

Curriculum Vita
KEN PEFFERS

3117 Rabbit Creek Dr.
Las Vegas NV 89120

Email: ken.peffers@unlv.edu
Tel: 702 505 4457, Mobile 702 807 1181

Academic home page: <http://peffers.com/>

Elder, Sault Tribe of Chippewa Indians

Academic Experience and Education

University of Nevada, Las Vegas, MIS Department, College of Business, 4505 Maryland Parkway, Las Vegas NV 89154, Professor, 2009—; *Chair of the MIS Department, 2007—2009; Associate Professor in MIS, 2003—2009.*

Hong Kong University of Science and Technology, ISMT Department, School of Business Administration, Clear Water Bay, Kowloon, Hong Kong, 2001—2003, *Visiting Associate Professor & PhD Program Coordinator for IS.*

Texas Tech University, College of Business Administration, MS2101, Lubbock TX 79409. 1999—2001, *Associate Professor of MIS.*

Rutgers University, School of Business, Camden, NJ, 1991-1999 (visited University of Hong Kong, 1994-6), *Assistant Professor.*

Purdue University, West Lafayette, IN, Ph.D. in MIS, 1991. Advisor: Brian Dos Santos.

New College, Sarasota, FL 34243, BA, 1970.

Research

Refereed Journal Publications:

Tuunanen, T., K. Peffers, and S. Hebler, "A designed requirements engineering process for blind users," *J. of Info. Tech. Theory and Appl.*, (forthcoming) 2011.

Cassab, H., T. Tuunanen, K. Peffers, C. Gengler, W. Hui, V. Virtanen, "Discovery of new service concepts for global markets," *Service Science (INFORMS)*, accepted, 2010.

Peffers, K., T. Tuunanen, M. Rothenberger, and S. Chatterjee, "A Design Science Research Methodology for Information Systems Research," *Journal of Management Information Systems*, Winter 2007–8, Vol. 24, No. 3, pp. 45–78.

Tuunanen, T., K. Peffers, C. Gengler, W. Hui, and V. Virtanen, "Developing Feature Sets for Geographically Diverse External End Users: A Call for Value-based Preference Modeling," *J. of Info. Tech. Theory and Appl.*, 8:2, 2006, 41-55.

Hallikainen, P., K. Peffers, T. Saarinen, "Deciding Which IS to Build and Assessing Success: Learning to Do It Better," *J. of Info. Tech. Theory and Appl.*, 6:4, 2005, 41-52.

Peffers, K. and T. Tuunanen, "Planning for IS applications: a practical, information theoretical method and case study in mobile financial services," *Information & Management*, 42:3, 2005, 483-501.

Peffers, K., C. Gengler, and T. Tuunanen, "Extending Critical Success Factors Methodology to Facilitate Broadly Participative Information Systems Planning," *JMIS*, 20:1, 2003, 51-86.

Peffers, K. and Y. Tang, "Identifying and Evaluating the Universe of Outlets for Information Systems Research: Ranking The Journals", *J. of Info. Tech. Theory and Appl.*, 5:1, 2003, 63-84.

- Peffer, K., D. Avison, P. Ein-Dor, and R.W. Zmud, "Scholarly Products in IS: Will Advances in Electronic Media Promote Evolutionary or Radical Change," *Communications of the Association for Information Systems*, 11, 2003, 498-512.
- Peffer, K. and W. Hui, "Collaboration and Author Order: Changing Patterns in Research," *Communications of the Association for Information Systems*, 11, 2003, 166-190.
- Peffer, K. and C. Gengler, "How to Identify New High-Payoff Information Systems for the Organization," *Communications of the ACM*, 46:1, January 2003, pp 83-88.
- Peffer, K. and W. Ma, "An Agenda for Research about the Value of Payment Systems for Transactions in Electronic Commerce," *J. of Info. Tech. Theory and Appl.*, 4:4, 2003, 1-16.
- Peffer, K. and T. Saarinen, "Measuring the Business Value Of IT Investments: Inferences From A Study Of Senior Bank Executives," *Journal of Organizational Computing and Electronic Commerce*, 12:1, 2002, pp 17-38.
- Peffer, K. and V.K. Tuunainen, "Leveraging Geographic and Information Technology Scope for Superior performance: An Exploratory Study in International Banking," *Journal of Strategic Information Systems*, 10:3, 2001, pp. 175-262.
- Peffer, K., "The future of electronic commerce: a shift from the EC channel to strategic electronic commerce," *J. of Info. Tech. Theory and Appl.*, 3:4, 2001, 7-16.
- Peffer, K. and S. Bloom, "Internet-Based Innovations For Teaching IS Courses: The State Of Adoption, 1998-2000," *J. of Info. Tech. Theory and Appl.*, 1:1, 1999, 1-6.
- Peffer, K., B.L. Dos Santos and P. F. Thurner, "Motivation, Implementation, and Impact of Electronic Data Interchange among US and German Firms," *Information Services & Use*, 1998, 18, 177-189.
- Peffer, K. and V.K. Tuunainen, "Expectations and Impacts of a Global Information System: the Case of a Global bank from Hong Kong" *J. of Glob. Info. Tech. Mgmt.*, 1998, 1:4, 17-37.
- Dos Santos, B.L. and K. Peffer, "Competitor and Vendor Influence on the Adoption of Innovative Applications in Electronic Commerce," *Info. & Mgmt.*, 1998, 34:3, 175-184.
- Hallikainen, P., J. Heikkila, Peffer, K., T. Saarinen, and F. Wijnhoven, "Evaluating Information Technology Projects: Procedures, Follow-through, Decision-making and Perceived Evaluation Quality," *J. of Global Information Management*, 1998, 6:4, 1-11.
- Peffer, K. and B. L. Dos Santos, "Performance Effects of Innovative IT Applications over Time," *IEEE Transactions on Engineering Management*, November 1996, 43:4, 381-392.
- Dos Santos, B.L. and K. Peffer, "Rewards to Investors in Innovative Information Technology Applications: First Movers and Early Followers in ATMs," *Organization Science*, May-June 1995, 6:3, 241-259.
- Dos Santos, B.L. and K. Peffer, "The Effects of Early Adoption of Information Technology: An Empirical Study," *Journal of Information Technology Management*, 1993, VI:1, 1-13.
- Dos Santos, B.L., K. Peffer, and D. C. Mauer, "The Impact of Information Technology Investment Announcements on the Market Value of the Firm," *Information Systems Research*, March 1993, 4:1, 1-23.

