SANTOSH S. VENKATRAMAN

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EDUCATION

Doctor of Philosophy in Business Administration, May 1991. Major: Management Information Systems; Minor: Computer Science. Dissertation Title: NEXUS: A Kernel Complex Object Management System. Texas A&M University, College Station, Texas 77843.

Master of Science in Business Computing Science, December 1986. Texas A&M University, College Station, Texas 77843.

Bachelor of Technology, Civil Engineering, May 1984. Indian Institute of Technology, Kanpur City, India 208016.

WORK EXPERIENCE

Aug 2002 – Present College of Business; Tennessee State University 330 10th Ave. North, Ste. G6 Nashville, TN 37203-3401 Current Position: Professor of Business Information Systems (*Tenured*)

AREAS OF INTEREST

Social Networking, Cloud Computing, Virtualization, Green Computing Electronic Commerce, Supply Chain Management, Customer Relationship Management (CRM), Web Services, Offshore Outsourcing, Relational Databases, Nested and Object-Oriented Programming and Relational Database Systems, Semantic database modeling, Group Decision Support Systems, Programming, Data Communications / Networks, and Innovative Educational Issues such as Teaching via Web.

JOURNAL PUBLICATIONS

"DSS: Is It Just an Alias for MIS," *Computer Personnel*, Volume 12, Number 2, December 1989, pp. 4-11.

"Epistemological Aspects of Object Schemes," *IEEE Transactions on Systems, Man, and Cybernetics*, with Arun Sen, Volume 22, Number 2, 1992.

"A Methodology and Tool for Derivation of Functional Dependencies from Business Forms," with Joobin Choobineh, *Information Systems*, Vol. 17, No.3, 1992.

"Wireless Local Area Networks - A Fad or an Office Productivity Tool?," Delta Business Review, Vol. 4, No. 1, Spring/Summer 1994 Issue.

"Anytime, Anywhere - The Flexible Networking Environment of Wireless LANs," *Journal of Systems Management*, September1994.

- "Telecommuting: A New Business Workstyle," Journal of International Information Management, Volume 3, Number 2, Fall 1994.
- "Formalization of an IS-A Based Extended Nested Relation Data Model," *Information Systems*, with Arun Sen, Volume 20, Number 1, 1995.
- "A Multidimensional Framework for Decision Support System Research and Design," *Journal of International Information Management*, Volume 5, Number 1, Spring 1996,
- "Computer Crimes: Taxonomy and Prevention Strategies," *Journal of International Information Management*, Volume 6, Number 2, Fall 1997.
- "Business Process Reengineering and Supply Chain Management Systems," with Albert A. Blum; Special Issue on Business Process Re-engineering, *Productivity – A Quarterly Journal of the National Productivity Council*, April-June 1998.
- "Electronic Payment Methods for E-Commerce," *Computing and Information Systems Journal*, Volume 6, May 1999, p. 53-57
- "Extranets: The Modern Tool to Leap Across Organizational Boundaries," *Computing and Information Systems Journal*, Volume 7, Number 4, October 2000, p. 101-107
- "Enhancing Organizational Performance via Electronic Customer Relationship Management," *Journal of International Technology and Information Management*, Vol. 10, Number 2, p. 25-36, Fall 2002.
- "E-Commerce: Electronic Payment Requirements and Issues," *E-Commerce Special Issue of the Journal of International Technology and Information Management*, Volume 12, Number 2, Fall 2003.
- "Web Services ~ The Next Evolutionary Stage of E-Business," Journal of International Technology and Information Management, Volume 13, Number 2, p. 111-122, Nov 2004.
- "Outsourcing A Great Global Opportunity," *Journal of Business and Economic Perspectives*, Volume XXXIV, Number 1, 2008.
- "The Dark Green Side of Information Technology,"International Journal of Business Insights and Transformation (IJBIT), Volume 3, Number 3, p. 96-106, January 2011.
- "Virtualization Technology: Ticket to Lower IT Budgets and Greater Business Benefits," *Journal* of Business & Economic Perspectives, Volume XXXIX, Number 2, Fall/Winter 2012.
- "The Imperative To Teach Students Social Media Skills," with Henry, R.; *Review Of Higher Education And Self-Learning (Rhesl)*, Volume 6, Issue 21, Summer 2013.

