *SIG Service Management*, St. Louis, December 12, 2010.

"Dialogic Construction of Identity in Virtual Reality," paper presented at the *Academy of Management*, Montreal, August 10, 2010.

"Entangled Reality: Sociomateriality and Virtual Worlds," Symposium at the *Academy of Management*, Montreal, August 9, 2010.

"The Avatar-Self Relationship: Enacting Presence in Second Life," presented at *ICIS,* Phoenix, Arizona, December 18, 2009.

"Studying Identity-Issues in Virtual Worlds: Theories and Methods," presented at the *Mari Gras Conference on Virtual Worlds*, Baton Rouge, February 19, 2009.

"Information Ethics in the Era of Web 2.0," presented at *HICSS*, January 2008, Hawaii.

"Using Multi-Member Online Worlds (MMOW) for Work and Education," chaired panel, *ICIS*, December 2007, Montreal, Canada.

"Beyond Play: Replicating, Mirroring, and Constituting 'Reality' through Online Games," with Rennecker, J., Malaby, T. and Will, R., Presenter Panel accepted at *Academy of Management 2007*, August, Philadelphia.

"Reframing Online Games: Synthetic Worlds as Media for Organizational Communication," with J. Rennecker, *IFIP 8.2 conference on Virtuality and Virtualization*, July 2007, Portland, OR.

"Internet-Enabled Co-Production: Partnering or Competing with Customers?" chaired panel and presented segment entitled "Implications of Internet-Mediated on Customer Co-Production," *ICIS* panel, Dec 11-13, 2006, Milwaukee.

"Harnessing Customer Co-Production: IT Capabilities for Developing Customer-Facing B2B Applications," presented at the *SIM Academic Workshop*, Dec 9, 2006, Milwaukee.

"The Career of Knowledge Management," presented at *3rd International Conference on Chinese Entrepreneurship and Asian Business Networks*, Singapore, March 20-21, 2006.

"Representing Knowledge and Knowledge Management," a presentation as part of panel entitled "Investigating the Knowledge in Knowledge Management," presented as *ICIS*, Las Vegas, December 2005.

"Production and Re-production of Theory: Theorizing and Reflexivity," a presentation as part of panel entitled "Actionability of IS Theory," presented at Academy of Management, New Orleans, August 2004.

"Self-Serve Internet Technology and Social Embeddedness: Balancing Rationalization and Relationships," *ICIS 2002*, Barcelona, Spain, December 17, 2002.

"E-Commerce: Meeting the Challenge of Integrating Rational and Relational Strategies," presented an panel entitled "e-Business: New Challenges for Information Systems Research" at the *IFIP World Computer Congress*, Montreal, Canada, August 28, 2002.

"Moving Service Relationships Online: The Role of Provider Involvement," with Anita Bhappu, *Academy of Management*, Denver, CO, August 2002.

"Confessional IS Research," panelist at *ICIS*, New Orleans, December 2001; online video recording: http://aisel.isworld.org/Proceedings/ICIS/2001/panels/confessional.asp

"Moving Service Relationships Online: The role of provider control and involvement," with Anita Bhappu, at *IFIP 8.2 Oasis Workshop*, in New Orleans, Dec 2001.

"Moving Service Relationships Online: Can it be done?" with Anita Bhappu, panel at the *Academy of Management*, Washington DC, August 2001.

"Operating in the Experience Economy: Staging services," with Mellie Pullman, *IFIP 8.2 Oasis Workshop*, in Brisbane, Dec 2000.

"Electronic Commerce: The Impact of the Internet on Sales Practices in the Car Industry," with Page Moreau, Research in Progress Track at *ICIS 2000*.

"Car E-tailing: Predicting Sales Associates' Internet Technology Use and Sales Performance," with Page Moreau, *ICTEC Conference*, held November 16-18, 2000.

"Addressing the Shortcomings of Interpretive Field Research: Reflecting Social Construction in the Write-Up," presented at IFIP 8.2, Aalborg, Denmark, June 2000.

"Understanding E-Commerce through Genre Theory: The Case of the Car-Buying Process", presented at IFIP 8.2, St. Louis, Missouri, August 20-22, 1999.

