UMAR RUHI

CONTACT INFORMATION

Telfer School of Management, University of Ottawa
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CURRENT STATUS (University of Ottawa)

Vice Dean, Undergraduate Programs, Telfer School of Management, University of Ottawa.
Associate Professor (Tenured), Business Analytics & Information Systems, Telfer School of Management, University of Ottawa.
Director, Centre for Business Analytics & Performance (CBAP), Telfer School of Management, University of Ottawa.

EDUCATION & TRAINING

Degrees

2010   **Ph.D.** (Doctor of Philosophy) **- Business Administration** (Major: *Information Systems* / Minor: *Management Science*)
DeGroote School of Business, McMaster University - Hamilton, ON, Canada.

2003   **M.B.A.** (Master of Business Administration) (Major: *E-Business* / Minor: *Strategic Knowledge Management*)
DeGroote School of Business, McMaster University - Hamilton, ON, Canada.

2000   **B.Sc.** (Bachelor of Science), **Computer Science** with PEY (Professional Experience Year)
(Major: *Software Engineering* / Minor: *Mathematics*) University of Toronto - Toronto, ON, Canada.

Special Training

2020   **Enterprise Design Thinking Practitioner** – IBM.

2020   **Business Analytics: Decision Making Using Data** – Judge Business School Executive Education, University of Cambridge, Cambridge, UK.

2018   **Advanced Blockchain for the Enterprise** – IEEE Continuing Education Certificate, Ottawa, ON, Canada.

2016   **Data Science & Data Engineering Bootcamp Using R and Azure ML** – Data Science Dojo, Toronto, ON, Canada.

2014   **Mobile and Web User Experience Design** – Algonquin College, Ottawa, ON, Canada.

2011   **IBM Cognos 10 Workshop: IBM Cognos BI Capabilities & Functions** – Attain Insight Solutions, Ottawa, ON, Canada.

2007   **Certificate in Social Network Analysis Methods –** ICPSR (Inter-University Consortium for Political and Social Research), University of Michigan - Ann Arbor, MI, U.S.A.

2005   **Group Intelligence Workshop: Working with Group Support Systems (GSS)** – Decision Support Centre, McMaster University - Hamilton, ON, Canada.

2003   **SAP Business Integration Certificate (Solutions Consultant) –** SAP University Alliance - McMaster University, Hamilton, ON, Canada.

2000   **National Science Foundation Research Scholarship** – Center for Language & Speech Processing), Johns Hopkins University - Baltimore, MD, U.S.A.

TEACHING AREAS

- Strategic Information Systems Management
- Strategic Knowledge Management
- Cyber Security Systems and Strategies
- Enterprise Social Media Strategy
- Interdisciplinary Research Methods
- Web Services Architecture & Applications
- User Experience Design

RESEARCH AREAS & EXPERTISE

Current Research Areas
- Knowledge Management
- Digital Disinformation
- Consumer Health Informatics
- End-User Development
- Enterprise Gamification
- Blockchain Business Applications
- End-User Cyber Security

Research Design Experience
- Mixed-Methods Research Design
- Grounded Theory Methodology
- Participatory Action Research
- Design Science Research
- Structural Equation Modeling (SEM)
- Data Mining & Machine Learning

Empirical Methods Experience
- In-Person & Online Focus Groups
- In-Person & Remote Interviews
- Web Survey Questionnaires
- Group Decision Support Systems (GDSS)
- Website Event Loggers for Usability
- Gaze-path Eye Tracking for Usability

HONOURS & AWARDS

2021	Telfer Education Excellence Fellow (2021-2024), Telfer School of Management, University of Ottawa
2018, 2019	Nominee, University of Ottawa Award for Excellence in Teaching, Nominated by Telfer School of Management
2016	Best Session Paper Award (MIS Track), 2016 Academy of Business Research (ABR) Conference
2014	Best Paper Award, 24th International Business Information Management Association (IBIMA) Conference
2012	Best Doctoral Thesis Award (2010 – 2011) conferred by the German Society for Online Research (DGOF)
2004 – 2008	McMaster Ph.D. Scholarship
2006	ICIS (International Conference on Information Systems) Doctoral Consortium Fellowship
2005	Distinction in Ph.D. Comprehensive Examination
2003	Dean's Honour List in M.B.A.
2002 – 2003	GE (General Electric) E-Business M.B.A. Scholarship
2003	Gold Medallion in Second Annual Electronic Case Competition at McMaster World Congress
2002	Bronze Medallion in Fourth Annual Electronic Commerce Case Competition at the University of New Brunswick
2000	National Science Foundation Research Fellowship for Language Engineering Work at Johns Hopkins University

PROFESSIONAL DESIGNATIONS & CERTIFICATIONS

- CIPS-ISP (Canada's Association of I.T. Professionals - Information Systems Professional)
- IBM Certified e-Business Solutions Technologist
- LPIC (Linux Professional Institute Certified)
- SCNA – Solaris 9 (Sun Certified Network Administrator)
- SCSA – Solaris 8 (Sun Certified System Administrator)
- CIW (Certified Internet Webmaster) Associate - CIW Foundations
- CIW CI (Certified Internet Webmaster Certified Instructor)
- SCJP (Sun Certified Java Programmer for Platform 2.0)
- CompTIA i-Net+ Certified
- LCP (SAIR Linux GNU Certified Professional)
- NCIP (Novell Certified Internet Professional) - Novell Certified Internet Business Strategist
- CCNA (Cisco Certified Network Associate)
- MCT (Microsoft Certified Trainer)

EMPLOYMENT HISTORY (ACADEMIC)

Telfer School of Management, University of Ottawa – Ottawa, Ontario, Canada

- Vice Dean, Undergraduate Programs (July 2021 – Present)
- Director, Centre for Business Analytics & Performance (August 2020 – Present)
- Associate Professor, Business Analytics & Information Systems (May 2017 – Present)
- Assistant Professors, Business Analytics & Information Systems (November 2010 – April 2017)
- Lecturer, Operations Management & Information Systems (September 2007 – October 2010)

School of Business, American University of Ras-Al-Khaimah – Ras-Al-Khaimah, UAE

- Visiting Professor & SME Consultant, Business Analytics (September 2019 – December 2019)

School of Computer Science & Technology, Beaconhouse National University – Lahore, Pakistan

- Visiting Professor, Information Management (September 2013 – December 2013)

School of Business & Economics, Wilfrid Laurier University – Waterloo, Ontario, Canada

- Lecturer, Operations & Decision Sciences (July 2003 – August 2007)

DeGroote School of Business, McMaster University – Hamilton, Ontario, Canada

- Research Assistant, Information Systems (September 2005 – May 2007)
- Teaching Assistant, Information Systems (September 2002 – August 2004)

School of Information Technology, Humber College – Toronto, Ontario, Canada

- Instructor, Internet Software Development (January 2002 – April 2003)

Center for Language & Speech Processing, Johns Hopkins University – Baltimore, Maryland, USA

- National Science Foundation Visiting Research Fellow (June 2000 – September 2000)

EMPLOYMENT HISTORY (CONSULTING & CORPORATE)

City of Hamilton – Hamilton, Ontario, Canada

- Web Analytics Applications Consultant (April 2004 – September 2004)

GE (General Electric) Canada (Corporate) – Mississauga, Ontario, Canada

- E-HRM (Electronic Human Resources Management) Consultant (April 2002 – September 2003)

WinNET Systems Inc. – Toronto, Ontario, Canada

- Program Coordinator & Trainer (April 1999 – September 2003)

Ontario Ministry of Health, Communications & Information Branch – Toronto, Ontario, Canada

- Systems Officer (July 1998 – September 1999)

PUBLICATIONS, PRESENTATIONS & PATENTS

Books:

- Aïmeur, E., **Ruhi, U.**, & Weiss, M. (Eds.), 2017, "E-Technologies: Embracing the Internet of Things (IoT)", Lecture Notes in Business Information Processing, Volume 289, Springer-Verlag, Berlin, Germany.

