

DONALD LOUIS AMOROSO, PH.D.

7549 Forest Edge Lane, Montgomery, Alabama, 36117 USA
email: damoroso@AUM.edu, mobile phone: +01.770.367.9428

PROFESSIONAL SUMMARY

Distinguished Teaching Professor of Information Systems and formerly Lowder-Weil Endowed Chair of Innovation and Strategy (2014-2019) at College of Business, Auburn University Montgomery (AUM). Winner of the 2021-22 AUM Distinguished Professor Award in Teaching for the university. Main areas of research include innovation, incubators and accelerators, strategy, consumer behavior, and leadership in technology. Teaching case method with innovation, strategy, and information systems management. Working in interdisciplinary academic fields and cross-culturally with faculty to integrate areas of technology, marketing, and finance to understand and change corporate and consumer innovation adoption. Finished ten-year research project in Japan, Korea, China, and Southeast Asia analyzing the mobile strategy ecosystem; working with colleagues at 12 Japanese universities to develop research on each of the components of the mobile ecosystem. Research includes the strategy of mobile application development, food tracking and information, aging population, and consumer behavior culture. Conducted interviews with key telecommunication carrier executives include NTT DoCoMo, Softbank, and AU KDDI in Japan and Globe and Smart telecommunications companies. Collected data in eight Asian countries from 29,851 consumers. Currently working on consumer addiction to mobile applications and how that affects business decision making and product adoption.

Author of 68 refereed journal articles and refereed book chapters, 89 refereed conference proceedings and 86 academic presentations, including publications in Journal of Management Information Systems, Information & Management, Journal of Electronic Commerce in Organizations, Data Base, and Journal of E-Business Research. 3,484 citations (Google Scholar), with an H-index of 25 and an i10 of 41. Grants and funding followed major research project efforts. Conducts seminars in the areas of leadership and strategy, data analytics, corporate governance, marketing, technology investment, and innovation, cyber security, including a seminar in Atlanta twice annually called CIO Certification Seminar, with a handful of aspiring CIOs in leadership and strategy. Worked with doctoral students at Tokyo Tech University, De La Salle University, Philippines, and Addis Ababa University in Ethiopia. Formerly Chair of the Computer Science and Information Systems department and Executive Director and founder of the International Center for Innovation in Technologies (ICIT) at Kennesaw State University.

EDUCATION

UNIVERSITY OF GEORGIA (1983-1986)
Ph.D. in Management Information Systems (Dean's List)

UNIVERSITY OF GEORGIA (1982-1983)
Master's Degree in Business Administration MBA; focus on Strategy (Dean's List)

OLD DOMINION UNIVERSITY (1977-1980)
Bachelor's Degree in business administration in Finance; minor in Statistics (Cum Laude)

ACADEMIC POSITIONS

AUBURN UNIVERSITY MONTGOMERY (2014 TO PRESENT)

Position: Distinguished Teaching Professor of Strategy and Information Systems

Formerly: Lowder-Weil Endowed Chair of Innovation and Strategy (2014-2019)

Responsibilities:

- Awards:
 - Distinguished Teaching Award for the University (2021-22)
 - Distinguished Research Award for the College of Business (2022-23, 2018-19)
 - Distinguished Teaching Award for the College of Business (2020-21)
- Committee Chair:
 - Graduate Curriculum Committee (7 years)
 - MSMIS (Master of Science MIS) program redesign
- Research:
 - Mobile wallet usage by consumers in Japan, Korea, China, India, Thailand, and the Philippines
 - Incubator and accelerator success factors in Southeast Asian countries
- Teaching: MSISM and MBA programs
 - Innovation leadership and entrepreneurship
 - Strategy
 - Analysis and design
 - Data analytics
 - Information systems
- Study Abroad:
 - Japan with graduate students (3 trips)

KENNESAW STATE UNIVERSITY (2007 TO 2014)