Research in Progress

Tuunanen, T. and K. Peffer, "Targeted Service Co-design Theory," under review *MIS Quarterly*.

This paper designs a theory for engaging people in target populations in service co-design activities.

Peffer, K., T. Tuunanen, S. Krishna, V. Nallure, S. Panchanathan, “A Requirements Engineering Methodology for Engaging People who are Blind in the Design of Systems for Their Use and a Case Study: the Retail Shopping Assistant Prototype,” and applications for funding are pending; see below.

This research effort, a collaboration among the UNLV College of Business, the ASU Center for Cognitive Ubiquitous Computing, the Utah State University Computer Science Department, and the National Federation of the Blind, is really three projects. Firstly, it seeks to develop requirements engineering methodology to enable the participation of people who are blind early in the design of new products and systems, so that their preferences can be included among the resulting designed functionality and features. Secondly, it will develop a research prototype for a retail shopping assistant to enable independent retail shopping for people who are blind and vision impaired. Thirdly, it will develop a commercialize-able system to fully support independent shopping for people who are blind.

Peffer, K. and J. Roman, “Research Questions that IS executives want answered: a value prioritized agenda,” being revised in response to reviewer suggestions for *Information & Management*.

This paper develops an agenda for IS research based on interviews from CIOs.

Tuunanen, T., K. Peffer, C. Gengler, W. Hui, and V. Virtanen, “Developing Culturally Segmented Feature Sets for Mobile Applications Employing User Presence and Location Information,” being revised for initial submission.

This paper will design a method to analyze cross-cultural data that can lead to the development of culturally independent feature sets for new systems.

Rothenberger, M., K. Peffer, and T. Tuunanen, “Evaluation of design science research,” in analysis stage.

Peffer, K and A. Kayl, “Ethnographic observation for requirements elicitation practice in MIS,” theoretical stage.

Recent Applications for external funding

Currently in planning: a second stage project to follow-up on current research that would entail a much larger project, with \$2-5M funding, to design and execute a system to enable fully independent retail shopping for people who are blind. The first step in this is to organize a research participant conference, tentatively scheduled for Spring 2012, that would include 15 industry and academic participants to organize the research project team. I am currently working with the UNLV Foundation and members of the retail industry to secure funding of about \$15K to stage the conference.

Peffer, K., T. Tuunanen, S. Krishna, V. Nallure, S. Panchanathan, “A Requirements Engineering Methodology for Engaging People who are Blind in the Design of Systems for Their Use and a Case Study: the Retail Shopping Assistant Prototype,” application for funding under the NSF RAPD funding opportunity, September 23, 2010. Reviews: very good/good, very good/good, good. Plan re-application in September 2011 with team that includes ASU and USU researchers.

Peffer, K., “Blind participant requirements for effective participation in information technology application development,” DOE NIDRR 2009. Rejected; invited re-application.

Re-application planed for February 2011 with team that includes engineering researchers from ASU and CS researcher from USU.

Peffers, K., "Design Of A Method To Facilitate Effective Blind User Participation In Requirements Elicitation," NSF Human Centered Computing, Fall 2008. Rejected, reviews: good, fair, fair, poor.

Peffers, K., "Identifying Requirements Elicitation Characteristics for the Effective Participation of Blind Users in Information Technology Application Development, DOE NIDRR 2008. Rejected; invited re-application.

Publications and Refereed Appearances as Editor

Peffers, K., "Systems for Users and Customers," *J. of Info. Tech. Theory and Appl.*, 9:4 2009, iii-vi.

