

**Amit Basu**  
*Cox School of Business*  
*Southern Methodist University*  
*Dallas, TX 75275-0333*  
*214-558-2336(M)*  
*abasu@smu.edu*

## **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)
- **Visiting Professor**, Said School of Business, Oxford University, UK (Summer 2022)
- **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, KPMG, 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

## EDITORIAL APPOINTMENTS

- Guest Senior Editor, *MIS Quarterly*, 2023 – 2024.
- Guest Associate Editor, *Management Science*, 2023
- Member of Editorial Board, *Electronic Commerce Research and Applications Journal*.
- Member of the International Advisory Board for the *International Journal on E-Business Research*.
- Founding 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, *Management Science Journal*, *Information Systems Research Journal*, Associate Editor, *Business Information Systems Engineering 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. Bhaskaran and R. Mukherjee, “Strategic Choices for Online Matching Platforms”, *Management and Business Review*, Vol 5: 2, June 2025, Pages 30-35.

- A. Basu, S. Bhaskaran and R. Mukherjee, “Compatibility and Information Asymmetry in Online Matching Platforms”, *Management Science*, Vol. 17, No. 11, 2024, pp. 7730-7749.
- A. Basu, Y. J. Lee, and A. Tripathi “Analyzing the Impact of Public Buyer-Seller Engagement During Online Auctions”, *Information Systems Research*, Vol. 33, No. 4, 2022.
- A. Basu, S. Muylle and W. Standaert, “Business Meetings in a Post-Pandemic World: When and How to Meet Virtually?”, *Business Horizons*, 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*, Vol. 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*, vol. 17, 2016, pp. 323-339.
- 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

- “Information Leakage during Online Auctions through Public Q&A” (with A. Tripathi, T. Je and Y.J. Lee), Working Paper, Cox School of Business, Southern Methodist University.
- "Analyzing the Impact of Digital Concordance in Open-Market B2B Transactions" (with S. Muylle, N. van den Steen and W. Standaert), Working Paper, Cox School of Business, Southern Methodist University.
- “Buyer and Seller Perspectives on Digitalization” (with S. Muylle, N. van den Steen 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.
- “An Approach to Integrating Generative ASI with Conversational Recommender Systems” (With Jane Tan and Jingjing Zhang), Working Paper, Cox School of Business, Southern Methodist University.

## REFEREED PROCEEDINGS PAPERS

- A. K. Nair and A. Basu, “Towards Deepfake Detection for Everyone: A Lightweight Deepfake Detection Algorithm (LiDD)”, *Proceedings of the 2025 IEEE Conference on Artificial Intelligence (CAI)*, Santa Clara, CA May 2025.
- X. Tan, A. Basu and J. Zhang, “Improving the Design of Retrieval-Augmented Generation Systems with Dynamic Recommendations”, *Proceedings of the Workshop on Information Technology and Systems (WITS)*, Bangkok, Thailand, December 2024.
- 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.

- A. 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.
- A. Basu and S. Muylle, “Electronic Intermediaries in Smart Business Networks”, *Proceedings of the 2<sup>nd</sup> Cordys-RMS Workshop on Smart Business Networks*, Putten, The Netherlands, June 2006.
- A. Basu, “A Robust Open Source Exchange for Open Source Software Development”, *Proceedings of the Second International Conference on Open Source Systems*, Como, June 2006.
- A. Basu, “A Metagraph-Based Approach to Multi-firm Process Coordination”, *Proceedings of CAISE’05 Forum*, Porto, Portugal, June 2005.
- A. Basu, “Context-Driven Assessment of Commercial Web Sites”, *Proceedings of the 33<sup>rd</sup> Hawaii International Conference on Systems Sciences*, January 2003.
- A. 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.)
- A. Basu and R. W. Blanning, “Workflow Analysis Using Attributed Metagraphs”, *Proceedings of the 34th Hawaii International Conference on System Sciences*, January 2001.
- A. Basu and R.W. Blanning, “Attributed Metagraphs”, *Proceedings of the Workshop on Information Technology and Systems*, Brisbane, December 2000.
- A. Basu and S. Muylle, “Customization in Online Trade Processes”, *Proceedings of the Workshop on Electronic Commerce and Web Information Systems*, Santa Clara, April 1999.
- A. 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.
- A. Basu and R. W. Blanning, “Metagraph Transformations and Workflow Analysis”, *Proceedings of the 30th Hawaii International Conference on Systems Sciences*, January 1997.
- A. Basu and R. W. Blanning, “A Metagraph-Based DSS Analysis Workbench”, *Proceedings of the 29th Hawaii International Conference on Systems Sciences*, January, 1996.
- A. Basu, “Collaborative Use of Expert Systems”, *Proceedings of the European Conference on Management of Technology*, Birmingham, UK, July 1995.
- A. 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.
- A. Basu and R. W. Blanning, “Metagraph Views in Model Management”, *Proceedings of the 1994 Workshop on Information Technology and Systems*, Vancouver, Canada, December 1994.

