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## **EDUCATION**

*Ph.D., University of Nebraska, Lincoln, Nebraska*

*M.S., Texas A&M University, College Station, Texas*

*M.B.A, University of Bombay, India*

*B.Sc., University of Madras, India*

## **ACADEMIC WORK EXPERIENCE**

***July 2014 – June 2024***

Director of MIS Division, Price College of Business, University of Oklahoma

***August 2013 - Current***, Michael F. Price Chair in MIS

Division of MIS, Price College of Business, University of Oklahoma

***August 2004 - 2013***

Gatton Endowed Research Professor, Decision Sciences and Information Systems Gatton College of Business and Economics, University of Kentucky

***August 1999 - 2003***

Associate Professor, Decision Sciences and Information Systems Gatton College of Business and Economics, University of Kentucky

***January 1998 - August 1999***

Associate Professor, Information Systems, College of Business, University of Cincinnati

***August 1995 - December 1997***

Associate Professor, Dept. of Decision Sciences and Information Systems, College of Business, Florida International University

***August 1989 - August 1995***

Assistant Professor, Dept. of Decision Sciences and Information Systems College of Business, Florida International University

## **REFEREED JOURNAL PUBLICATIONS**

Sikhondze, B., Hua, J.Y., Wang, W., Zhan, X., Santhanam, R., Are You Willing to Pay for Generative AI Products? Disentangling the Disclosure Effects and the Mediating Role of Psychological Value, Forthcoming in *The Journal of MIS*

Tseng, S.L., Sun, H., Santhanam, R., Lu, S., Thatcher, S., Rethinking Gamification Failure: A Model and Investigation of Gamified System Maladaptive Behaviors, *Information Systems Research*, 35(4), 1743-1765, 2024.

Tian, C., Nitiema, P., Santhanam, R. Revisiting the Role and Impact of Information Technology Capability, *AIS Transactions in Replication Research*, 9 (4), 2023.

Leung, A, Santhanam, R., Kwok, R.C., Yue, W.T Could Gamification Designs Enhance Online Learning Through Personalization? Lessons from a Field Experiment, *Information Systems Research*, 34 (1), 27-49, 2023

Nicholas, B., Gu, B., Recker, J and R Santhanam, Managing Artificial Intelligence, *MIS Quarterly*, 45 (3), 1433 -1450, 2021.

Park, D. Liu, M. Yi, and R. Santhanam, "GAMESIT: A Gamified System for Information Technology Training," *Computers and Education*, 142, 103643, 2019.

Liu, D. Santhanam, R, and J. Webster, "Towards Meaningful Engagement: A Framework for Design and Research of Gamified Information Systems," *MIS Quarterly*, 41(4), 1011-1034, 2017.

Santhanam, R. Liu. D and W. Shen, "Gamification of Technology Mediated Training: Not All Competitions Are the Same," *Information Systems Research* (27:2), 453-465, 2016.

Xu, P, Chen, L., and R. Santhanam, Will Video Be the Next Generation of E-Commerce Product Reviews? Presentation Format and the Role of Product Type, *Decision Support Systems*, 73,85-96. 2015.

Elise, L-M, Santhanam, R., Leger, P-M, Senecal, S., and F. Courtemanche, The Delayed Effect of Treadmill Desk Usage on Recall and Attention, *Computers in Human Behavior*, 46-48, 2015.

Santhanam, R., Yi, M., Sasidharan, S., and S. Park, "An Integrative Understanding of Information Technology Training Research," *Transactions on Human-Computer Interaction*, 5(3), 1-22, 2013.

Liu, D., Li, X., and R. Santhanam, "Digital Games and Beyond: What Happens when Players Compete?" *MIS Quarterly* 37(1), 11-124, 2013.

Sasidharan, S. Santhanam, R, Brass, D, and V. Sambamurthy, "The Effects of Social Network Structure on the Post-Implementation of Enterprise Systems: A Longitudinal Multilevel Analysis," *Information Systems Research* 23, (3), 658–678, 2012.