Position: Professor of Information Systems

Responsibilities:

- Awards:
 - Exemplary Research, Teaching, and Service (2011-2012)
- Department Chair:
 - Computer Science & Information Systems (2007-2011)
 - Grew the CSIS department programs over 27% in three years.
- Executive Center Director :
 - International Center for Innovation in Technologies (ICIT)
- Director:
 - Japan Strategic Initiative Group for the University
- Teaching:
 - Doctoral program (DBA) with concentration in information systems
 - Joint MBA-MSIS degree
 - China and Japan cohorts for MSIS degree
 - MBA and Executive MBA programs
- Program Redesign:
 - Redesigned MSACS degree
 - Redesigned BSIS, BSCS, and BSISA programs
- Study Abroad:
 - Japan with graduate and undergraduate students (7 trips)

APPALACHIAN STATE UNIVERSITY (2004 TO 2007)

Position: Professor of Information Systems

Responsibilities:

- Department Chair:
 - Computer Information Systems Department
- Executive Center Director:
 - Center for Applied Research in Emerging Technologies (CARET)
- Initiatives:
 - Developed a Master's program in Information Systems
- Teaching:
 - Case method – MBA and Exec MBA in leadership, negotiation, strategy

SAN DIEGO STATE UNIVERSITY (2001 TO 2004)

Position: Associate Professor of Information Systems

Responsibilities:

- Coordinator:
 - Information Systems Department
- Executive Center Director:
 - Commercialization of technologies, non-profit business planning and strategic go-forwards
- Initiatives:
 - Joint doctoral program with SDSU and Claremont Graduate School
- Course Director:
 - Principles of Information Systems Courses
- Teaching:
 - Case method - Executive MBA, MBA, MS of Information Systems

UNIVERSITY OF COLORADO - COLORADO SPRINGS (1988 TO 1998)

Position: Associate Professor of Information Systems (Tenured), Chair Information Systems Department

Responsibilities: Department Chair, corporate reach-out, development of student labs

- Department Chair:
 - Information Systems Department
- Lab Director:
 - Student technology labs
- Executive Center Director:
 - Pacific Research Institute for Information Systems and Management
- Initiatives:
 - Corporate relationship building in Denver
- Teaching: Executive MBA and MBA programs
 - Data base
 - Software development
 - Software engineering using tools such as CASE
 - Visual C++ and Visual BASIC
 - Strategy development.

UNIVERSITY OF WESTERN ONTARIO (1986 TO 1988)

Position: Assistant Professor

Teaching: MBA and Undergraduate

- Information technology
- Operations research
- Decision support tools

VISITING POSITIONS

RITSUMEIKAN ASIA PACIFIC UNIVERSITY, BEPPU, JAPAN (OCTOBER 2022-PRESENT)

Rank: Adjunct Professor

Teaching: Case Method –MBA

- Technology Management

NAGOYA UNIVERSITY OF COMMERCE AND BUSINESS, NAGOYA, JAPAN (DECEMBER 2017–DECEMBER 2019)

Rank: Research Fellow / Visiting Professor

Teaching: Case Method – Exec MBA and MBA

- Strategy for Competitive Advantage

PALAWAN STATE UNIVERSITY, PUERTO PRINCESA, PHILIPPINES (MAY 2015 – AUGUST 2017)

Rank: Visiting Professor

Teaching: Master of Science in Information Systems

- Global Information Systems
- Research Seminar in Information Systems

DE LA SALLE UNIVERSITY, MANILA, PHILIPPINES (MAY 2013 – AUGUST 2018)

Rank: Visiting Professor

Teaching: Doctoral Program

- Research Methods
- Quantitative Analysis
- Structural Equation Modeling

ASIAN INSTITUTE OF MANAGEMENT, MANILA, PHILIPPINES (JUNE 2012 - JULY 2019)