Peer-Reviewed Book Chapters:

- Chugh R., **Ruhi U.**, 2019 "Social Media for Tertiary Education", in Encyclopedia of Education and Information Technologies, Tatnall, A. (Ed.), Springer.

- **Ruhi, U.**, 2017 "Towards an Interdisciplinary Socio-Technical Definition of Virtual Communities", in Encyclopedia of Information Science and Technology, Khosrow-Pour, M. (Ed.), Idea Group, Hershey, PA, pp. 4278-4295.

- **Ruhi, U.**, Akhigbe, O., 2016 "Lean Development in Design Science Research: Deliberating Principles, Prospects, and Pitfalls", in Requirements Engineering: Foundation for Software Quality, Pastor, O., Daneva, M. (Eds.), Springer-Verlag, Berlin, Germany, pp. 286-300.

- Detlor, B., Hupfer, M., **Ruhi, U.**, 2008 "Tips for Tracking Web Information Seeking Behavior", in Handbook of Web Log Analysis, Jansen, B., Spink, A., Taska, I. (Eds.), IGI Publishing, Hershey, PA, 256-283.

- **Ruhi, U.**, 2008 "A Social Informatics Framework for Sustaining Virtual Communities of Practice", in Virtual Technologies: Concepts, Methodologies, Tools, & Applications, Kisielnicki J. (Ed.) , Idea Group, Hershey, PA, pp. 610-618.

- **Ruhi, U.**, Turel, O., 2006 "Enabling the Glass Pipeline: The Infusion of Mobile Technology Applications in Supply Chain Management", in Global Integrated Supply Chain Systems: Analysis and Design, Lan, Y., Unhelkar, B. (Eds.) , Idea Group, Hershey, PA, 291-309.

Peer-Reviewed Journal Articles:

- Khan, M. L., Malik, A., **Ruhi, U.**, & Al-Busaidi, A., 2022 "Conflicting Attitudes: Analyzing Social Media Data to Understand the Early Discourse on COVID-19 Passports", Technology in Society, 68(2022), 101830.

- Pandya, B., Patterson, L., & **Ruhi, U.**, 2022 "The Readiness of Workforce for the World of Work in 2030: Perceptions of University Students", International Journal of Business Performance Management, 23(1-2), 54-75.

- **Ruhi, U.**, Majedi, A., & Chugh, R., 2021 "Sociotechnical Drivers and Barriers in the Consumer Adoption of Personal Health Records: Empirical Investigation", JMIR Medical Informatics, 9(9), e30322.

- **Ruhi, U.**, & Chugh, R., 2021 "Utility, Value, and Benefits of Contemporary Personal Health Records: Integrative Review and Conceptual Synthesis", Journal of Medical Internet Research, 23(4), e26877.

- **Ruhi, U.**, 2020 "A Socio-Psychological Perspective on Flattening the COVID-19 Curve: Implications for Public Health Program Delivery in Canada", Canadian Health Policy, April 2020:1-10.

- Obidallah, W. J., Raahemi, B., & **Ruhi, U.**, 2020 "Clustering and Association Rules for Web Service Discovery and Recommendation: A Systematic Literature Review", SN Computer Science, 1(1), 27.

- Chugh, R., Patel, S. B., Patel, N., & **Ruhi, U.**, 2019 "Likes, comments and shares on social media: exploring user engagement with a state tourism Facebook page", International Journal of Web Based Communities, 15(2): 104–122.

- Chugh, R., **Ruhi, U.**, 2018 "Social Media in Higher Education: A Literature Review of Facebook", Education and Information Technologies. 23(2): 605-616.

- **Ruhi, U.**, 2016 "An Experiential Learning Pedagogical Framework for Enterprise Systems Education in Business Schools", International Journal of Management Education. 14(2): 198-211.

- **Ruhi, U.**, 2015 "Level Up Your Strategy: Towards a Descriptive Framework for Meaningful Enterprise Gamification", Technology Innovation Management Review, 5(8): 5-16.

- **Ruhi, U.**, AlMohsen, D., 2015 "Enterprise 2.0 Technologies for Knowledge Management: Exploring Cultural, Organizational & Technological Factors", Journal of Organizational Knowledge Management, 2015(2015): 1-21.

- Sultan, K., **Ruhi, U.**, 2015 "Overcoming Barriers to Client-Side Digital Certificate Adoption", International Journal of Computer Science & Information Security, 13(8): 9 pages, August: 27-34.

- **Ruhi, U.**, 2014 "Social Media Analytics as a Business Intelligence Practice: Current Landscape & Future Prospects", Journal of Internet Social Networking & Virtual Communities, 2014(2014): 1-12.

- Detlor, B., Hupfer, M., **Ruhi, U.**, Zhao, L., 2013 "Information Quality & Community Municipal Portal Use", Government Information Quarterly, 30(1): 23-32.

- Detlor, B., Hupfer, M, **Ruhi, U.**, 2010 "Internal factors affecting the adoption and use of government web sites", Electronic Government: An International Journal, 7(2): 120-136.

- **Ruhi, U.**, Takala, P., Detlor, B., Hupfer, M., 2007 "Building government portals that work: Guiding Principles from Community Informatics", International Journal of Electronic Business, 5(6): 604-622.

- Serenko, A., **Ruhi, U.**, Cocosila, M., 2007 "Unplanned Effects of Intelligent Agents on Internet Use: A Social Informatics Approach", Artificial Intelligence and Society, 21(1-2): 141-166.

- Detlor, B., **Ruhi, U.**, Turel, O., Bergeron, P., Choo C.W., Heaton, L, Paquette, S., 2006 "The Effect of Knowledge Management Context on Knowledge Management Practices: An Empirical Investigation", Electronic Journal of Knowledge Management, 4(2): 131-142.

- **Ruhi, U.**, Turel, O., 2005 "Driving Visibility, Velocity and Versatility: The Role of Mobile Technologies in Supply Chain Management", Journal of Internet Commerce, 4(3): 97-119.

Journal Manuscripts Under Review or In-Progress:

- Solouki, S., **Ruhi, U.**, Aziz, M. F., 2022 "Knowledge Management Practices in DevOps: A Grounded Theory Study", Manuscript (In-Progress), *Knowledge Management Research and Practice*.

Peer-Reviewed Conference Proceedings:

- Conlin, B., **Ruhi, U.**, 2021 "Current Research Landscape of Machine Learning Algorithms in Online Identity Fraud Prediction and Detection" Proceedings, IEEE International Conference on Technology Management, Operations and Decisions (ICTMOD), Marrakech/Virtual, Morocco, November.

- Nault, K., **Ruhi, U.**, Livvarcin, O., 2020 "Exploring the Applications & Challenges of Data Analytics in Non-Profit Organizations" Proceedings, 26th Americas Conference on Information Systems (AMCIS), Salt Lake City/Virtual, USA, August.

- Pandya, B., Patterson, L., **Ruhi, U.**, 2020 "The Readiness of Workforce for the World of Work in 2030: Perceptions of University students" Proceedings, 3rd International Conference on the Fourth Industrial Revolution (FIR 2020), Sharjah, UAE.

- Darbanibasmanj, A., Persaud, A., **Ruhi, U.**, 2019 "Application of Machine Learning to Mining Customer Reviews" Proceedings, 25th Americas Conference on Information Systems (AMCIS), Cancun, Mexico.

- Sultan, K**., Ruhi, U.**, Lakhani, R., 2018 "Conceptualizing Blockchains: Characteristics & Applications" Proceedings, 11th IADIS International Conference on Information Systems, Lisbon, Portugal.

- Obidallah, W., **Ruhi, U.**, Raahemi, B., 2016 "Current Landscape of Web Service Discovery: A Typology based on Five Characteristics" Proceedings, 2016 IEEE/WIC/ACM International Conference on Web Intelligence, Omaha, USA.