Peffers, K., "Four Papers that Point to Research Opportunities in Information Systems," *J. of Info. Tech. Theory and Appl.*, 9:3 2008, iii-vi.

Peffers, K., "IS Research Using Theory from Elsewhere," *J. of Info. Tech. Theory and Appl.*, 9:2 2008, iii-vi.

Peffers, K., "Three papers on application use: commitment to the provider, context aware applications, and trust in virtual organizations," *J. of Info. Tech. Theory and Appl.*, 9:1 2007, iii-vi.

Romano, N. C., Jr., J. B. Pick, and N. Roztock, "Complexity and Context: Emerging Forms of Collaborative Inter-Organizational Systems," *J. of Info. Tech. Theory and Appl.*, 8:4 2007, iii-vi.

Peffers, K., "Portfolio Management, Project Management, Content Validity, and Pleasure," *J. of Info. Tech. Theory and Appl.*, 8:3, 2006, iii-iv.

Peffers, K., "Models for Technology Acceptance, Culture-Based It Products, Software Reuse Libraries, and Digital Broadcasting," *J. of Info. Tech. Theory and Appl.*, 8:2, 2006, iii-iv.

Peffers, K., "New paradigms, applications, and evidence," *J. of Info. Tech. Theory and Appl.*, 8:1, 2006, iii-iv.

Stafford, T., K. Peffers, M. A. Mahmood, S. Palvia, and A. Harris, "Panel Session on Publishing in IS/IT Journals: Meet the Editors," *Americas Conference on Information Systems*, August 2006, Acapulco Mexico.

Peffers, K., "Papers to Read Twice: Special Issue on Understanding Reflection in the Design of Information Systems," *J. of Info. Tech. Theory and Appl.*, 7:4, 2006, iii-iv.

Peffers, K. and R. Kishore, "Adapting Knowledge and Methods from Other Disciplines," *J. of Info. Tech. Theory and Appl.*, 7:3, 2005, iii-v.

Peffers, K., "Better papers than we deserve?" *J. of Info. Tech. Theory and Appl.*, 7:2, 2005, iii-iv.

Peffers, K. "Autonomous Businesses, Applicable Research, and the Software Product Line," *J. of Info. Tech. Theory and Appl.*, 7:1, 2005, iii-iv.

Peffers, K. "Five Outstanding Papers Close Out Volume Six," *J. of Info. Tech. Theory and Appl.*, 6:4, 2005, iii-iv.

Peffers, K., C. Gengler, M. G. Hunter, T. Saarinen, and T. Tuuranen, "Extracting Value from Applicable IS Research," an editors' panel, *ISOneWorld2005*, The Information Institute, March 30-April 1 2005, Las Vegas.

- Peffer, K., "There Is Nothing So Practical as Good Theory: Exploring the Conjecture," *J. of Info. Tech. Theory and Appl.*, 6:2, 2004, iii-v.
- Peffer, K., "At the Junction between Information Systems and People Interacting in Organizations," *J. of Info. Tech. Theory and Appl.*, 6:1, 2004, iii-iv.
- Peffer, K., "Disasters, Satisfaction, and IT Training," *J. of Info. Tech. Theory and Appl.*, 5:4, 2004, iii-iv.
- Liang, T.P., A.B. Whinston, M.J. Shaw, J.K. Lee, and K. Peffer, "Panel: Future Research on e-Business: Editors' Perspective," *WeB 2003 (The Second Workshop on e-Business)*, December 13-14, 2003, Seattle, Washington.
- Peffer, K., "New Content, New Form," *J. of Info. Tech. Theory and Appl.*, 5:3, 2003, iii-iv.
- Peffer, K., "There Is Nothing So Practical As Good Theory: Exploring the Conjecture," *J. of Info. Tech. Theory and Appl.*, 5:3, 2003, v-vi.
- Peffer, K., "Information Systems for Emergency Response," *J. of Info. Tech. Theory and Appl.*, 5:3, 2003, vii-viii.
- Peffer, K., "IS and Organizational Processes: IS Design, Negotiation, Decisions, and Managing Knowledge," *J. of Info. Tech. Theory and Appl.*, 5:2, 2003, iii-iv.
- Peffer, K., "Linking IS Research to Application," *J. of Info. Tech. Theory and Appl.*, 5:2, 2003, v-vi.
- Peffer, K., "Two Surprising Results, One State of Research Review, and the Journal Ranking Results," *J. of Info. Tech. Theory and Appl.*, 5:1, 2003, iii-v.
- Peffer, K., "Special Issue- Call for Papers: The State of Research in IS: Current Streams," *J. of Info. Tech. Theory and Appl.*, 4:4, 2003, v-vi.
- Peffer, K., "How Two Unique Paper Styles Can Increase Your Productivity, Visibility, and Impact as an IS Researcher," *J. of Info. Tech. Theory and Appl.*, 4:4, 2003, iii-iv.
- Peffer, K., "Privacy and Prejudices," *J. of Info. Tech. Theory and Appl.*, 4:3, 2002, iii.
- Peffer, K., Avison, D., P. Ein-Dor, and B. Zmud, "Scholarly Products in IS: Will Advances in Electronic Media Promote Evolutionary or Radical Change?" A Panel, *Twenty-Third International Conference on Information Systems*, Barcelona, December 2002.
- Peffer, K., "Five Exciting New Papers: A New Kind of Journal Reaches New Heights," *J. of Info. Tech. Theory and Appl.*, 4:2, 2002, iii-iv.
- Peffer, K., "In the First Issue of a New Kind of IS Journal," *J. of Info. Tech. Theory and Appl.*, 4:1, 2002, iii-iv.
- Peffer, K., "Perishable Research and the Need for a New Kind of IS Journal," *J. of Info. Tech. Theory and Appl.*, 4:1, 2002, v-vii.
- Peffer, K., "A New Kind of Journal for IS Research: *JITTA*'s New Call for Papers," *J. of Info. Tech. Theory and Appl.*, 4:1, 2002, viii-xi.
- Peffer, K., "Preparing a Paper for *JITTA*: New Instructions to Authors," *J. of Info. Tech. Theory and Appl.*, 4:1, 2002, xii-xv.
- Peffer, K., "Preface to the Innovative Special Issue: Is E-Commerce dead, past its prime, or just resting?" *J. of Info. Tech. Theory and Appl.*, 3:4, 2001, ii-iii.