"Bourdieu's Theory of Practice", presented on a panel entitled "Four Perspectives for Understanding Work Practices: Giddens, Bourdieu, Foucault and Narrative", ICIS, Helsinki, December 1998.

"Investigating the Contradictions in Knowledge Management", presented at the IFIP 8.2 and 8.6 Conference, Helsinki, December 1998.

"Four Paradigms for Understanding Knowledge Work" presented at *POM-98: The 9th Annual Meeting* of *The Production and Operations Management Society*, Sante Fe, March 1998.

"Towards and Definition of Knowledge Work" presented at *INFORMS*, Dallas, October 1997.

"Constructing High Tech Space: Mind, Body and Place in Knowledge Work", with Richard J. Boland, Jr., presented at *The Accounting, Organizations and Society Conference on Accounting, Time & Space,* Copenhagen, Denmark, September 1997.

"From Work to Activity: Technology and the Narrative of Progress" with Richard Boland, presented at IFIP 8.2, Oxford, UK, December, 1995.

"User Participation in Object Oriented Systems Development" with Miles Kennedy, presented at T*he Administrative Sciences Association of Canada Conference*, in Toronto, July 1995.

"Gender Differences in the Careers of Information Systems Professionals" with Susan S. Case and Michael J. Ginzberg, presented at *The Fourth International Conference on Management of Technology*, in Miami, 1994.

INVITED PRESENTATIONS

"Organizing the Platform Way," Workshop by Platform Cluster, *Copenhagen Business School*, Denmark, December 11, 2020.

"Developing Teaching Cases and Teaching Cases Online," *University of Halmstad*, Sweden, December 4, 2020.

"Performing Embodied Identity in Virtual Worlds," *University of Halmstad*, Sweden, December 3, 2020.

"Enacting Accountability in IS Research after the Sociomaterial Turn(ing)," *University of Halmstad*, Sweden, December 3, 2020.

"Managing the Risks of Big Data at MyTelco: Taking Ethics Seriously," *University of Halmstad*, Sweden, November 13, 2020.

"A Phenomenological Platform for Redirecting IS Research on Personal Identity," *University of Duisburg Essen*, Duisburg, Germany, July 11, 2019.

"Theorizing Qualitative Research," *University of Duisburg Essen*, Duisburg, Germany, July 11, 2019.

"To Blockchain or Not to Blockchain …," *University of Duisburg Essen*, Essen, Germany, July 10, 2019.

"Theorizing Qualitative Research," *University of Sydney*, Sydney, Australia, May 30, 2019.

"Producing Solidarity in Social Media Activism: The Case of MyStealthyFreedom," *RMIT*, Melbourne, Australia, May 24, 2019.

"Accomplishing the Layered Modular Architecture in Digital Innovation: The Case of the Car's Instrument Cluster," *RMIT*, Melbourne, Australia, May 23, 2019.

"Principles for Conducting and Evaluating Sociomaterial Field Studies in Information Systems," *University of New South Wales*, Sydney, Australia, May 22, 2019.

"A Phenomenological Platform for Redirecting IS Research on Personal Identity," *University of Queensland*, Brisbane, Australia, May 17, 2019.

"A Phenomenological Platform for Redirecting IS Research on Personal Identity," *University of Sydney*, Sydney, Australia, May 15, 2019.

"Theorizing Qualitative Research," *Baylor University*, Waco, TX, April 16, 2019.

"AI: Research Opportunities in Management," *SUIBE*, Shanghai, November 9, 2018.

"Studying Identity in Social Media," *SUIBE*, Shanghai, November 7, 2018.

"Emerging Organizational Forms in Shared Platform Evolution: An Imbricational Analysis," *University of Duisburg-Essen*, Germany, July 3, 2018.

"Producing Solidarity in Social Media Activism: The Case of MyStealthyFreedom," *University of Duisburg-Essen*, Germany, July 2, 2018.

"Zimride: Insights into Organization-Sponsored Sharing Platforms," *University of Duisburg-Essen*, Germany, July 7, 2017.