Shen, Wei-Cheng, Carswell, M.C., Santhanam, R., and Bailey, K. "Emergency Management Information Systems: Could Decision Makers be Supported in Choosing Display Formats?" *Decision Support Systems*, 52 (2), 318-330, 2012.

Li, P, Santhanam, R. and M. Carswell, "Effects of Animations in Learning - A Cognitive Fit Perspective," *Decision Sciences Journal of Innovative Education*, 7(2), 377-401, 2009.

Li, X, and Santhanam, R. "Will it be Disclosure or Fabrication of Personal Information? An Examination of Persuasion Strategies on Prospective Employees," *International Journal of Information Security and Privacy*, 29 (4), 91-113, 2009.

Santhanam, R, Sasidharan, S., and J. Webster, "Using Self-Regulatory Learning to Enhance E-Learning based Information Technology Training," *Information Systems Research*, 19(1), 26-47, 2008.

Santhanam, R, Seligman, L., and D. Kang, "Post-Implementation Knowledge Transfers to Users and Information Technology Professionals," *Journal of Management Information Systems*, 24(1), 174-203, 2007.

Hartono, E, Santhanam, R. and C. Holsapple, "Factors that Contribute to Management Support System Success," *Decision Support Systems*, 43(1), 256-268, 2007.

Antony, S., and R. Santhanam, "Could the use of a Knowledge-Based System Lead to Implicit Learning?" *Decision Support Systems*, 43(1), 141-151, 2007.

Bharadwaj, A., Narasimhan, S. and R. Santhanam, "Introduction to the Special Issue: Information Systems and Competitive Agility," *Information Technology and Management*, 7(1), 5-6, 2006.

Antony, S., Batra, D. and R. Santhanam, "The Use of a Knowledge-Based System in Conceptual Data Modeling Activities," *Decision Support Systems*, 41(1), 176-188, 2005.

Kang, D., and R. Santhanam, "A Longitudinal Field Study of Training Practices in a Collaborative Application Environment," *Journal of Management Information Systems*, 20(3), 257-281, 2003-4.

Santhanam, R. and E. Hartono, "Issues in Linking Information Technology Capability to Firm Performance," *MIS Quarterly*, 27(1), 125-153, 2003.

R. Santhanam, "Improving Training Outcomes Using Pre-Training Scripts: A Theory of Planned Behavior Approach," *Information and Organization*, 12(3), 135-152, 2002.

R. Santhanam, "The Effects of Communication Modality on Outcomes of Group Tasks," *Information Technology and Management*, 2(4), 377-394, 2001.

Santhanam, R., T. Guimaraes, and J.F. George, "An Empirical Investigation of ODSS Impact on Individuals and Organizations," *Decision Support Systems*, 30(1), 51-72, 2000.

Sein, M., and R. Santhanam, "Learning from Goal-Directed Error Recovery Strategy," *Information Systems Research*, 10 (3), 276-285, 1999.

Santhanam, R. and D. Batra, "The Human Computer Interface in Information System Design - Introduction to the Special Issue," *The Data Base for Advances in Information Systems*, 29 (1), 25-30, 1998.

Santhanam, R. and J. Elam, "A Survey of Knowledge-Based Research in Decision Sciences (1970-1995)," *The Journal of the Operational Research Society*, 49 (5), 445-457, 1998.

Santhanam, R. and J. Kyparisis, "A Decision Model for Interdependent Information System Project Selection," *European Journal of Operational Research*, 89 (2), 380-399, 1996.

Santhanam, R. and T. Guimaraes, "Assessing the Quality of Institutional DSS," *European Journal of Information Systems*, 4 (1), 159-170, 1996.

Santhanam, R. and J. Kyparisis, "A Multiple Criteria Decision Model for Information System Project Selection," *Computers and Operations Research*, 22 (8), 807-818, 1995.