Refereed Publications, Other

- Tuunanen, T., K. Peffer, and S. Hebler, "A requirements engineering method designed for

the blind,” *Global Perspectives on Design Science Research, 5th International Conference, DESRIST 2010, Proceedings*, Winter, R., Zhao, J. L., and Aier, S., eds., in *Lecture Notes in Computer Science*, Springer, June 2010, 475-489.

Peffers, K. and T. Tuunanen, “Meeting the Demands of Wide Audience End Users, in *End-User Computing: Concepts, Methodologies, Tools, and Applications*, S. Clark, ed., IGI: Hershey PA, 2008, 2622 pp.

Hebler, S., T. Tuunanen, K. Peffers, “Blind User Requirements Engineering for Mobile Services,” *The 6th Workshop on e-Business*, December 9, 2007, Montreal, Quebec, Canada.

Hebler, S., T. Tuunanen, K. Peffers, “Blind User Requirements Engineering for Mobile Services,” *15th IEEE International Requitements Engineering Conference*, October 15-19th, 2007, India Habitat Center, New Delhi.

Peffers, K., T. Tuunanen, W. Hui, and C. Gengler, M. Rossi, W. Hui, V. Virtanen, and J. Bragge, “The Design Science Research Process: A Model for Producing and Presenting Information Systems Research,” *1st International Conference on Design Science Research*, Claremont, California, February 2006.

Tuunanen, T., K. Peffers, W. Hui, C. Gengler, W. Hui, and V. Virtanen, “Developing Culturally Segmented Feature Sets for Mobile Applications Employing User Presence and Location Information,” presented at *The fourth workshop on e-business (WEB 2005)*, Dec 10 2005, sponsored by AIS SIGeBIZ.

Peffers, Ken and Tuure Tuunanen, “Meeting the Demands of Wide Audience End-Users,” in Saarinen, Timo, Markku Tinnilä & Anne Tseng (Eds.), *Managing Business in a Multi-Channel World*, Idea Group: Hershey PA, 2005, pp. 281-294.

Peffers, Ken, Timo Saarinen, Mohan Tanniru, James Hall, and Harrison Green, “Alternative Sources of Value for Information Systems Research, 3rd Annual ISONeWorld Conference and Convention, Las Vegas NV USA, April 2004.

Peffers, K. and W. Ma, “Paying for Goods in Electronic Commerce: Towards an Effective Set of Payment Systems,” *Web 2002, The First Workshop on e-Business*, Barcelona December 2002.

Peffers, K. and T. Tuunanen, “Using Rich Information to Plan Mobile Financial Services Applications with Maximum Positive Impact: A Case Study, *Tokyo Mobile Roundtable*, Hitotsubashi University, Institute of Innovative Research, Tokyo Japan May 30-31, 2002

Peffers, K. and Chuck Gengler, Understanding Internal IS Customer models of Firm Performance To Identify Potential High-Impact Projects, " *33rd Hawai'i International Conference on System Sciences*, Maui, Hawai'i, January, 2000.

Dos Santos, B. L. and K. Peffers, "Competitor and Vendor Influence on the Adoption of Automated Teller Machines," Research in Progress, *Association for Information Systems (AIS) Inaugural Conference*, Pittsburgh PA, August 1995.

Dos Santos, B. L. and K. Peffers, "Firm Level Performance Effects: A Framework for Information Technology Evaluation Research," in *Strategic and Economic Impacts of Information Technology Investments*, R.D. Banker, R.J., Kauffman and M.A. Mahmood (Eds.), Idea Group: Harrisburg PA, 1993, 515-546.