"Doing 'Strong' Sociomaterial Theorizing: Methodological Principles," *University of Duisburg-Essen*, Germany, July 6, 2017.

"Zimride: Insights into Organization-Sponsored Sharing Platforms," *Uppsala University*, Gotland, May 19, 2017.

"The PhD Journey in the US," *University of Duisburg-Essen*, Germany, June 22, 2016.

"Ethnography and Interviewing: Seminar on Qualitative Research Methods in IS," *University of Duisburg-Essen*, Germany, June 23, 2016.

"Becoming Real in Virtuality: Cyborgian Identity in Second Life," *University of Duisburg-Essen*, Germany, June 21, 2016.

"Becoming Real in Virtuality: Cyborgian Identity in Second Life," *ESSEC*, France, June 16, 2016.

"Becoming Real in Virtuality: Cyborgian Identity in Second Life," *Halmstad University*, April 29, 2016.

"Sociomaterial Theorizing: An Introduction," *Lund University*, April 28, 2016.

"Theorizing Technology: Are we there yet?" Panel at 14th Annual Big XII+ MIS Research Symposium, *Baylor University*, April 2, 2016.

"Identity Work in Virtual Environments," *KIN Summer School, Vrije Universiteit*, Amsterdam, July 9, 2015.

"Theorizing Qualitative Data in IS Research," *Lund University*, Sweden, January 21, 2015.

"Increasing the Success of Business Analytics Solution Development: Improving Requirements Determination?" *MSIC* (Microsoft Business Intelligence Community), Dallas, TX, August 12, 2014.

"Evolving the Modular Layered Architecture in Digital Innovation: The Case of the Car's Instrument Cluster," *Lund University*, Sweden, March 5, 2014.

"Towards a Discursive Theory of Social Media Affordances for Identity Work," presented at *HEC Montreal*, Canada, November 22, 2013.

"Studying Cyborgs: Theoretical Lenses for IS Research in a Post-Human Era," presented to *Informatiks Department at Lund University*, Sweden, November 7, 2013.

"Designing Interviews to Generate Rich Data," presented at *Informatiks Department at Linneaus University*, Växsjö, Sweden, November 5, 2013.

"Performing Identity with Digital Material: A Sociomaterial Perspective on Virtual Worlds," presented at *Informatiks Department at Linneaus University*, Växsjö, Sweden, April 25, 2012.

"IT Capabilities for Customer Co-Production: User Involvement in Customer-Facing B2B Development," presented to *Informatiks Department at Linneaus University*, Växsjö, Sweden, April 25, 2012.

"Performing Identity with Digital Material: A Sociomaterial Perspective on Virtual Worlds," presented at *Copenhagen Business School*, April 20, 2012.

"IT Capabilities for Customer Co-Production: User Involvement in Customer-Facing B2B Development," presented to *Informatiks Department at Lund University*, April 18, 2012.

"Digital Innovation: IT Capabilities for Customer Co-Production," presented at Fellows Workshop at *Lund University*, April 16, 2012.

"Designing Interviews to Generate Rich Data for Information Systems Research," virtual workshop with Scandinavian PhD students at *Lund University*, March 5, 2012.

"Performing Identity with Digital Material: A Sociomaterial Perspective of Virtual Worlds," presented at *Lund University*, October 19, 2011.

"Performative Identity in Virtual Worlds," presented at *Gothenburg University*, March 8, 2011.

"Leveraging Social Media for Customer Co-Production," presented at *Lund University*, March 3, 2011.

"Performative Identity in Virtual Worlds," presented at *Lund University*, March 2, 2011.

"The Dialectics of the Avatar-Self Relationship: A Performative Perspective on Virtual Worlds," presented at the *IT University of Gothenburg*, October 27, 2010.

"Qualitative Research Methods: Confessional Ethnography and Interviewing," presented at the *University of Oslo*, October 21, 2010.

"Conducting and Publishing Interview-Based Research," presented at *Goethe Universität Frankfurt*, August 20, 2010.

"The Avatar-Self Relationship: An Exploratory Study of Identity Negotiation in Second Life," presented at Web 2.0 Workshop, *Boston College*, May 7, 2010.