- **Ruhi, U.**, Akhigbe, O., 2016 "Lean Development in Design Science Research" Proceedings, 22nd International Workshop on Requirements Engineering: Foundations of Software Quality (REFSQ), Gothenburg, Sweden.

- **Ruhi, U.**, Ghatrenabi, P., 2015 "Experiential Learning Spaces for Enterprise Resource Planning Courses in Business Schools" Proceedings, IEEE 5th International Conference on E-Learning: Cognitively Informed Technology, Manama, Bahrain.

- **Ruhi, U.**, 2015 "Towards a Socio-Technical Theoretical Framework for Enterprise Gamification" Proceedings, 2015 International Conference on Gamification in Business (ICGB), Birmingham, UK.

- **Ruhi, U.**, 2015 "Opportunities & Challenges for End-User Development Activities in Information Systems Curricula" Proceedings, 21st Americas Conference on Information Systems (AMCIS), San Juan, Puerto Rico.

- **Ruhi, U.**, 2015 "Towards a Framework for Enterprise End-User Development Initiatives: A Design Science Research Investigation" Proceedings, 21st Americas Conference on Information Systems (AMCIS), San Juan, Puerto Rico.

- **Ruhi, U.**, Majedi, A., 2015 "Consumer Adoption of Personal Health Records: An Empirical Investigation of Personal & Technology Factors" Proceedings, 7th International Conference on eHealth, Las Palmas de Gran Canaria, Spain.

- **Ruhi, U.**, AlMohsen, D., 2014 "Enterprise 2.0 Technologies for Knowledge Management: Exploring Cultural, Organizational & Technological Factors" Proceedings, 24th International Business Information Management Association (IBIMA) Conference, Milan, Italy.

- **Ruhi, U.**, 2014 "Prospects & Practices for End-User Development Activities in Business Computing Education" Proceedings, ACM Special Interest Group for Information Technology Education (SIGITE) Conference, Atlanta, Georgia.

- **Ruhi, U.**, 2013 "Social Media Analytics as a Business Intelligence Practice: Current Landscape & Future Prospects" Proceedings, 22nd International Business Information Management Association (IBIMA) Conference, Rome, Italy.

- Ahmed, S., **Ruhi, U.**, 2013 "Towards a Functional Taxonomy of Enterprise Business Intelligence Mashups" Proceedings, International Conference on Informatics & Applications (ICIA2013), Lodz, Poland.

- **Ruhi, U.**, Choi, D., 2013 "Enterprise Mashups for Knowledge Management" Proceedings, 1st International Conference on Information and Communication Technology Trends (ICICTT), Karachi, Pakistan.

- **Ruhi, U.**, 2012 "Thinking, Planning & Operationalizing Empirical Mixed Methods Research Design" Proceedings, 14th General Online Research (GOR) Conference, Mannheim, Germany.

- Detlor, B., Hupfer, M., Zhao, L, **Ruhi, U.**, 2009 "Successful community municipal portal diffusion: Internal government factors and individual perceptions" Proceedings, 15th Americas Conference on Information Systems (AMCIS), San Francisco, CA.

- Detlor, B., **Ruhi, U.**, Hupfer M., Zhao, L., 2009 "A citizen-centric framework for e-government services use" Proceedings, 5th International Conference on e-Government (ICEG), Boston, USA.

- Detlor, B., Hupfer, M., **Ruhi, U.**, 2008 "Adoption and use of community municipal portals, Research-In-Progress Paper" Proceedings, International Conference on Information Systems (ICIS), Paris, France.

- Detlor, B., Hupfer, M., **Ruhi, U.**, Takala, P., 2008 "User and Usage of Community Portals: The myhamilton.ca Experience" Proceedings, 2008 International Consortium for Electronic Business, Hawaii.

- **Ruhi, U.**, Takala, P., Detlor, B., Hupfer, M, 2006 "Building Government Portals That Work: Guiding Principles from Community Informatics" Proceedings, 7th World Congress on the Management of Electronic Business, Halifax, NS.

- Detlor, B., **Ruhi, U.**, Turel, O., Bergeron, P., Choo, C. W., Heaton, L., 2005 "The Effect of Knowledge Management Context on Knowledge Management Practices: An Empirical Investigation" Proceedings, International Conference on Intellectual Capital, Knowledge Management and Organisational Learning (ICICKM 2005), Dubai, UAE.

- Serenko, A., **Ruhi, U.**, Cocosila, M., 2004 "Unplanned effects of intelligent agents on Internet use: A Social Informatics approach" Proceedings, Joint Meeting of the International Conference on Politics and Information Systems, Technologies and Applications (PISTA 2004) and the International Conference on Cybernetics and Information Technologies, Systems and Applications (CITSA 2004), Orlando, FL.

- **Ruhi, U.**, Turel, O., 2004 "Enabling Visibility, Velocity and Versatility: The Role of Mobile Technologies in Supply Chain Management" Proceedings, Second Annual Symposium on Supply Chain Management (SCM 2004), Toronto, ON.

- **Ruhi, U.**, 2004 "Institutionalizing Modern Communities of Practice: A Socio-Technical Perspective" Proceedings, the International Conference on Intellectual Capital, Knowledge Management and Organisational Learning (ICICKM 2004), Toronto, ON.

- **Ruhi, U.**, 2003 "Knowledge Networks and Lattices: A Framework for Intra and Inter-Organizational Knowledge Sharing" Proceedings, 4th World Congress on the Management of Electronic Business, Hamilton, ON.

- Byrne, W., Venkataramani, V., Kamm, T., Zheng, T.F., Zhanjiang, S., Fung, P., Liu, Y., **Ruhi, U.**, 2001 "Automatic Generation of Pronunciation Lexicons for Mandarin Spontaneous Speech" Proceedings, IEEE International Conference on Acoustics, Speech and Signal Processing (ICASSP 2001), Salt Lake City, Utah.

- Yi, L., Fung, P., Byrne, W., **Ruhi, U.**, 2001 "Pronunciation Modeling of Spontaneous Mandarin Speech Using Phonetic Feature Distance and Optimal Gaussian Mixture Sharing" Proceedings, the IEEE International Conference on Acoustics, Speech and Signal Processing (ICASSP 2001), Salt Lake City, Utah.

Invited Keynote Speeches:

- **Ruhi, U.**, 2013. Keynote Speaker. "Unraveling the Next Generation Enterprise: Emergent Operating Models & Technology Architectures", International Business Information Management Association (IBIMA) Conference, November 13, Rome, Italy.

- **Ruhi, U.**, 2013. Keynote Speaker. "Unraveling the Next Generation Enterprise: Emergent Operating Models & Technology Architectures", International Research Conference on E-Business Management (IRCEBM), September 26, Dubai, UAE.

Abstracts & Seminars:

- **Ruhi, U.**, 2019 "Enterprise Gamification", Faculty Development Workshop, American University of Ras Al Khaimah, Ras Al Khaimah UAE, November.

- Bridge, D., Guest, S., Hamzaoui, L., Johnson, C., Mulvey, M., **Ruhi, U.**, 2019 "How Organizations Use Data for Social Good", Telfer Forum, April.

- **Ruhi, U.**, 2017 "Interdisciplinary Research Methods: Principles & Practice", Al-Ain University of Science & Technology, Al-Ain, UAE, November.

- **Ruhi, U.**, Alshammasi, A., Sultan, K., 2016 "Security & Privacy on Social Media: An Empirical Investigation", Academy of Business Research, Atlantic City, USA, September.

- **Ruhi, U.**, 2014 "Integrating ERP in HRM Education: Case Studies Using Microsoft Dynamics AX", Microsoft Dynamics Academic Alliance Preconference 2014, Barcelona, Spain, October.

- **Ruhi, U.**, 2014 "Online Personal Branding: From Ego-Surfing to Reputation Management", Certified General Accountants (CGA) Ontario Case Competition, March 22, Toronto, ON.

- **Ruhi, U.**, 2014 "Operating Models for Emerging Knowledge Ecosystems", Knowledge Strategy Exchange Network (KSEN), The Conference Board of Canada, February 05, Ottawa, ON.