Dos Santos, B. L. and K. Peffers, "The Effects of Early Adoption of Information Technology: An Empirical Study," *Proceedings of the Twelfth Annual International Conference on Information Systems (ICIS)*, New York NY, December 1991.

Editorships in prestigious journals and conferences

Guest Editor, *European Journal of Information Systems*, Special issue on "Information technology funding and system justification in the organization," paper reviews in progress: anticipated publication in 2011.

Founding Emeritus Editor-in-chief, *Journal of Information Technology Theory & Application (JITTA)*, <http://jitta.org>, 2009—.

Editor-in-chief, *Journal of Information Technology Theory & Application (JITTA)*, <http://jitta.org>, 1998—2009.

Track Chair, *International Conference for Information Systems*, Las Vegas Nevada, December 2005.

Associate Editor, "Business Models, Markets, and Economy" Track, *International Conference for Information Systems*, Barcelona Spain, December 2002.

Special issue editor, *JITTA* special issue on "Is E-Commerce dead, past its prime, or just resting?" *J. of Info. Tech. Theory and Appl.*, 4:3, 2001.

Research Grants:

College of Business, UNLV, Summer Research Grant, \$8000, summer 2005.

Hong Kong Research Grants Committee Competitive Earmarked Research Grant, A comparison of information systems planning results using critical success factors (CSF) and critical success chains (CSC) methods," 2002-3, \$525,853.

HKUST Office of Contract & Grant Administration, DAG01/02.BM13, "Paying for goods in electronic commerce: Towards an effective set of payment systems," 2001-2, \$ 70,000

HKUST Office of Contract & Grant Administration, DAG01/02.BM13, "Extending CSF to facilitate broad participation in strategic IS planning," 2001-2, \$ 45,000

HSBC Hong Kong, grant to distribute copies of *Journal of Global Information Technology Management* article with teaching note to 2700 researchers worldwide for use as a teaching case study, 1999.

National Science Foundation, Research Planning Grant for Minority Scientists and Engineers, proposal IIS-9812093, September 1, 1998 to August 31, 1999, \$17,908. The proposal was "the most highly rated [grant proposal] in the spring panels," according to the NSF program director, and receiving "all excellent reviews."

Christian R. & Mary F. Lindback Foundation (Philadelphia), Minority Junior Faculty Award, 1997, \$14,473

The University of Hong Kong, Committee on Research and Conf. Grants, Research Grant, 1994-5.

Rutgers University Research Council Grant, 1993-4.

National and International News Media Coverage of Research Activities and Findings

"Designing wireless financial apps," *EP Topic News*, 27th March 2002, accessed at <http://www.elpub.org/base02t0058.htm> on 15 July, 2002.

"Peppers receives National Science Foundation planning grant," *Win Awenen Nisitotung (One who understands)*, Sault Ste. Marie Tribe of Chippewa Indians: Sault Ste. Marie, MI, 18:10, July 27, 1998.

"ATMS," *Minding your business with Marc Howard*, Action News 6, WPVI-TV,

Philadelphia, August 10, 1997. Marc Howard interviews Ken Peffers for Action News 6.

"Where is the ROI on Leading Edge Investments? Don't Ask!," *Bank Automation News*, Phillips Business Information, Vol. 6, No. 10, June 1, 1994, Kathleen Hawk, ed., 6-7.

"Investment in Information Technology: Does It Pay to Be First?," *Bank Technology Report*, 21:11, April 1992, reported by Kathy Gevlin (*Bank Technology Report* staff), pp. 1-2.

"United States: Early Investments in ATMs Pay Off Big," *Electronic Payments International*, Issue 63, March 1992, reported by Tom Murphy (*Electronic Payments International* staff), p. 15.

"Purdue Study Links Early ATM Deployment to Overall Retail Profitability," *EFT Report*, Vol. 15, No. 3, February 5, 1992, reported by anon. *EFT Report* staff, pp. 1-3.

"ATM Pioneers Reaped Market Share, Income," *Computerworld*, Vol. XXVI, No. 3, January 20, 1992, reported by Mitch Betts (*Computerworld* staff), p. 67. This article was adapted for use as a teaching case in O'Brien, J. A., *Management Information Systems, A Managerial End User Perspective*, Irwin: Homewood IL, p. 59.

Fellowships, and research honors:

"Researcher of the Year, 2003," College of Business, University of Nevada, Las Vegas. In recognition for achieving the highest level of research output, weighted for quality, of any research faculty member in the college for 2003.

Exchange Scholar, Budapest University of Economic Sciences/Rutgers University, March, 1994. An invitational visit to the university to present a seminar series for doctoral students and faculty.

Research Excellence Award, Rutgers University, School of Business, 1993.

Doctoral Fellow, Society for Information Management, Doctoral Consortium, *Eleventh Annual Conference on Information Systems*, Copenhagen, December 1990.

General Electric Foundation Fellowship, 1988-9, 1990-1.

Krannert Alumni Association Fellowship, 1987-8.