Santhanam, R. and M. Sein, "Improving End-User Proficiency: Effects of Training and Task Variation," *Information Systems Research*, 5 (4), 378-399, 1994.

Schniederjans, M. and R. Santhanam, "A Multi-Objective Constrained Resource Information System Project Selection Method," *European Journal of Operational Research*, 70 (2), 244-253, 1993.

Santhanam, R. and M. Schniederjans, "A Model Formulation System for Information System Project Selection," *Computers and Operations Research*, 20 (7), 755-767, 1993

Santhanam, R. and S. Wiedenbeck, "Neither Novice nor Expert: The Discretionary User of Software," *International Journal of Man-Machine Studies*, 38 (2), 201-229, 1993.

Mahajan, A., and R. Santhanam, "On Forecastability of Foreign Exchange Swap Rates," *Indian Economic Journal*, 40 (3), 31-36, 1993.

Santhanam, R. and M. Schniederjans, "Artificial Intelligence: Implications for Teaching Decision Sciences," *Interfaces*, 21 (5), 63-69, 1991.

Santhanam, R. and S. Wiedenbeck, "Modeling the Discretionary User of Word Processing Technology," *The Journal of the American Society for Information Science*, 42 (3), 185-196, 1991.

Muralidhar, K., R. Santhanam, and R.L. Wilson, "Using the Analytic Hierarchy Process for Information System Project Selection," *Information and Management*, 18 (1), 87-95, 1990.

Santhanam, R., K. Muralidhar, and M. Schniederjans, "A Zero-One Goal Programming Approach for Information System Project Selection," *Omega - International Journal of Management Science*, 17 (6), 583-593, 1989.

Schniederjans, M. and R. Santhanam, "A Zero-One Goal Programming Approach for the Journal Selection and Cancellation Problem," *Computers and Operations Research*, 16 (6), 557-565, 1989.

## **BOOK CHAPTERS**

Technology Based Training: Toward A User Centric Research Agenda (with S. Sasidharan), in *Handbook of Human Computer Interaction in Management Information Systems, Applications,* " (Eds. P. Zhang and D. Galletta), 2006, Sharpe, Inc

What Makes Game Players Want to Play More? A Mathematical and Behavioral Understanding of Online Game Design, (with D. Liu and X. Liu), in J. Jack (Ed.) *Human- Computer Interaction, Human Computer Interface Applications and Services*, pp. 284-293, 2007, Berlin: Springer

Santhanam, R. (with X. Li). Will it be Disclosure or Fabrication of Personal Information? An Examination of Persuasion Strategies on Prospective Employees, in H. Nimadi (Ed.), *Pervasive Information Security and Privacy Developments: Trends and Advancements*. Chapter16, pp. 231- 254, 2011, IGI Global, Hershey, PA

Yang A., Liu D., Santhanam R. (2021) The Impact of Role Coordination on Virtual Team Performance and Player Retention in Esports. In: Garimella A., Karhade P., Kathuria A., Liu X., Xu J., Zhao K. (eds) *The Role of e-Business during the Time of Grand Challenges. WeB 2020. Lecture Notes in Business Information Processing*, vol 418. Springer, Cham.

## **SELECT PROCEEDINGS AND PRESENTATIONS**

Is it Disclosure or Fabrication of information? How to Persuade Employees to Disclose Personal Information?" (With X. Li), Proceedings of the Special Interest Group Workshop on Security, *International Conference on Information Systems*, Milwaukee, Wisconsin, December 2006

Could Guidance to Choose Appropriate Display Formats Improve Decision Making Performance in Crisis Situations?" (With M. Carswell and M. Shen), Proceedings of the *SIGAIS International Conference on Decision Support Systems*, Calcutta, India, January 2007

Technology Mediated Learning Performance of Information Technology Courses for a Global

Audience (With S. Sasidharan and J. Webster), Proceedings of the *Eighth Annual Global Information Technology Management Association*, Italy, June 2007

What Makes Game Players Want to Play More: A Mathematical and Behavioral Model of Online Game Design” (With De Liu and Xun Li), Proceedings of the *Human Computer International Conference*, Beijing, China, July 2007

Panelist – Training Challenges in a Globalized World, (With Debbie Compeau, Mun Yi, and Guillermo Rodriguez), *America Conference on Information Systems*, Lima, Peru, 2010.