"The Avatar-Self Relationship: An Exploratory Study of Identity Negotiation in Second Life," presented at the *University of Amsterdam*, March 20, 2009.

"(Workplace) Ethnography," presented at *IT University*, Gothenburg, Sweden, November 27, 2008.

"Customer Co- and Peer-Production: Opportunities and Challenges for the Automotive and Transportation Industries," presented at the *Viktoria Institute's* Open House, Gothenburg, Sweden, November 25, 2008.

"Customer Co- and Peer-Production: Opportunities and Challenges," presented at the *Viktoria Institute*, Gothenburg, Sweden, March 27, 2008.

"Using Synthetic Worlds for Work and Education: Research Questions, Theories & Methods," presented at the *University of Houston*, March 7, 2008.

"IT Governance and Control: Making sense of Standards, Guidelines, and Frameworks," co-presented with Sue Conger, at the *SIM-APC* meeting, Atlanta, Feb 5, 2008.

"IT Capabilities for Harnessing Customer Co-Production," presented at *University of North Texas*, Nov 30, 2007.

"Incorporating Self-Serve Technology into Co-Production Design and its Implications for Customer-Firm Relationships," presented at *Universität Bremen*, July 12, 2007.

"Qualitative Methods in IS Research," presented at *ERCIS, Universität Münster*, July 4, 2007.

"Qualitative Methods in IS Research," presented at *E-Finance Lab, Universität Frankfurt*, June 29, 2007.

"Publishing Qualitative IS Research," presented at *ERCIS, Universität Münster*, June 14, 2007.

"Harnessing Customer Co-Production: IT Capabilities for Developing Customer-Facing B2B Applications," presented at *UT Dallas*, Nov 10, 2006.

"Reflexivity in Qualitative Research," a series of 3 presentations presented at *INFWEST.IT*, Finland, 2005.

"Reflexive Ethnography," presented at *Baylor University*, October 14, 2005.

"Incorporating Self-Serve Technology into Co-Production Design," presented at the *University of Manchester*, May 23, 2005.

"Incorporating Self-Serve Technology into Co-Production Design," presented at *New York University*, April 14, 2005.

"Complementing Self-Serve Technology with Service Relationships: The Customer Perspective," presented at the *MIS Department at Texas Tech University*, November 7, 2003.

"Moving Service Relationships Online: The role of provider control and involvement," presented at the *MIS Department at the University of Houston*, March 15, 2002.

"Moving Service Relationships Online: The role of provider control and involvement," presented at the *MIS Department at the University of Oklahoma*, November 30, 2001.

"Knowing what you don't know? Discourses and Contradictions in Knowledge Management Research," presented at the *Information Systems Department at the University of Alberta*, October 19, 2001.

"Knowledge Management Technology and the Reproduction of Knowledge Work Practices," presented at the *Informatics Department, University of Gothenburg*, Sweden, October 15, 1999.

"Contradictions in Knowledge Management," presented at the *Victoria Institute, University of Gothenburg*, Sweden, October 14, 1999.

"Contradictions in Knowledge Management," presented at the *Informatics Department, University of Umea*, Sweden, October 12, 1999.

"A Confessional Account of an Ethnography about Knowledge Work," presented at the *Informatics Department, University of Umea*, Sweden, October 11, 1999.

"Contradictions in Knowledge Management," presented at the *Information Sciences Department, Georgia State University*, September 17, 1999.

"Trends in Business Modeling," presented at a *Sterling Software Customer Conference* entitled "Integrated Business Modeling: The Secret to Successful Applications," held at The Mansion, Dallas, Texas, July 23, 1998.

"Constructing High Tech Space: Mind, Body and Place in Knowledge Work," presented at the *Accounting Department, University of New Mexico*, March 27, 1998.

"Constructing High Tech Space: Mind, Body and Place in Knowledge Work," presented at the *Management Information Systems Department, University of Houston*, November 14, 1997.

"Knowledge Work as Informing Practices: A Study of Identity, Information and Technology," presented at *History Department, Case Western Reserve University*, October 25, 1996.