CONFERENCES

- "Distributed Data Processing & O.R. A Survey," with Bala Shetty, and Arun Sen, ORSA-TIMS, Denver, Colorado, Oct. 1988.
- "A Methodology and Tool for Automated Derivation of Functional Dependencies," with Joobin Choobineh, *Proceedings of the 22nd Hawaii International Conference on System Sciences* (*HICSS*), Kailua-Kona, Hawaii, Jan. 3-6, 1989.
- "A Framework for Complex Object Management," with Arun Sen, *Proceedings of the Decision Sciences Institute 21st Annual Conference*, San Diego, California, Nov. 1990.
- "The Effect of Required Return on Investment on the Quantity Discount Problem," *Proceedings of the Decision Sciences Institute 22nd Annual Conference*, Miami Beach, Florida, Nov. 24 - 27, 1991.
- "NEXUS: A Data Model to Capture Complex Object Semantics," Proceedings of the 23rd Annual Conference of the Southwest Region Decision Sciences Institute, San Antonio, Texas, March 4-7, 1992.
- "Potential for Nested Relational Databases in New Business Applications," *Proceedings of the Decision Sciences Institute 23rd Annual Conference,* San Francisco, California, Nov. 22-24, 1992.
- "Implementation Issues and a Software Architecture for Complex Object Management Systems," with John W. Rettenmayer. *Proceedings of the 24th Annual Conference of the Southwest Region Decision Sciences Institute*, New Orleans, Louisiana, March 5-7, 1993.
- "Update Semantics in a Complex Object management System," *Proceedings of the Decision Sciences Institute 24th Annual Conference,* Washington, D.C., Nov. 21-23 1993.
- "Telecommuting: A Strategy for the Future Office," with John W. Rettenmayer, *Proceedings of the 1994 ISECON*, Louisville, Kentucky, October 28-30, 1994.
- "An Extended Framework For GDSS Research," *Proceedings of the Decision Sciences Institute* 26th Annual Conference, Volume 2, Boston, Massachusetts, Nov. 20-22, 1995.
- "Group Decision Support Systems" *Proceedings of the Decision Sciences Institute 27th Annual Conference,* Volume 2, Marriott World Center, Orlando, Florida, Nov. 23-26, 1996.
- "An Internet Classroom: Reengineering the Learning" with Wayne Headrick, SWFAD 1997, Proceedings of the 28th Annual Conference of the Southwest Region Decision Sciences Institute, New Orleans, Louisiana, March 11-15, 1997.

- "Electronic Commerce in the Global Economy," Proceedings of the Information Resources Management Association International Conference, May 18-21, Vancouver, British Columbia, Canada, 1997.
- "Innovative Education Technology Symposium," Session Chair, *Proceedings of the Decision Sciences Institute 28th Annual Conference*, Volume 1, Marriott Hotel and Marina, San Diego, California, Nov. 22-25, 1997.
- "The Use of Information Technology to Enhance Supply Chain Management," *Proceedings of the Decision Sciences Institute 29th Annual Conference*, Bally's Las Vegas Hotel, Las Vegas, Nevada, Nov. 21-24, 1998.
- "The Hi-Tech Approach to Supply Chain Management," *Proceedings of the 1999 Allied Academies National Conference, Academy of Information and Management Sciences,* Myrtle Beach, South Carolina, April 7-10, 1999.
- "Payment Options for Electronic Commerce," *Proceedings of the Decision Sciences Institute 30th* Annual Conference, New Orleans, Louisiana, Nov. 20-23, 1999.
- "Requirements and Elements of Data Warehouses," 2000 Proceedings of the Southwest Decision Sciences Institute Conference, San Antonio, Texas, March 15-18, 2000.
- "Shattering Organizational Barriers Using Extranets," *Proceedings of the Decision Sciences Institute31st Annual Conference*, Orlando, Florida, Nov. 18-21, 2000.
- "Customer Relationship Management (CRM) ~ Much More Than A Hype," *Proceedings of the* 2001 Allied Academies International Conference, Academy of Information and Management Sciences, Nashville, Tennessee, April 4-7, 2001.
- "Is Electronic Customer Relationship Management Truly Beneficial?" Proceedings of the Decision Sciences Institute 32nd Annual Conference, San Francisco, California, Nov. 17-20, 2001.
- "Customer Relationship Management ~ Not Just a Fad," 2002 Proceedings of the Southwest Decision Sciences Institute Conference, St. Louis, MO, March 5-9, 2002. Featured paper in University of Central Arkansas Newletter. <u>http://www.sbaer.uca.edu/newsletter/2003/012103.pdf</u>
- "Why Customer Relationship Management Systems Fail," *Proceedings of the 2002 Allied Academies International Conference, Academy of Information and Management Sciences,* Las Vegas, Nevada, October 2 4, 2002.
- "Web Services The Next Big Leap in E-Commerce," *Proceedings of the 2003 Allied Academies Spring International Conference,* Academy of Strategic e-Commerce (ASE), Tunica, Mississippi, April 9 12, 2003.