The Effects of Ambiguity Tolerance and User Discretion on Spatial Task Performance and Display Choices," (With Russell Grant, Milton Shen, and Melody Carswell), Proceedings of the *Pacific Asia Conference on Information Systems*, Taipei, Taiwan, 2010, Paper 130.

The Influence of Usage Experience on Adoption of Successive ICT Products,” (With L. Chen), Proceedings of the *Americas Conference on Information Systems*, Detroit, Michigan, 2011.

Visual Presentation Modes in Online Product Reviews and their Effects on Consumer Responses (With P. Xu, L. Chen, and L. Wu) Proceedings of *Americas Conference on Information Systems*, Seattle, Washington, 2012.

GAMESIT - A Gaming Shell for IT Skill Development– A Design Science Program (With D. Liu, M. Yi, J. Park), *Workshop on Information Technologies and Systems*, December 2013

The Treadmill Desk: Sitting could Kill you, but can you Walk and Work well? (With É. Labonté- LeMoyne, P-M Léger, F. Courtemanche, S. Sénécal), Proceedings of *Gmunden Retreat on NeuroIS 2014*, Gmunden, Austria, June 2014.

Physical Interaction with Technology: Kinesiology as a Reference Discipline for Information Systems Research, (With É. Labonté- LeMoyne, P-M Léger, F. S. Sénécal), Proceedings of the *International Conference on Information Systems*, Dublin, December, 2016.

The Impact of Information Technology Capability on Hospital Performance, (With P. Nitiema and A Tian), Proceedings of the *Conference on Health Information Technology and Analytics*, Washington DC, October 2018.

Adaptation Behavior of Gamified Information Systems (With Shih-Lun (Allen) Tseng and Heshan Sun), Proceedings of the *International Conference on Information Systems*, San Francisco, 2018.

Reducing Technostress through Workstation Designs (With P. Nitiema), Proceedings of the *Midwest Association of Information Systems*, Iowa, May 2020.

The Impact of Role Coordination on Virtual Team Performance and Player Retention in Esports Nominated for Best Paper Award (with A. Yang and D. Liu) Proceedings of the *WeB 2020 Conference*, India, December 2020, Nominated for Best Paper Award.

Toward the Design of a Peer-Assisted Online Learning Platform (with D. Liu and A. Lueng), Presentation at the *Annual Meeting of Global Information Technology* Conference, Mexico, 2022.

Developing Gamification Research in Information Systems, (with D. Liu, P. Lowry, and D. Landers) – Presentation at the *Americas Conference in Information Systems*, Minneapolis, Minnesota, 2022.

The Impact of Organizational Citizenship Behaviors on Technostress in a Post-COVID-19 Remote Work Context: The Role of Media Synchronicity, (With B. Sikhonde and A. Durcikova) - Proceedings of the 57 Hawaii International Conference on System Sciences, 2024.

Design and Implementation of an AI-Chatbot-based Mobile Application to Help Students Self-regulate and Engage in Instructor-led Courses, (with R. Zandvakili, D. Liu, A. Tao Lee, R. Santhanam, S. Schanke), Presentation at the Human Computer International Conference, June 2024.

## **SELECTED PANELS AND WORKSHOPS**

Panelist - Meet the Editors of ISR, JIBS, JOM, and JSCM - What Can We Learn from Other Disciplines, Decision Sciences Annual Meeting, Tampa, November 2014.

IS Senior Scholar Research Workshop – City University of Hong Kong, Information System, Hong Kong, July 2015

Panelist – IS Dept. Heads Panel on COVID Impact, MIS Academic Leaders Conference, *University of Georgia and Association of Information Systems*, July 2020.