Other Research and Industry Publications:

"Management Summary," *Retail Operations/Automation Survey*, American Bankers Association: Washington DC, 1992, pp. 1-30.

Review of *Structured Induction in Expert Systems*, Alen Shapiro, in *SIGCHI Bulletin*, 20:4, April 1989, pp. 101-103.

Public Appearances

Peffers, K., "Dragging IS research into the 21st century...and making it relevant to managers and other researchers," Speech to the IT Club of the Hong Kong Management Association, March 7, 2002.

Paper Presentations at Conferences and Seminars:

Tuunanen, T, K. Peffers, and C. Gengler, "A Theory for Engaging Strangers in Requirements Engineering," presented at the W.P. Carey School of Business, Arizona State University, April 9, 2010.

Tuunanen, T, K. Peffers, and C. Gengler, "A Theory for Engaging Strangers in Requirements Engineering," presented at School of Information Systems and Technology, Claremont Graduate University, April 2, 2010.

Tuunanen, T., K. Peffers, C. Gengler," A Theory for Engaging Strangers in Requirements Engineering" OASIS Workshop, December 15, 2009, Scottsdale AZ.

Cassab H., T. Tuunanen, K. Peffers, C. Gengler, and W. Hui, "Activating Consumer Goals in Service Design," Presentation at *17th Annual Conference on Frontiers in Service Conference*, Washington D.C., 2-5 October 2008.

Peffers, K., "Design Science Research," a presentation at Peking University, June 2008, supported by the Governor of the Beijing Branch of the Peoples Bank of China.

Peffers, K., "Using knowledge from around the organization and world," *CIO Executive Forum*, The Information Management Forum, Las Vegas NV September 18-19, 2006.

Peffers, K. and J. Roman, "Research Questions that IS executives want answered: a value prioritized agenda," presented at the Helsinki School of Economics, May 23, 2006.

Peffers, Ken, Tuure Tuunanen, Charles E. Gengler, Matti Rossi, Wendy Hui, Ville Virtanen and Johanna Bragge, "A Conceptual Process Model for Design Science Research in Information Systems and Demonstration," *OASIS Workshop*, December 11, 2005, Las Vegas.

Tuunanen, Tuure, Ken Peffers, and Charles E. Gengler, "Wide Audience Requirements Engineering (WARE): A Practical Method and Case Study," *Organizations and Society in Information System (OASIS)*, IFIP Working Group 8.2, Washington DC, December 2004.

Peffers, Ken, Timo Saarinen, Mohan Tanniru, James Hall, and Harrison Green, "Alternative Sources of Value for Information Systems Research," panel presentation, *3rd Annual ISOneWorld Conference and Convention*, Las Vegas NV USA, April 2004.

"Using knowledge from around the firm and beyond to generate high-impact e-commerce projects," *The 14th Decision and Information Sciences Workshop*, National Sun Yat-sen University, Kaohsiung, Taiwan, July 11-13, 2001.

"Extending CSF to Facilitate Broad Participation in Strategic IS Planning," Tonjii University, Shanghai, December 2000.

"Extending CSF to Facilitate Broad Participation in Strategic IS Planning," and Tsinghua University, Beijing, December 2000.

"Extending CSF, as Critical Success Chains (CSC), to Incorporate the Relationships among IS Attributes, CSF Performance, and Firm Values," *IFIP WG8.2 Research Workshop*, December 12, 1999, Charlotte NC USA.

"Uncovering 'Critical Success Factors' for IT Planning using Personal Construct Theory," *The 10th Workshop on Information Systems and Economics (WISE)*, December 1998, New York.

"Uncovering 'Critical Success Factors' for IT Planning using Personal Construct Theory," University of North Carolina, Charlotte NC, October 1998.

"Uncovering 'Critical Success Factors' for IT Planning using Personal Construct Theory," Syracuse University, November 1998.

"Performance Impacts of Innovative Information Technology," Ateneo De Manila University, Manila, Philippines, November 1997.

"Competitor and Vendor Influence on the Adoption of Innovative Applications in Electronic Commerce," University of Colorado, Denver, February 1997.

"Performance Impacts of Innovative Information Technology Over Time," Univ. of Hong Kong, June 1995.

"Rewards to Investors in Innovative Technology," The Helsinki School of Business, Helsinki

Finland, April 1995. Also DataCity, Turko School of Business, Turko Finland.

"Performance Impacts of Innovative Information Technology Over Time," Hong Kong University of Science and Technology, March 1995.

"Competitor and Vendor Influence on the Adoption of Automated Teller Machines," *Workshop on Information Systems and Economics (WISE)*, Vancouver BC, December 1994, with B.L. Dos Santos.

"Rewards to Investors in Innovative Technology," School of Business Administration, The University of Southern California, Los Angeles CA, February 1994.

"Rewards to Investors in Innovative Technology," University of Minnesota, Minneapolis MN, Feb 1994.

"Inferences from a Study of Senior Bank Executives on the Search for Better Concepts to Measure the Business Value of IT Investments," *Workshop on Information Systems and Economics (WISE)*, Orlando FL, December 1993, with Timo Saarinen.