"Hard and Soft Information: Forms and Practices," presented at *Informatics and Management Accounting Department, Copenhagen Business School*, May 18, 1995.

"Hard and Soft Information: Forms and Practices" presented at *Institute for Informatics, University of Gothenburg*, May 16, 1995.

SERVICE

Editorial Work (Journals):

- Senior Editor:
  - *Journal of the Association for Information Systems* (2015 onwards)
  - *Information & Organization* (2016 onwards)
  - *Journal of Information Technology* (2021 onwards)

- Associate Editor:
  - *European Journal of Information Systems* (2012-2017)
  - *Information Systems Research* Special issue on "Digital Vulnerabilities and Ubiquitous IT" (2015)
  - *Information Systems Research* Special issue on "Collaboration and Value Creation in Online Communities" (2014/2015)
  - *Information Systems Research* Special issue on "Social Media and Business Transformation" (2012)
  - *MIS Quarterly's* Special Issue on "Service Innovation" (2011-2012)
  - Associate Editor for EJIS Special Issue on Qualitative Research (2010)
  - *Information Systems Research* (2005-2008)
  - *MIS Quarterly* (2002-2004)

- Special Issue Guest Editor:
  - *European Journal of IS* Special Issue on Alternative Genres, co-editor (2013-2016)

- Editorial Board Member:
  - *Information and Organization* (2002-2016)
  - *Journal of Information Technology* (2005-2021)
  - *Scandinavian Journal of Information Systems* (2008-present)
  - *International Journal of Qualitative Information Systems Research* (2012-present)

Grant Evaluation:

- NSF Panelist for reviews of grant proposals: 2008 (2 panels), 2010, 2011, 2013, 2014, 2016, 2017.

Conference Leadership Roles:

- Program committee for Academic Track in SIM Connect Live (Dallas, 2018)
- Program Co-Chair: *IFIP 8.2* Working Conference 2018 (San Francisco)
- Secretary for *IFIP 8.2* (2012-2014), Chair (2015-2017)
- Program Co-Chair: *ECIS* 2014 (Tel Aviv)
- Doctoral Consortium Co-Chair: *ICIS* 2015 (Fort Worth)
- Track Co-Chair for *ICIS 2020*: Research Methods Track
- Track Co-Chair for *ICIS 2019*: Professional Development Workshop Track
- Track Co-Chair for *ICIS 2012*: Research Methods Track
- Program Chair Elect OCIS Division of the *Academy of Management* (2005)
- Program Chair OCIS Division of the *Academy of Management* (2006-Atlanta meeting)
- Division Chair Elect OCIS Division of the *Academy of Management* (2007)
- Division Chair OCIS Division of the *Academy of Management* (2008)
- Past Division Chair OCIS Division of the *Academy of Management* (2009)
- Track chair for *AMCIS* 1999 and *AMCIS* 2000: "Understanding Knowledge Work" Track

Editorial Work (Conferences):

- Program Committee Member:
  - *Community and Technology* (2003, 2008, 2009)
  - *IFIP 8.2* (1999, 2001, 2002, 2003, 2005, 2010)
  - *ECIS* (2002)
  - *Minnesota Knowledge Management Symposium* (2003)
  - *Scandinavian Conference on Information Systems* (2012)
- Associate Editor:
  - *ICIS* 2002, 2005-2011, 2013, 2016, 2017
  - *ECIS* 2009-2012, 2015.

Work with Doctoral Students:

- Faculty at Doctoral Consortia:
  - ICIS (2004, 2014)
  - OCIS (2004, 2005, 2017)
  - ECIS (2010)
- Opponent to Rikard Lindgren's Dissertation entitled "Competence Systems," at the *Viktoria Institute, University of Gothenburg*, Sweden, June 2002.
- Opponent to Anne Hokaranta's Dissertation entitled "From Genres to Content Analysis: Experiences from Four Case Organizations," at the *University of Jyväskylä*, Finland, December 2003.
- External Examiner for Tracey Leanne Dalitz's Dissertation entitled "The Sparks and Flows of Knowledge: An Organizational Ethnography of ActewAGL," at the *Australian National University*, Canberra, Australia, May 2005 and 2006.
- External Examiner and Opponent for Riikka Vuokko's dissertation entitled "A Practice Perspective on Organizational Implementation of Information Technology," *Åbo Akademi University*, Turku, Finland, December 20, 2010.