- A. Basu and R. W. Blanning, "Cycles in Metagraphs", *Proceedings of the 27th Hawaii International Conference on Systems Sciences*, January 4-7, 1994.
- A. 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.
- A. Basu, "Imprecise Reasoning in Frame-Based Expert Systems", *Proceedings of the Ninth International Congress on Cybernetics and Systems*, New Delhi, India, January 1993.
- A. 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.
- A. 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).
- A. Basu, "Stratification in Shared Distributed Knowledge Bases", *Proceedings of the 24th Hawaii International Conference on Systems Sciences*, January 8-11, 1991.
- A. 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.
- A. 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.
- A. Basu, "Knowledge Base Views in Multiuser Knowledge Based Systems", *Proceedings of the Fourth International Conference on Data Engineering*, Los Angeles, CA., February 1988.
- A. 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.
- A. 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, **Competitive Digital Innovation**, Palgrave-MacMillan Publishing, 2023.
- 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

- X. Tan, A. Basu and J. Zhang, “Chatbot Versus Search Engine: A Task-Technology Fit Perspective”, accepted for 2025 BizAI Conference, Dallas, TX, March 2025.
- “Compatibility and Information Asymmetry in Online Matching Platforms”, Oxford University Faculty Seminar Series, September 14, 2022 (coauthored with S. Bhaskaran and R. Mukherjee).
- N. van der Steen, A. Basu, S. Muylle and W. Standaert, “Analyzing the Impact of B-B Transaction Digitalization”, INFORMS National Meeting, November 2021.



- A. Basu, S. Bhaskaran and R. Mukherjee, “Best Or Right? - Positioning And Authentication in Online Matching Platforms”), INFORMS National Meeting, November 2021.
- “Positioning and Authentication in Online Matching Platforms” (coauthored with S. Bhaskaran and R. Mukherjee), 2020 Workshop on Information Systems Economics, Hyderabad, India, December 2020.
- “Positioning and Authentication in Online Matching Platforms” (coauthored 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, 8<sup>th</sup> 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

- Grant for a Post-Doctoral Fellowship in AI and Machine Learning, SMU and George W. Bush Institute, 2023-24 (\$64,000).
- Digital Business and Platforms Chair at the Vlerick Management School, Ghent, Belgium, Research Partner (2021-2024)
- 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

- Senior Fellow, Portulans Institute, Washington, DC, 2023 – present.
- Boghetich Family Distinguished Teaching Award, SMU, 2020-2021.
- Carl Sewell Distinguished Service to the Community Award, SMU, 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 Doctoral 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

- Featured Speaker on AI and Its Applications, Stonebriar Country Club, Frisco, TX, February 2025.
- Member, Search Committee for Editor-in-Chief, ACM Transactions on Management Information Systems, 2023-2024.
- Member, Best Paper Selection Committee, WITS 2023.
- WITS Board Advisor, 2022-24.
- 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

- Chair, Senate Committee on Faculty Ethics and Tenure, 2024-25.
- Member, Lyle School of Engineering Search Committee for Chair of the Electrical and Computer Engineering Department, 2023-24.
- Member, Dedman College Dean's Advisory Committee on Full Professor Promotions, 2022 – Present.
- 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, Senate Committee on Faculty Ethics and Tenure, 2019 – 2025.
- 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 – 2021)
- Michelle Vanassche – PhD in Business, University of Ghent, Belgium (Co-Advisor – in progress)

## TEACHING

### Graduate Courses at SMU

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