- **Ruhi, U.**, 2013 "Online Personal Branding: From Ego-Surfing to Reputation Management", IEEE International Multi Topic Conference, December 19, Lahore, Pakistan.

- **Ruhi, U.**, 2012 "Online Personal Branding: From Ego-Surfing to Reputation Management", Certified General Accountants (CGA) Ontario Case Competition, March 24, Kingston, ON.

- **Ruhi, U.**, 2012 "Socio-Technical Determinants of Member Participation in Virtual Communities", 14th Annual General Online Research (GOR) Conference, Mannheim, Germany.

- Detlor, B., **Ruhi, U.**, Hupfer, M., Zhao, L., 2009 "A citizen-centric framework for e-government services", Government Technology (GTEC) Conference, Ottawa, ON.

- Detlor, B., Hupfer, M., **Ruhi, U.**, 2008 "Adoption & Use of Community Municipal Portals", Municipal Information Systems Association (MISA) Ontario Annual Conference, Blue Mountain Resort, Craigleth, ON.

- **Ruhi, U.**, 2006 "Enhancing User Participation in Virtual Communities: Towards a Socio-Technical Process Model", International Conference on Information Systems (ICIS 2006) Doctoral Consortium, Milwaukee, Wisconsin.

- **Ruhi, U.**, 2005 "Creating a Portal that works for your Community: Enhancing User Participation in Virtual Communities", Invited Speaker at the OLA (Ontario Libraries Association) Super Conference 2005, Toronto, ON, Ontario Library Association.

- **Ruhi, U.**, 2005, "Improving Search Engine Visibility: An Interactive Workshop in Search Engine Optimization Techniques", *Invited by e-Biz Laurier (student run association) for a workshop to aspiring students and small business entrepreneurs.* Waterloo, Ontario, Canada: School of Business & Economics, Wilfrid Laurier University.

- **Ruhi, U.**, 2001 "Value of Security Safeguards for Information Systems: An Investigative Commentary on Risk Management & Return on Investment", *Invited Presentation to Faculty and Graduate students (Management Information Systems)*. Hamilton, Ontario, Canada: DeGroote School of Business, McMaster University.

Working Papers:

- **Ruhi, U.**, 2015 "Towards a Socio-Technical Theoretical Framework for Enterprise Gamification: A Research-in-Progress Paper", Telfer School of Management, University of Ottawa.

- Sajjad, J., **Ruhi, U.**, 2013 "Towards a Framework for Social Media Applications in Consumer Health", Telfer School of Management, University of Ottawa.

- **Ruhi, U.**, 2005 "Demand Imperatives in a Mobile Portal Strategy: A Consumer Adoption Perspective", DeGroote School of Business, McMaster University, Hamilton, ON.

- Clarke, J., **Ruhi, U.**, 2005 "Simulation Modeling & Analysis with Arena: A Business Student's Primer. Volume I: Introduction to Simulation - Understanding Processes, Distributions & Decisions", ", School of Business & Economics, Wilfrid Laurier University, Waterloo, ON.

- Clarke, J., **Ruhi, U.**, 2005 "Simulation Modeling & Analysis with Arena: A Business Student's Primer. Volume II: Simulation Applications in Queuing Theory - Operationalizing Fundamental Waiting Line Models", School of Business & Economics, Wilfrid Laurier University, Waterloo, ON.

- Clarke, J., **Ruhi, U.**, 2005 "Simulation Modeling & Analysis with Arena: A Business Student's Primer. Volume III: Simulation Applications in Scheduling Operations - Formulating Basic Sequencing Algorithms", ", School of Business & Economics, Wilfrid Laurier University, Waterloo, ON.

- **Ruhi, U.**, 2005 "Supply Imperatives in a Mobile Portal Strategy: A Strategy Roadmap for Service Providers", DeGroote School of Business, McMaster University, Hamilton, ON.

- Detlor, B., **Ruhi, U.**, Pollard, C., Hanna, D., Cocosila, M., Zheng, W., Fu, E., Jiang, T., Syros, D, 2003 "Fostering robust library portals: An assessment of the McMaster University Library Gateway", MeRC Working Paper No. 4, DeGroote School of Business, McMaster University, Hamilton, ON.

Non-Refereed Journal, Magazine & Opinion Articles:

- **Ruhi, U.**, 2015 "Taxi Industry Spinning Its Wheels", Ottawa Business Journal, August 03, 2015.

- **Ruhi, U.**, 2014 "Seeing the Significance Behind the Facebook-Oculus Deal", Ottawa Business Journal, March 26, 2014.

- **Ruhi, U.**, 2013 "Breaking Down the BlackBerry Rebranding", Ottawa Business Journal, January 30, 2013.

- Detlor, B., Takala, P., **Ruhi, U.**, Hupfer, M., 2007 "Managing in the digital environment: The case of myhamilton.ca", Bulletin of the American Society for Information Science and Technology, 33(4).

Patents & Trademarks:

- Cameron, I., Cameron, C., Sultan, K., **Ruhi, U.**, 2021 "Blockchain Based Real Estate Registry", Innovation Patent, Australian Patent Office, Australian Patent #2021107214, August 2021, Assignee: Arrowhead Development Company Ltd.

- **Ruhi, U.**, 2021 "Knobelium® Logo Design with Artwork for Efficient Configuration", Design Mark/Trade Mark, Canadian Intellectual Property Office, Trade Mark #1846437, June 2019, Assignee: Knobelium.

SCHOLARLY & PROFESSIONAL ACTIVITIES

International Academic Experience:

- Research Associate, Social Media Analytics Research Team, Ohio University, Athens, Ohio, USA (2018 – Present).
- Visiting Professor & Consultant, American University of Ras Al Khaimah, United Arab Emirates (2019-2020).
- Visiting Professor, Beaconhouse National University, Lahore, Pakistan (2013).

Editorial Board Member:

- Articles Editor (Information Systems Management), Sage Open, Sage Publications (2016).
- Editorial Advisory Board, Harnessing Social Media as a Knowledge Management Tool, Chugh, R. (Ed.), IGI Publishing, Hershey, PA (2015 – 2016).
- Editorial Review Board, International Journal of Technology Diffusion (2014 – Present).
- Editorial Review Board, Journal of Information, Information Technology, and Organizations (JIITO) (2007 – Present).

Journal Reviewer:

- BMJ Open (2021 – Present).
- Information and Management (2020 – Present).
- International Journal of Information Management (2010 – Present).
- International Journal of Technology Diffusion (2010 – Present).
- Informatics for Health and Social Care (2014).
- Journal of Information, Information Technology, and Organizations (JIITO) (2008 – 2010).
- The Learning Organization: Special Issue: Knowledge Sharing with Socio-technical Approaches (2007).

Conference Committees & Reviews:

- Program Committee Co-Chair, 7th International Multidisciplinary Conference on e-Technologies (MCETECH 2017).
- Program Committee, 8th International Conference on Knowledge Management & Information Sharing (KMIS) (2016).
- Program Committee, Fifth International Conference on E-Learning (ICEL) (2015).
- Reviewer, Administrative Sciences Association of Canada (ASAC) (2011, 2012, 2014).
- Reviewer, International Conference on Information Systems (ICIS) (2009, 2010, 2011, 2012).
- Reviewer, 61st Annual International Communication Association (ICA) Conference (2010, 2011, 2012).
- Reviewer, Americas Conference on Information Systems (AMCIS) (2009, 2011).
- Reviewer, SIGHCI (Special Interest Group on Human-Computer Interaction) Pre-ICIS Workshop (2007, 2011).
- Reviewer, Seventh Annual World Congress on Management of E-Business (2006).
- Reviewer, Eighth International Conference on Electronic Commerce (ICEC) (2006).
- Reviewer, Third Annual Symposium on Supply Chain Management (SCM) (2005).
- Reviewer, Annual Conference of the Administrative Sciences Association of Canada (ASAC) (2005).