"Rewards to Investors in Innovative Technology: Does the Early Bird Get the Worm?," University of Twente, Enschede, The Netherlands, May 1993.

"Performance Effects of Innovative IT Applications over Time," *The 4th Workshop on Information Systems and Economics (WISE)*, Dallas TX, December 1992.

"Modelling the Effects of New Information Technologies on Firm Performance for Capital Budgeting and System Evaluation," *EURO XII/TIMS XXXI Joint International Conference*, Helsinki, Finland, June 1992.

"Early Information Technology Adoption Effects on Organizational Performance: An Empirical Study of Adoption-Performance Effects Lags and Competitive Advantage," *EURO XII/TIMS XXXI Joint International Conference*, Helsinki, Finland, June 1992.

"The Value of Investments in Information Technology: an Event Study," the *Third Workshop on Information Systems and Economics (WISE)*, New York, December 1991.

"First Mover Gains from Investments in Information Technology: the ATM Experience," *ORSA/TIMS Joint National Meeting*, Anaheim, CA, November 1991.

"The Impact of Information Technology on the Value of the Firm," *ORSA/TIMS Joint National Meeting*, Philadelphia, PA, October 1990.

"The Value of Investments in Information Technology: An Event Study," *TIMS/ORSA Joint National Meeting*, Las Vegas, NV, May 1990.

"Development of a Rational Methodology for Providing the Selection of Tasks to be Expert Systemized," *Third International Conference on Human-Computer Interaction*, Boston, MA, September 1989.

Service

Chair of the Department of MIS, 2007-9. My objectives and performance as chair of the MIS Department

When I assumed the role as chair in 2007, I observed that the department's program enrollments were suffering from a weakness common to computer science and MIS programs across the US. We had one of the strongest MIS departments in the US in terms of research productivity, but the number of students was trending downward. I was concerned that this left us potentially vulnerable to negative resource allocation decisions in the future.

Consequently, I made it my primary objective as chair to develop teaching products that would attract strong enrollment of student numbers for the department. As a result of these efforts, undergraduate enrollments have begun to trend upward and graduate enrollments have turned sharply upward, so that by Spring 2009, course enrollments reached more than three times Spring 2007 levels.

Here are some of the initiatives that we have taken since Spring 2007 to address this problem:

- Creation and appointment of a MS in MIS coordinator, who worked to ensure that applicant and client services of the department were excellent.
- A new dual MS in MIS/MBA program. First students enrolled for Fall 2007
- A new dual MS in MIS/Hotel Management program. First students to be enrolled for Fall 2008
- A new 5 year BSBA/MS in MIS option, aimed at attracting high quality high school students to our program. First students enrolled for Fall 2008
- Membership in the Western Governors Graduate Program for the MS in MIS, allowing in-state tuition fees for students from the Western US. First enrollments for Fall 2008
- A graduate certificate program in MIS, allowing students to take four MS in MIS courses for a certificate. First students to be enrolled in Spring 2009
- New marketing initiatives aimed at students, including new program brochures, a redeveloped web site for the department, and program brochures placed in US Fulbright Fellowship program offices worldwide.
- A major event in January 2008, targeted to high school technology teachers. Executives from major Las Vegas firms, MIS students, and faculty experts presented. More than 100 technology teachers attended.
- Successful solicitation of \$160,000 gift from IBM to develop courses and courseware for graduate and undergraduate IT architecture courses.
- Re-focusing efforts in our undergraduate and graduate programs to better target specific occupations that reflect our department's advantage over competing programs. This is an ongoing process.
- Efforts to start a project to develop the IT management workforce in Las Vegas, included meetings with Senator Harry Reid's staff and the recruitment of a working group of high profile CIOs to work on the problem. This effort is ongoing.
- Efforts to develop self-funded "Destination Las Vegas" MSMIS programs for domestic and foreign students. We have developed and piloted courses in hybrid onsite/online delivery mode and started to collect market research data.
- Redesigned department course production schedule to deliver the BSBA MIS major with fewer sections and to enable students to move seamlessly from the standard MIS major to a BSBA/MSMIS Bridge Option. Developed a self-help planning aid so that students can plan their progress through the program with a minimum of attention, whether they are taking three credit hours per semester or 21.
- Initiated a student—executive—faculty partnership to improve *esprit d'corps* within the department, increase opportunities for internships and employment for students, and help students acquire the culture and behavior of business managers, by re-purposing the MIS Executive Advisory Board and creating a new student organization

centered on the relationship.

Recent Service

Member, UNLV Faculty Technology Advisory Board, 2010—
Faculty advisor to the MIS Society of UNLV, 2010—
Faculty advisor to the UNLV College Republicans, 2008—
Chair of the MIS Department, 2007-9
Recruitment committee for Assistant Dean for Undergraduate Programs, 2008
Recruitment committee for Dean of the College of Business, 2007
Graduate Council, UNLV, 2004—6
EMBA Advisory Team, College of Business, 2003—2005
MBA Advisory Team, College of Business, 2003—6
Graduate Committee, College of Business, 2003—6
Merit Review Committee, MIS Department, 2004—6
Chair, Master of Science in MIS Committee, MIS Department, 2003—7

Service Award

IFIP WG 8.2 Award in Appreciation of Service, December 1997.