- "Object Class Hierarchy Design," with Gerald Marquis. *Proceedings of the 2003 Summer International Allied Academies Internet Conference*, Academy of Information and Management Sciences (AIMS), Volume 5, p. 87, July 14 – 18, 2003.
- "Web Services A Rapid Application Development Approach," *Proceedings of the 2003 Allied Academies Fall International Conference,* Academy of Strategic e-Commerce (ASE), Las Vegas, Nevada, October 14 18, 2003.
- "Software As A Service," *Proceedings of the 2004 Allied Academies Spring International Conference,* Academy of Information and Management Sciences (AIMS), New Orleans, April 7-10, 2004.
- "The Next Internet Killer Application," *The International Symposium of Globalization and Urbanization*, Nashville, TN, May 6-8, 2004.
- "Offshore Information Technology Outsourcing A Wise Choice," *Proceedings of the 2004 Allied Academies International Conference*, Academy of Information and Management Sciences (AIMS), Vol. 8, No. 2, p. 55, Maui, Hawaii, Oct 13-17, 2004.
- "Embracing Information Technology Outsourcing," *Proceedings of the 2005 Allied Academies Spring International Conference, Vol. 9, No.1,* Academy of Information and Management Sciences (AIMS), Memphis, TN, April 13-16, 2005.
- "New Approaches in Supply Chain Management," *Proceedings of the 2005 Allied Academies Spring International Conference, Vol. 9, No.2, p. 35.* Academy of Information and Management Sciences (AIMS), Las Vegas, NV, October 11-15, 2005.
- "Critical Factors in Supply Chain Management," *Proceedings of the 2006 Allied Academies International Conference, Vol. 5, No.1.* Academy of Strategic E-Commerce (ASE), New Orleans, LA, April 12-16, 2006.
- "Modern Supply Chain Management," *Proceedings of the 2006 ASSOCIATION FOR GLOBAL BUSINESS Eighteenth International Conference*, Newport Beach, California, November 15 - 18, 2006. Best Paper in Track Award.
- "Outsourcing Point of No Return," *Proceedings of the 2007 Spring International Conference,* Academy of Strategic E-Commerce (ASE), Jacksonville, FL, April 11-14, 2007.
- "Current State of IT Security In Organizations," *Proceedings of the 2007 Allied Academies International Conference*, Academy of Information and Management Sciences (AIMS), Reno, NV, October 03-05, 2007.
- "Computer Ecosystems Impact on the Environment," *Proceedings of the 2008 Western Decision Sciences Institute*, Thirty-Seventh Annual Meeting, San Diego, California, March 18-22, 2008
- "Environment and Information Technology," *Proceedings of the 2008 Association for Global Business Twentieth International Conference*, Newport Beach, California, November 20-22, 2008.

- "Green Computing by Server Consolidation," Accepted, 2009 Allied Academies International Conference, Academy of Information and Management Sciences (AIMS), New Orleans, LA, April 08-10, 2009.
- "Improving Business Efficiency Via Virtualization Technology," *Proceedings of the 2009 Association for Global Business Twenty-First International Conference*, Vol. 21, Orlando, Florida, November 12 15, 2009.
- "Consolidation Of Servers For a Greener IT Department," *Proceedings of the 2010 Allied Academies International Conference,* Academy of Information and Management Sciences (AIMS), New Orleans, LA, April 14-16, 2010.
- "Social Networking Technology As A Business Tool," *Proceedings of the 2010 Allied Academies International Conference,* Academy of Information and Management Sciences (AIMS), Las Vegas, Nevada, October 13-15, 2010.
- "Business and Social Media Technology", *Proceedings of the 2011 Western Decision Sciences* Institute 40th Conference, Portland, Oregon, April 5-8, 2011.
- "IT and Environmental Sustainability," *Proceedings of the 2011 Allied Academies International Conference,* Academy of Information and Management Sciences (AIMS), Las Vegas, Nevada, October 12-14, 2011.
- "Quest for Business Intelligence", with Brooks, A. M., *Proceedings of the 2012 Northeast Decision Sciences Institute Annual Conference*, Newport, RI, March 21-23, 2012.
- "Technological Enablers for Supply Chain Management", with Klein, E.; Davis, Z. and Hairston, A.; *Proceedings of the 2012 Decision Sciences Institute 43rd Annual Conference*, San Francisco, California, November 17-20, 2012.
- "Technology-Assist For Supply Chain Management", *Accepted 2013 Allied Academies International Conference*, Academy of Information and Management Sciences (AIMS), New Orleans, Louisiana, March 27-29 2013.
- "Enhancing Information Systems Education With Social Media Skills," with Henry, R., 2013 Allied Academies International Conference, Academy of Information and Management Sciences (AIMS), San Antonio, Texas, Oct 9-11 2013.
- "Green Computing", with Cain N., 2014 Allied Academies International Conference, Academy of Information and Management Sciences (AIMS), Nashville, TN, March 26-28, 2014.
- "Big Data is a Big Deal," with Henry, R., 2014 Allied Academies International Conference, Academy of Information and Management Sciences (AIMS), Las Vegas, Nevada, Oct 15-17 2014.