Conference Discussant & Session Chair:

- Session Chair, Fifth International Conference on E-Learning (ICEL) (2015).
- Session Chair, Security & Privacy Track, Association for Computing Machinery (ACM) Research in Information Technology (RIIT) Conference (2014).
- Session Chair, Information Technology & Data Mining Technical, IEEE International Multi Topic Conference (INMIC) (2013).
- Discussant, Internet Tracking and Clickstream Data: Methodological Issues, Roundtable at the Association for Consumer Research (ACR) Annual North American Conference (ACR) (2007).
- Session Chair, Electronic Marketplaces Track, Third Annual Symposium on Supply Chain Management (SCM) (2005).
- Session Chair & Discussant, International Conference on Intellectual Capital, Knowledge Management and Organisational Learning (ICICKM) (2005).
- Session Chair, RFID (Radio Frequency Identification) Track, Second Annual Symposium on Supply Chain Management (SCM) (2004).
- Session Chair & Discussant, International Conference on Intellectual Capital, Knowledge Management and Organisational Learning (ICICKM) (2004).

Books & Chapters Reviewer:

- Book Chapters: B. J. Jansen, A. Spink & I. Taksa (Eds.) (2008). Handbook of Research on Web Log Analysis. Idea Group.
- Book Chapters: E. Coakes & S. A. Clarke (Eds.) (2006), Encyclopedia of Communities of Practice in Information and Knowledge Management. Idea Group.
- Book: N. Cook (2008), Enterprise 2.0: How Social Software Will Change the Future of Work. Gower Publishing Limited. Review published on Academici Knowledge Networks website and excerpt published by Gower Publishing website.
- Book: J.A. O'Brien and A.R. Montazemi (2004), Management Information Systems: Managing Information Technology in the E-Business Enterprise, First Canadian Edition. McGraw Hill Ryerson.
- Book: M. Wilkes (Ed.) (2003), Cisco Internet Applications and Solutions Self-Study Guide. Cisco Press, Pearson Education.

Committees & Administrative Responsibilities:

- Section Representative, Taskforce on IT Use in Pedagogy, Telfer School of Management, 2018 – Present.
- Taskforce Coordinator, Business Technology Management (BTM) Program Revision & Accreditation, Telfer School of Management, 2017 – Present.
- Admissions Committee, Master's in Engineering Management, University of Ottawa, 2016 – Present.
- Co-Op Program Coordinator, Master's in E-Business Technologies, University of Ottawa, 2015 – Present.
- Graduate Research Programs Committee, Telfer School of Management, University of Ottawa, 2014 – Present.
- E-Business Technologies Ph.D. Program Committee, Faculty of Graduate & Postdoctoral Studies (FGPS), University of Ottawa, 2009 – Present.
- E-Business Technologies Master's Program Committee, Faculty of Graduate & Postdoctoral Studies (FGPS), University of Ottawa, 2008 –Present.
- Taskforce Leader, B.Com. MIS Program Review & Recommendations Committee, University of Ottawa, 2013 – 2014.
- MBA Petitions Committee, School of Business & Economics, Wilfrid Laurier University, 2006 – 2007.
- FIPPA (Freedom of Information & Protection of Privacy) Compliance Workgroup, Wilfrid Laurier University, 2006.
- AACSB Accreditation Maintenance Committee, School of Business & Economics, Wilfrid Laurier University, 2005 – 2006.
- Student Coordinator, SAP University Alliance Program, DeGroote School of Business, McMaster University, 2002 – 2003.
- Ad Hoc Advisory Committee for Content Management Postgraduate Diploma Program, Humber College, 2002 – 2003.
- Advisor, User Requirements, Connect Hamilton Create Community (CHCC) Project, City of Hamilton, 2003 - 2006.

Case Competition Coaching & Organization:

- CaseIT International Case Competition (2013), Coach for the MIS (Management Information Systems) team from Telfer School of Management, University of Ottawa.
- Jeux Du Commerce (JDC) (2011, 2012, 2013), Coach for the MIS (Management Information Systems) team from Telfer School of Management, University of Ottawa.
- McMaster e-Case Competition (2004), Co-Director for the e-Business Case Competition hosted by DeGroote School of Business, McMaster University.

Educational Partnerships Coordination:

- Coordinator, SAP University Alliance for University of Ottawa, 2021 – Present:
  - Developed course content and pedagogical components related to the effective use of enterprise systems in courses.

- Coordinator, Microsoft Dynamics Academic Alliance (MSDAA) for University of Ottawa, 2011 – 2020:
  - Developed course content and pedagogical components related to the effective use of enterprise systems in courses.

- Coordinator, Altova Educational Partnership for University of Ottawa, 2008 – Present:
  - Developed tools-based course content and assignments for EBC 6130 (Web Services Architecture & Applications).

- Coordinator, Oracle Academy Partnership for Telfer School of Management, University of Ottawa, 2008 – 2012:
  - Developed tools-based course content and assignments for EBC 6180 (Electronic Human Resources Management, and EBC6230 (Electronic Supply Chain Management).

RESEARCH GRANTS & FUNDED PROJECTS

- **GRID (Geo-Registry Integrated Datachain): Blockchain Enabled Land Registry** (*2022 - 2023*)
  (Research Grant: $30,000) (Principal Investigator):
  - Applied research investigation to analyze benefit of blockchain enabled land registry to mitigate industry risk associated with inefficiencies in the real-estate ecosystem.
  - Research aims to assess GRID's network fit and recommend a revenue model.
  - Research funded by *MITACS* and *Arrowhead Inc*.

- **Comprehensive Evaluation of Online Disinformation-Countering Tools: Gap Analysis & Recommendations for Educational & Technological Interventions** (*2021 - 2022*)
  (Research Grant: $68,160) (Principal Investigator):
  - Applied interdisciplinary research investigation to study of various types of disinformation that is prevalent online today, and perform a functional and user-experience evaluation of disinformation-countering tools that aim to help counter such disinformation.
  - Research aims to highlight key success factors for the widescale adoption of disinformation-countering tools, and ultimately help foster wider institutional and societal resilience to disinformation.
  - Research funded by *Canadian Heritage*.

- **Using Learning Analytics & Adaptive Gamification in Instructional Design** (*2021 – 2024*)
  (Research Grant: $45,000) (Principal Investigator):
  - Applied pedagogical research to undertake the development, implementation, and evaluation of adaptive gamification learning environments in undergraduate and graduate courses.
  - Research aims to create learning profiles of students based on their learning styles, and to offer personalized learning pathways and adaptive provisioning of learning resources.
  - Research funded by the *Telfer School of Management at the University of Ottawa*.

- **User Experience Evaluation of End-User Development Technologies** (*2019*)
  (Research Grant: $15,000) (Principal Investigator):
  - Empirical research investigation to identify key user experience dimensions that can potentially affect the adoption and continued use of end-user-development (EUD) technologies.
  - Usability testing of different EUD tools with various user demographics to suggest guidelines for visual design, information design, interface design and interaction design of EUD gools.
  - Research funded by *MITACS*.

- **Trade Promotion Forecasting & Optimization for Consumer-Packaged Goods** (*2018 - 2020*)
  (Research Grant: $105,000) (Co-Investigator):
  - Applied research investigation to develop and evaluate models that statistically predict the impact of industry partner's trade promotions on category and product share across different retailers.
  - The project aims to develop a systematic approach for allocation of promotional spend that permits continuous adjustment as market and competitor conditions change.
  - Research funded by *MITACS*, *SOSCIP*, and *Unilever Canada*.

- **Blockchain Enabled Land Registry: Towards Improving Transparency, Accountability & Compliance** (*2018 - 2019*)
  (Research Grant: $15,000) (Principal Investigator):
  - Applied research investigation to utilize a proof-of-concept (PoC) approach to implement a land registry blockchain (LRB) sandbox environment.
  - The project objective is to evaluate the efficacy of blockchain technology in meeting specific use-case scenarios.
  - Research funded by *MITACS* and *Arrowhead Inc*.