Organizing Chair

IFIP WG 8.2 Working Conference, "Qualitative Methods and IS Research, Philadelphia, PA, May 1997. The third in a definitive series of conferences on qualitative research methods and information systems research.

Program Committee

Web 2002: The First Workshop on E-Business, Barcelona Spain, December 2002.
IFIP WG 8.2 Working Conference 2000, 10-12 June, 2000, Aalborg, Denmark.

Publisher

CSNEWS, Computer Science Dept., University of Hong Kong, 1995-6.

Reviewer

European Journal of Information Systems
Information Systems Research
Journal of Management Information Systems (JMIS)
Journal of Management Systems
Journal of Organizational Computing and Electronic Commerce
Journal of Strategic Information Systems
Management Information Systems Quarterly (MISQ)
Management Science
Organization Science
International Conference for Information Systems (ICIS)
Decision Sciences Institute National Conference (DSI)
Hawaii International Conference on System Sciences (HICSS)

Discussant

ICIS, Economics of Information Goods Session, Brisbane, Australia, December 2000.
IFIP WG 8.2 Working Conference, Noordwijkerhout, The Netherlands, May, 1993.
IFIP WG 8.2 Working Conference, Minneapolis, Minnesota, June 1992.

Session Chair

"Information Technology and Firm Performance," *16th International Conference on*

Information Systems, " Amsterdam, Netherlands, December 1995.

"Recent Innovations and Research in Improving Organizational Performance," *EURO XII/TIMS XXXI Joint International Conference*, Helsinki, June 1992.

"Experiences and Experiments in the Classroom," *Annual Meeting of Northeast Decision Sciences Institute*, Philadelphia PA, April 1993.

Other Service, University

PhD Coordinator, ISMT Department, HKUST, 2001—3.

Member, IT Advisory Committee, Hong Kong Management Association, 2001—3.

AACSB Self-study committee, Texas Tech University, 2000-2001.

International Business Masters Degree Committee, COBA, Texas Tech University, 1999-2001.

Planning Committee, School of Business, Rutgers University, 1998.

Computer Use Committee, School of Business, Rutgers University, 1998.

Admissions Committee, School of Business, Rutgers University, 1996-7.

Campus Planning and Advisory Committee on Computing, Rutgers University, 1993-4.

Camden County Schools Technology Committee, 1993-4, 1996-9.

Tech 2000 Community Advisory Council, 1998-9.

Faculty Composition and Dev. Committee, School of Business, 1992-4.

Scholastic Standing Committee, School of Business, Rutgers University, 1991-2, 1998-9.

Teaching

Current Teaching roles:

In 2010 I developed a new course in Project Management for delivery as part of the BSBA core program and arranged a custom book for this purpose. To the best of my knowledge this is the first time that this course has been developed for delivery to this audience. It has hitherto been a course for upper division MIS or operations management students.

Developed two new courses in 2008, IS 463, "Creativity and Innovation in Information Systems", and MIS 777, "Project Feasibility Study and Proposal."

Courses I have taught recently:

IS Project Management
IS Planning and Strategy

Management of Information Systems
Project Feasibility Study and Proposal

Graduate Committee Memberships

STUDENT	TITLE OF DISSERTATION	GRADUATION DATE (SEMESTER/YR)
Hsing Wen (Hotel School)	A Comprehensive Structural Model of Factors Affecting Online Consumer Travel Purchasing	S 2006
Osmo Soronen, Helsinki School of Economics, served as opponent in the defense	A Transaction Cost Based Comparison of Consumers' Choice between Conventional and Electronic Markets	May 2007
Kim Syverson	Characteristics and success of information systems development efforts in public school	Aug 2007

	systems.	
John Farrish	The relationship between project characteristics and the expert estimation of software development and maintenance	Aug 2007
Hena Govindji, University of Auckland, Mcom, external examiner	Exploring the use of flow for Consumer Information Systems Planning: A Case Study	Feb 2009

Management Experience

Michigan Employment Security Commission, Michigan Department of Labor, Detroit, Michigan, 1972-1987. *Roles: employment service and unemployment insurance manager, IS project training specialist, and writer.*

Professional Associations

American Indian Science and Engineering Society (AISES)

Association For Information Systems (AIS)

International Federation for Information Processing WG 8.2

National Federation of the Blind

Cultural/Ethnic Association

Elder, Sault Ste. Marie Tribe of Chippewa Indians of Michigan, USA

Because some of my ancestors were among the original people of North America, I am a member of the Sault Ste. Marie Tribe of Chippewa Indians. The 25,000-member tribe is located in the Michigan's Eastern Upper Peninsula and is recognized by the U.S. as having limited sovereign autonomy.