Panelist – IS Dept. Heads Panel on Digital Disruption and Scholarly Evolution: Unleashing the Potential of Centers in Business Schools, MIS Academic Leaders Conference, *Temple University and Association of Information Systems*, October 2023

## **EXTERNAL GRANTS**

An Investigation to Enhance the Effectiveness of Information Technology Knowledge Transfer with E-Learning – Funded by the Kentucky Science and Engineering Foundation, October 2003.

Novel Visualization and Affect-Sensitive Digital Storybook Systems for Enhancing Reading Comprehension and Literacy skills of Children with Autism Spectrum Disorder, with Samson Cheung, Karla Welch, and Robert Pennington - Funded by the University of Kentucky-University of Louisville Foundation, July 2013.

Novel Visualization and Affect-Sensitive Digital Storybook Systems for Enhancing Reading Comprehension and Literacy skills of Children with Autism Spectrum Disorder, with Samson Cheung, Karla Welch, and Robert Pennington - Funded by the University of Kentucky-University of Louisville Foundation, August 2014.

The Impact of Information Technology Capability on Hospital Performance with Pascal Nitiema and Annie Tian – Funded by the Presbyterian Health Foundation Research Scholars Program, February 2018.

## **COURSES**

Doctoral Seminar on Human Technology Interactions,  
Doctoral Seminar on Information System Impact,  
Doctoral Seminar on Systems Analysis and Design  
Doctoral Seminar on Decision Making Tools,  
Management of Business Intelligence,  
Data Science and Analytics  
Decision Support/Expert Systems,  
Systems Analysis and Design  
Organizational Information Systems,  
Business Data Communications,  
Management Support Systems,  
Management Information Systems  
Managerial Decision-Making  
Introduction to Quantitative Methods  
Introduction to Information Systems

## **SELECT PROFESSIONAL SERVICE**

Senior Editor, *MIS Quarterly* – Special Issue on Managing AI, 2021  
Senior Editor, *Journal of AIS*, 2018-2019  
Senior Editor, *Information Systems Research*, 2013-2017  
Associate Editor, *Information Systems Research*, 2009-2010  
Associate Editor, *Decision Support Systems*, 2003-2015  
Editorial Board, *Enterprise Information Systems*, 2009-2015  
Associate Editor, *MIS Quarterly*, 2004-2007  
Editorial Board, *Computers and Operations Research*, 1997- 1999  
Doctoral Consortium Faculty Advisor, Pacific Asia Conference on Information Systems, 2024, July, Ho-Chi Minh City, Vietnam.  
Doctoral Consortium Faculty Advisor, International Conference on Information Systems, 2009, Arizona.  
Track Chair (Software Development Processes and Quality Management) – International Conference of Information Systems, 2004, Washington D.C.  
Program Co-Chair – International Conference on Information Systems, 2023, Hyderabad, India.



Program Co-Chair, Americas Conference on Information Systems, 2005, Omaha, Nebraska,  
Program Co-Chair, Informa Conference on Information Systems and Technology, 2002,  
Atlanta, Georgia.

Member, AIS College of Senior Scholars

Mentor, AIS Women's Network Mentorship Program

### **SELECT AWARDS AND HONORS**

Association of Information Systems - Fellow Award

Association of Information Systems - Distinguished Member Cum Laude

Association of Information Systems - College of AIS Senior Scholars

Academy of Management, Communication, Digital Technology and Organization, Second  
Runner-up, Best Published Paper, 2021, Managing Artificial Intelligence, MIS Quarterly

Best Associate Editor Award - *Information Systems Research*, 2010

Gatton Research Professorship, University of Kentucky - 2002 - 2013

### **PROFESSIONAL AFFILIATIONS**

*Association for Information Systems*

*The Institute for Operations Research and the Management Sciences*

*ACM Special Interest Group on Human-Computer Interaction*