- **Advancing Enterprise Architecture Frameworks to Support IT Consumerization** (*2016 – 2019*)
  (Research Grant: $10,000) (Principal Investigator):
  o Multiple case study research to offer empirically validated enterprise architecture guidelines to support the complexities of IT consumerization programs.
  o Research provided insights on strategic and tactical issues that need to be addressed in IT consumerization.
  o Research funded by the ***Telfer School of Management at the University of Ottawa***.

- **Towards a Utility Framework for Enterprise Business Intelligence Mashups** (*2013 – 2015*)
  (Research Grant: $15,000) (Principal Investigator):
  o Research program investigated the scope and application of enterprise mashup technologies within the realm of business intelligence (BI) solutions.
  o Project utilized design science methodology to aid in the development of mashup toolkits targeted at BI end-users.
  o Research funded by ***MITACS*** and ***IBM Canada***.

- **Enterprise Technology Applications for Management Decision Making** (*2013 – 2015*)
  (Research Grant: $7,500) (Principal Investigator):
  o Project involved an evaluation of enterprise systems platforms and their potential use in business school courses.
  o Project entailed the use of proof-of-concept and prototype implementations of enterprise systems environments.
  o Research funded by the ***Faculty of Graduate & Postdoctoral Studies (FGPS) at the University of Ottawa***.

- **Drivers and Barriers for the Deployment and Adoption of Online Personal Health Records in Canada** (*2011 – 2013*)
  (Research Grant: $6,000) (Principal Investigator):
  o Research program aimed to answer the call for research that provides evidence-based choices on system design of online personal health records (PHRs).
  o The project objectives included an elucidation of the strategic and technical critical success factors impacting the delivery of a robust technology solution for electronic health records.
  o Research funded by the ***Telfer School of Management at the University of Ottawa***.

- **Web 2.0 e-Learning Tools: A Vector of Change in Interactive Pedagogy** (*2008 – 2010*)
  (Research Grant: $10,000) (Principal Investigator):
  o Project involved a detailed evaluation of current Web 2.0 technology applications and their potential use in an e-Learning environment.
  o Project entailed the use of proof-of-concept and prototype implementations of innovative Web 2.0 applications along with quantitative and qualitative research methods to assess their suitability and overall success.
  o Research funded by the ***Faculty of Graduate & Postdoctoral Studies (FGPS) at the University of Ottawa***.

- **Adoption and Use of Community Municipal Portals** (*2006 – 2008*)
  (Research Grant: $104,410) (Co-Investigator):
  o Research Team: Dr. Brian Detlor, Dr. Maureen Hupfer, and Umar Ruhi
  o The project involved an in-depth examination of multiple community-oriented municipals portals as a means of understanding the factors that affect community portal adoption and use in various cities and regions.
  o Research funded by ***Infrastructure Canada's Peer-Reviewed Research Studies (PRRS) program***.

- **myhamilton.ca User Uptake and Adoption Study** (*2004 – 2006*)
  (Research Grant: $10,000) (Co-Investigator):
  o Research Team: Dr. Brian Detlor, Dr. Maureen Hupfer, and Umar Ruhi
  o Case Study concerned the City of Hamilton's recently implemented myhamilton.ca Community Portal.
  o Research partially funded by the ***McMaster University Technology Fund & Incentive Program***.

GRADUATE STUDENT SUPERVISIONS

Contributions to Training of Highly Qualified Personnel (HQPs):

- Ph.D. Student Supervisions: 4 In-Progress
- Ph.D. Advisory Committees: 5 Completed; 4 In-Progress
- M.Sc. Thesis Supervisions: 6 Completed
- M.Sc. Project Supervisions: 47 Completed.
- M.Sc. Examination Committees: 21 Completed

Ph.D. Student Supervisions (4 In-Progress)

- Ola El-Telbany (PhD in Digital Transformation & Innovation), Organizational Key Success Factors in Digital Transformation Initiatives, 2021 – Present (In-Progress).
- Kimberley Nault (PhD in Digital Transformation & Innovation), User Experience in Learning Health Systems, 2020 – Present (In-Progress).
- Brad Conlin (PhD in Digital Transformation & Innovation), Data Analytics for Online Fraud Detection & Prevention, 2018 – Present (In-Progress).
- Karim Sultan (PhD in Digital Transformation & Innovation), Design Patterns for Blockchain Business Applications & Smart Contracts, 2017 – Present (In-Progress).

Ph.D. Advisory Committees (5 Completed; 4 In-Progress)

- Joan Ofulue (PhD in Digital Transformation & Innovation), Online Data As a Service Business Models, 2022 – Present (In-Progress).
- Dominira Saul (PhD in Digital Transformation & Innovation), User-Centred Design and Innovation Labs, 2021 – Present (In-Progress).
- Reyhaneh Kalantari (PhD in Digital Transformation & Innovation), User Experience in Software Modeling Tools, 2021 – Present (In-Progress).
- Alexander Nejinski (PhD in Digital Transformation & Innovation), Blockchain Technologies for Carbon Emission Management, 2019 – Present (In-Progress).
- Mahdi Ghasemi (PhD in Digital Transformation & Innovation), Process Mining & Goal Modeling in Healthcare, 2016 – 2022 (Successfully Completed).
- Aliaa Alghamdi (PhD in Digital Transformation & Innovation), Modeling Agile Enterprise Architectures, 2016 – 2021 (Successfully Completed).
- Waeal Obidallah (PhD in Digital Transformation & Innovation), Datamining Mechanisms for Web Services Discovery, 2015 – 2021 (Successfully Completed).
- Rubina Lakhani (PhD in Digital Transformation & Innovation), Security in Software Defined Networks, 2015 – 2021 Successfully Completed).
- Fahad Alaieri (PhD in E-Business Technologies), Ethics in Social Autonomous Robots: Decision-Making, Transparency, and Trust, 2015 – 2018 (Successfully Completed).

M.Sc. Thesis Supervisions (6 Completed)

- Soha Solouki (Master of Science in E-Business Technologies), Knowledge Management Practices in DevOps, 2018 – 2020 (Successfully Completed).
- Amir Akbari (Master of Science in Systems Science), End-User Security & Privacy Behaviors on Social Media, 2017 –2019 (Successfully Completed).
- Eric Zhou (Master of Science in E-Business Technologies), Advancing Enterprise Architecture Frameworks for IT Consumerization, 2016 –2018 (Successfully Completed).
- Armin Majedi (Master of Science in E-Business Technologies), Adoption of Online Personal Health Records in Canada, 2013 – 2015 (Successfully Completed).
- Sabbir Ahmed (Master of Science in E-Business Technologies), Utility Framework for Enterprise Business Intelligence Mashups, 2012 –2013 (Successfully Completed).
- Dina Al-Mohsen (Master of Science in E-Business Technologies), Enterprise 2.0 Technologies for Knowledge Management, 2010 –2012 (Successfully Completed).