- External Examiner for Maureen Tanner's dissertation entitled "The Social and Contextual Influences on Distributed Agile Software Development: A Theory of Practice Perspective," *University of Cape Town*, March 2012 (first evaluation) and June 2013 (second evaluation).
- External Examiner for Karen Stendahl's dissertation entitled "Virtual World Affordances for People with Lifelong Disability", *University of Agder*, Kristiansand, Norway, January 2013.
- Opponent for Osama Mansour's dissertation entitled, "The Bureaucracy of Social Media: An Empirical Account in Organizations", *Linnaeus University*, Växsjö, Sweden, November 4, 2013.
- Co-Supervisor for Marius Mihailescu's dissertation entitled "Mechanisms of Digitalization in Healthcare," *Lund University*, Sweden (2014-2019).
- Member of Lotta Hultin's dissertation committee, *Stockholm School of Economics*, Sweden (2014-2017).
- Co-Supervisor for Styliana Zafeiropoulou's dissertation, *Lund University*, Sweden (2015-2020).
- Co-Supervisor for Fatemeh Sadatmaand's dissertation, *Gothenburg University*, Sweden (2016-2018).
- External Supervisor for Maya Stewart's dissertation, *ESSEC Business School*, Paris, France (2015-2018).
- Dissertation Committee Member on Uchenna Peters' dissertation, *Baylor University*, (2019-2020).
- Examiner of Michael Seymore's dissertation, *Sydney University*, Australia (July 2019).
- Examiner of Sheida Soltani's dissertation, *University of Queensland*, Brisbane, Australia, (February 2020).
- Examiner of Daniel Rudmark's dissertation, *University of Gothenburg*, Sweden (July 2021).
- Discussant in First Work in Progress Seminar of Stig Nyman Christiansen's Dissertation, Copenhagen Business School, Denmark (October 2020).

Other Service to the Profession (academic):

- Member of the SIM Academic Council (2017 onward)
- Member of the AIS Communications Committee (2010-2014)
- External Evaluator of Applicants for the Professor of Digital Media at the *University of Jyväskylä*, Finland, August 2006.

Other Service to the Profession (practitioner):

- Academic Liaison on Board of Society for Information Management (2016-2020)
- Member-at-Large on Board of Society for Information Management (2016-2017)
- Board Member of the Dallas Internet Society (2000-2002).
- Program Committee Member for SIMposium (2006)

SPECIAL AWARDS and HONORS

- Research Excellence Award, Cox School of Business, 2021.
- Silver Core, IFIP, 2019.
- Society for Information Management (SIM) Fellow, 2013 onwards
- Fisher Research Award, 2018, 2019, 2020.

- Corrigan Research Professor, 2013, 2014, 2015, 2016, 2017, 2021
- Fellow of the Dedman College Interdisciplinary Institute, "Agency" Seminar (2012-2013), "Situated Self" Seminar (2014-2015).
- Eugene T. Byrne Endowed Faculty Innovation Award, 2012.
- C. Jackson Grayson Endowed Faculty Innovation Award, 2007-2008.
- Dunlevy Research Award, Summer 2007, 2008, 2009, 2010, 2011, 2012.
- Corrigan Research Award, Summer 2002, 2004, 2005 and 2006.
- Reviewer of the Year 2000, *MIS Quarterly*.
- Mellon Fellowship, Summer 1996.
- ICIS Doctoral Consortium, Amsterdam, 1995.
- Freda Lawenski Scholarship for Study Abroad, 1992-1993, South Africa.
- Certificate of Merit for outstanding work in Business Information Systems III, University of the Witwatersrand, 1988, South Africa.
- Computer Society of South Africa Book Prize for the highest grade in Business Information Systems III, University of the Witwatersrand, 1988, South Africa.
- Natale Labia Prize for the highest grade in Economics III, University of the Witwatersrand, 1988, South Africa.