M.Sc. Project Supervisions (47 Completed)

- Jeffrey Puncher (Master of Science in Digital Transformation & Innovation), Gamification in Medical Education, 2022 – Present (Completed).
- Thomas Tourigny (Master of Science in Digital Transformation & Innovation), Digital Transformation During COVID-19, 2022 – Present (Completed).
- Erfan Ebrahimi (Master of Science in Digital Transformation & Innovation), User Experience Design for End-User Development, 2019 – 2021 (Successfully Completed).
- Shahriar Nilkar (Master of Science in Digital Transformation & Innovation), User Experience Design for End-User Development, 2019 – 2021 (Successfully Completed).
- Kaustabh Dutta (Master of E-Business Technologies), Exploring Blockchain Application Development Using Hyperledger Framework, 2020 (Successfully Completed).
- Aidar Akkazynov (Master of E-Business Technologies), Analyzing Major Cyber Security Incidents from 2008 to 2018, 2019 (Successfully Completed).
- Salauddin Ali Ahmed (Master of E-Business Technologies), Identifying Online Consumer Reviewer Personas, 2019 (Successfully Completed).
- Ruthvik Shakelli (Master of E-Business Technologies), Analyzing User Generated Content from Different Reviewer Personas, 2019 (Successfully Completed).
- Saif Khalid Ahmadzai (Master of E-Business Technologies), Blockchain Applications in Social Entrepreneurship & Impact Investing, 2019 (Successfully Completed).
- Lithin John (Master of E-Business Technologies), Online Consumer Review Analytics in Digital Marketing, 2018 (Successfully Completed).
- Saad Rabiei (Master of E-Business Technologies), Conceptualizing End-User Development Technologies, 2018 (Successfully Completed).
- Samer El Husseini (Master of E-Business Technologies), Qualitative Analysis of Online Customer Reviews in the Hospitality Sector, 2018 (Successfully Completed).
- Sulaabh Jerath (Master of E-Business Technologies), Social Media & Cyber Security, 2018 (Successfully Completed).
- Amir Darbani (Master of E-Business Technologies), Social Media Analytics for Competitive Marketing Intelligence, 2018 (Successfully Completed).
- Nishanth Thiagarajan (Master of E-Business Technologies), Agile Knowledge Management Practices & Technologies, 2018 (Successfully Completed).
- Anita Bright (Master of E-Business Technologies), End-User Practices for Social Media Security & Privacy, 2017 (Successfully Completed).
- Denis Onichshenko (Master of E-Business Technologies), User Experience Design for End-User Development Applications, 2017 (Successfully Completed).
- Shilpita Mukherjee (Master of E-Business Technologies), Exploring Social Media Habits & Addiction Behavior, 2017 (Successfully Completed).
- Ali Alshammasi (Master of E-Business Technologies), End-User Social Media Security Threats, 2016 (Successfully Completed).
- Helena Sefcovicova (Master of E-Business Technologies), Opportunities and Challenges in Organizational BYOD Initiatives, 2015 (Successfully Completed).
- Karim Sultan (Master of E-Business Technologies), Next Generation Digital Certificates for E-Business, 2015 (Successfully Completed).
- Omotola Azeez (Master of E-Business Technologies), Mobile Payment Security: Current Landscape & Trends, 2015 (Successfully Completed).
- Sergio Maldonado (Master of E-Business Technologies), Adoption of Mobile Banking in Canada, 2014 (Successfully Completed).
- Anjali Sood (Master of E-Business Technologies), Social Media & Shared Decision-Making in Healthcare, 2014 (Successfully Completed).
- Vasudeva Upadhya (Master of E-Business Technologies), Enterprise Systems for Experiential Learning in Management Curricula, 2014 (Successfully Completed).
- Julia Semenchenko (Master of E-Business Technologies), Social Media Applications in HR Recruitment & Staffing Processes, 2013 (Successfully Completed).
- Jawad Sajjad (Master of E-Business Technologies), Social Media in Consumer Health, 2013 (Successfully Completed).
- Matt Kasner (Master of E-Business Technologies), Website Analytics for Web 2.0 Applications, 2013 (Successfully Completed).

- Darrell Choi (Master of E-Business Technologies), Managing Knowledge with Mashups: Assessing the Viability of Mashup-enabled KMS in the Enterprise, 2012 (Successfully Completed).
- Ryan Briggs (Master of E-Business Technologies), Functional Requirements & Design Objectives for Mobile Business Intelligence, 2012 (Successfully Completed).
- Mohsin Ali (Master of E-Business Technologies), Towards a Performance Measurement Framework for Social Media Marketing, 2012 (Successfully Completed).
- Shahid Qaisrani (Master of E-Business Technologies), Drivers and Barriers for the Deployment and Adoption of Online Personal Health Records in Canada, 2012 (Successfully Completed).
- Dave Allsop (Master of E-Business Technologies), End-User Adoption of Online Personal Health Records, 2012 (Successfully Completed).
- Ali Al-Ogaili (Master of E-Business Technologies), Utility Framework for Business Intelligence Mashups, 2012 (Successfully Completed).
- Aman Ahuja (Master of E-Business Technologies), Business Opportunities & Challenges with Social Media Analytics, 2012 (Successfully Completed).
- Oleksii Barankevych (Master of E-Business Technologies), Enterprise Social Media & Knowledge Management, 2011 (Successfully Completed).
- Mudassir Shami (Master of E-Business Technologies), Key Success Factors in the User Acceptance of Mobile Payment Solutions in Canada, 2011 (Successfully Completed).
- Neelima Walia (Master of E-Business Technologies), Drivers & Barriers for Social Media Monitoring & Analytics, 2011 (Successfully Completed).
- Asad Khawaja (Master of E-Business Technologies), Social Media & Business Intelligence: An Empirical Study, 2011 (Successfully Completed).
- Eman Shehada (Master of E-Business Technologies), Usability of Social Networking Websites: An Empirical Investigation, 2010 (Successfully Completed).
- Yang Qiu (Master of E-Business Technologies), E-HR Portals for Manager and Employee Self-Service: A Report on Best Practices, 2009 (Successfully Completed).
- Lester Leung (Master of E-Business Technologies), Towards a Roadmap for Web 2.0 Applications Usability, 2009 (Successfully Completed).
- Wendy Schurman (Master of E-Business Technologies), Consumer Adoption of Electronic Payment Technologies, 2009 (Successfully Completed).
- William Venkatarangam (Master of E-Business Technologies), Web 2.0 in e-Government, 2008 (Successfully Completed).
- Eduardo da Silva (Master of E-Business Technologies), Recent Advancements in Electronic Supply Chain Management, 2008 (Successfully Completed).
- Monica Nanda (Master's in Business Administration, Research Project), ITIL (Information Technology Infrastructure Library) Service Quality Roadmap, 2006 (Successfully Completed).
- Zeev Orzakovski (Master's in Business Administration, Research Project), Mobile Portals Implementation Best Practices, 2005 (Successfully Completed).

M.Sc. Examination Committees (21 Completed)

- Ye Zhu (Master of Science in Digital Transformation & Innovation), Identifying Corporate Responses to COVID19 Using Twitter and Web Analyses, 2021.
- Mahtab Haj Ali (Master of Science in Digital Transformation & Innovation), Measuring the Modeling Complexity of Microservice Choreography and Orchestration: The Case of E-commerce Applications, 2021.
- Yuqing He (Master of Science in Management, Social Network Analysis for Innovation Policy, 2019.
- Reza Eynakchi (Master of Science in Systems Science), Mobile Application for Cancer Symptom Management, 2019.
- Soumya Roy (Master of Science in Management), Competitive Advantage of KIBS Providers: Influence of Knowledge Processes, 2017.
- Monika Jasinska (Master of Science in Health Systems), Project Management Practices in Small Healthcare Hospital Projects, 2017.
- Farzad Firozbakht (Master of Science in Systems Science), Cloud Computing Service Discovery Framework for IaaS and PaaS Models, 2016.
- Amos Harris (Master of Science in E-Business Technologies), Integrating Business Process Management to Model Context in Healthcare: A Case Study to Apply Business Process Management to Perioperative Processes, 2015.

- Priscilla Okakwu (Master of Science in E-Business Technologies), Knowledge Management Systems Support for Value Co-Creation in KIBS Engagement, 2015.
- Sanaz Kafsh (Master of Science in E-Business Technologies), Consumer Adoption of Mobile Wallets, 2015.
- Morooj Safdar (Master of Science in E-Business Technologies), A Model of Effective IT Governance for Collaborative Networked Organizations, 2015.
- Fahad Alaieri (Master of Science in E-Business Technologies), Knowledge Management in Collaborative Environment & Service Oriented Organizations, 2014.
- Jessica Scott (Master of Science in Health Systems), Perceived Barriers to the Use of EHRs for Infectious Disease Surveillance in Canada, 2014.
- Okhaide Samson Akhibe (Master of Science in Systems Science), Business Intelligence Enabled Adaptive Enterprise Architecture, 2014.
- Seyed Mohammad Amin Kamali (Master of Science in E-Business Technologies), Design & Implementation of a Framework for Performance Measurement in Service Oriented Virtual Organizations, 2013.
- Emilio Franco (Master of Science in E-Business Technologies), IT Projects: A Psychological Contract Perspective, 2013.
- Janet Cornett (Master of Science in Health Systems), Identifying Communication precursors to Medical Error in an In-patient Clinical Environment, 2012.
- Zhao Tian (Master of Science in E-Business Technologies), A Middleware for Targeted Marketing in Spontaneous Social Communities, 2012.
- Iman Johari (Master of Science in Systems Science), Combining Business Intelligence Indicators & User Requirements Notation for Performance Monitoring, 2012.
- Sara Yazdi (Master of Science in E-Business Technologies), An Ontology Based Framework for Modeling Healthcare Teams, 2012.
- Trung Le (Master of Science in E-Business Technologies), Towards Sustainable Cloud Computing: Reducing Electricity Cost & Carbon Footprint for Cloud Data Centers through Geographical & Temporal Shifting of Workloads, 2011.

MEDIA INTERVIEWS

- Newspaper Interview: Fung, M., 2021 "Is Asia really lagging? The Covid-19 pandemic finish line may be farther than we think", Press Interview, *The Straits Times* (June 20, 2021), https://www.straitstimes.com/asia/is-asia-really-lagging-in-the-race-to-put-covid-19-behind-us

- Newspaper Interview: Eloria, C., 2020 "Understanding 'cultural traits' key to effective COVID response, says professor", Press Interview, *The Hill Times* (April 27, 2020), https://www.hilltimes.com/2020/04/27/understanding-cultural-traits-key-to-effective-covid-response-says-professor

- Radio Interview: Cotnam, H., 2020 "Federal public servants should work from home if possible: TBS", Press Interview, *CBC News* (March 16, 2020), https://www.cbc.ca/news/canada/ottawa/covid-19-coronovirus-working-from-home-advice-pitfalls-benefits-1.5496366

- Radio Interview: Bresnahan, R., 2020 "How to Work from Home Like a Boss", Radio Interview, *CBC Ottawa Morning* (March 13, 2020), https://www.cbc.ca/listen/live-radio/1-100-ottawa-morning/clip/15765537-how-to-work-from-home-like-a-boss

- Radio Interview: Chen, W., 2020 "COVID-19 and Remote Work", Radio Interview, *CBC Ontario Morning* (March 13, 2020), https://www.cbc.ca/listen/live-radio/1-112-ontario-morning-from-cbc-radio/clip/15762877-ontario-morning-thursday-february-27-2020-part-1

- Newspaper Interview: Barrera, J., 2019 "National Métis group gave IT contracts to 2 companies linked to policy adviser", *CBC News* (July 16, 2019), https://www.cbc.ca/news/indigenous/metis-national-council-it-contracts-1.5208907.

- Radio Interview: Panico, G., 2017 "Telecommuting", *CBC Ottawa Morning* (August 14, 2017), http://www.cbc.ca/news/canada/ottawa/programs/ottawamorning/telecommuting-1.4246208.

- Radio Interview: Quinn, S., 2017 "Telecommuting", *CBC Early Edition* (August 14, 2017), http://www.cbc.ca/beta/news/canada/british-columbia/programs/theearlyedition/august-14-2017-1.4246462.

- Newspaper Interview: Awde, S., 2016 "University of Ottawa students notified of possible privacy breach", *The Fulcrum* (September 21, 2016), http://thefulcrum.ca/news/u-o-students-privacy-breach-sass/.

- Newspaper Interview: Karmazyn, S., 2015 "Canadian social media app Bumpn jumps on Apple's 3D Touch technology", *Financial Post* (September 21, 2015), http://business.financialpost.com/entrepreneur/fp-startups/canadian-social-media-app-bumpn-jumps-on-apples-3d-touch-technology-finally-in-a-position-to-be-the-leaders.

- Newspaper Interview: Giovannetti, J., 2015 "You'd look great in that: Turning Digital Browsers into Decisive Shoppers", *Globe & Mail Report on Business* (September 25, 2015), https://secure.globeadvisor.com/servlet/ArticleNews/story/gam/20150925/RBMVENTURE.

- Newspaper Interview: Karmazyn, S., 2015 "Ottawa struggles to find any success in B2C tech", *Techopia* (September 2015), http://issuu.com/greatrivermedia/docs/techopia-20150931/6.

- Newspaper Interview: Bateman, D., 2015 "Social media quick to spread horrific footage like never before", *Toronto Star* (August 26, 2015), http://www.thestar.com/news/world/2015/08/26/social-media-quick-to-spread-horrific-footage-like-never-before.html.

- Newspaper Interview: Pelley, L., 2014 "Serial inspires Toronto Police to roll out crime clues on Twitter" *Toronto Star* (December 17, 2014), http://www.thestar.com/entertainment/2014/12/17/serial_inspires_toronto_police_to_roll_out_crime_clues_on_twitter.html

- Newspaper Interview: Maurino, R., 2014 "Socially Awkward? Canadian businesses need to improve their social media skills" *Ottawa Business Journal* (June 24, 2014), https://ca.news.yahoo.com/socially-awkward-canadian-businesses-improve-social-media-skills-161054387.html

- Newspaper Interview: Serebrin, J., 2014 "How to make money from apps" *Ottawa Business Journal* (March 14, 2014), http://www.obj.ca/Technology/2014-03-14/article-3633750/How-to-make-money-from-apps/1

- Newspaper Interview: Szabo, A., 2013 "Mobile Payments: Handheld at Arms Length" *SC Magazine* (March 2013), http://media.scmagazine.com/documents/54/sc_can_0313_13301.pdf.

- Radio Interview: Bresnahan, R., 2013 "The Deal with YourCityDeals" *CBC Ottawa Morning* (February 14, 2013),

- TV Interview: Burke, A., 2013 "Controversial coupon site returns with more LCBO deals" *CBC News* (February 13, 2013), http://www.cbc.ca/news/canada/ottawa/story/2013/02/13/ottawa-online-coupon-site-your-city-deals-gift-cards.html

- Newspaper Interview: Burns, E., 2013 "Is the Time Ripe for BlackBerry?" *E-Commerce Times* (February 1, 2013), http://www.ecommercetimes.com/story/Is-the-Time-Ripe-for-BlackBerry-77215.html

- TV Interview: Favaro, A., 2012 "Searching for a Cure Online" *CTV News* (November 18, 2012), http://www.ctvnews.ca/health/italian-man-makes-worldwide-plea-for-best-brain-cancer-treatment-1.1043452

- Newspaper Interview: Wecker, M., 2012 "Microsoft's $1.2 Billion Purchase of Yammer a Mixed Bag for B-Schools" *U.S. News* (July 9, 2012), http://www.usnews.com/education/best-graduate-schools/top-business-schools/articles/2012/07/09/microsofts-12-billion-purchase-of-yammer-a-mixed-bag-for-b-schools.

- Newspaper Interview: Lawrence, D., 2012 "Virtual Watercoolers and a Meeting of Minds" *Globe & Mail* (January 31, 2012), http://investdb4.theglobeandmail.com/servlet/story/GAM.20120131.SRPARTNERSHIPSINTERNALATL/GIStory/.

- Newspaper Interview: Wei, R., 2011 "Riding the Group Buying Train" *Ottawa Insight* (April 11, 2011), http://www.cusjc.ca/ottawainsight/?p=2225.

- Newspaper Interview: Rankin, J., 2011 "Pulling the Plug on the Internet" *Toronto Star* (January 28, 2011), http://www.thestar.com/news/world/article/930211--pulling-the-plug-on-the-internet.

REFERENCES

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DeGroote School of Business, McMaster University
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