Rank: Research Fellow / Visiting Professor

Teaching: Case Method – Exec MBA, MBA, EXCEL programs

- Global Information Systems
- Innovation Strategy (multidisciplinary course)
- Strategic Information Systems
- Innovation Tools to Enhance Creativity
- From Research Model to Path Analysis

TECHNOLOGICAL INSTITUTE OF THE PHILIPPINES, MANILA, PHILIPPINES (JUNE 2012 – JULY 2019)

Rank: Visiting Professor, Major Professor for doctoral student – Joy Abueg

Teaching:

- Business Process Redesign
- Executive Information Systems
- E-Commerce and Emerging Technologies
- Introduction to Information Systems

TOKYO TECH UNIVERSITY, TOKYO, JAPAN (MARCH 2012 – JUNE 2012)

Rank: Research Fellow, Major Professor for doctoral student – Na Chang

Research: Recommender Systems

TSUKUBA UNIVERSITY, TOKYO, JAPAN (MARCH 2009 - MARCH 2012)

Rank: Research Fellow

Teaching: Case Method – MBA program

- Strategy
- Corporate Governance

ADDIS ABABA UNIVERSITY, ETHIOPIA (DECEMBER 2008 – MARCH 2009)

Rank: Ph.D. Curriculum Development and First Cohort Professor Ph.D. program

Teaching: L Ph.D. program in Information Technology

- Leadership, Strategy and Implementation

AUSTRALIAN DEFENCE FORCE ACADEMY (1994-1995)

Rank: Visiting Professor, Researcher

Teaching: Masters in Military, Civilians, and School Administration

- Data Base
- Project Management

INDUSTRY EXPERIENCE

AXCELL LLC (1985 - CURRENT)

President and Senior Consultant

Brought in \$24.7M in new contracts and worked with over 155 senior executives over 25 years conducting strategy assessments, technology project implementations, process redesign, generating business effectiveness solutions, facilitating management sessions, and delivering training sessions. Worked extensively in healthcare, manufacturing, distribution, and financial vertical industries in Japan, Hong Kong, Singapore, Fiji, Tonga, Philippines, Canada, Mexico U.S., and Australia.

GENERAL ELECTRIC (2000 – 2001)

Assistant Vice President, Enterprise Solutions

Came in to start a new value-add consulting practice within the North American Field Sales group with the purpose to provide expertise in the areas of four solution areas: e-business, storage, networking, and security. With a P&L budget of \$2.6M, hired and managed the team of 12 core business consultants located in the field with a strong research-based infrastructure. Deliverables focused on providing differentiated strategic value for GE Access to the reseller partners in the form of copyrighted white papers, readiness assessment surveys, professional services analysis, solutions practice transformation, end-user proposal analysis, solution sales training, and emerging technologies presentations. Within six months, the team had written and published 10 white papers, conducted and delivered 11 in-depth assessment surveys, and worked with 24 reseller business models affecting over \$27M of product-stream revenue; anticipated incremental product revenue run rate at \$106M by Q4.

GARTNER GROUP - SOLISTA (1998 – 2000)

Partner

Managed the area of e-business sales and consulting engagements within the Boulder emerging technologies group. Developed a significant number of new business opportunities in Denver, California, and Europe (Switzerland). Worked with the partners to develop significant corporate infrastructure in the areas of business development, strategic partner alliances, large engagement account management and strategic service offerings. Developed e-business road shows for an alliance set of partners educating key Sun/Oracle resellers on the e-builder space using the Oracle iSpeed methodology around key e-business technology vendors. Worked with a significant number of new e-business start-up companies developing business models around the e-builder space. Focused on the strategic ramifications of the convergence between the internet, wireless, and broadband technologies. Enabled clients to set sales strategies around solution stacks and packaging e-business solutions for faster time-to-market results saving, in one case, four months and \$3.2M.

UNIVERSITY OF VIRGINIA (1980 - 1982)

Assistant to the Treasurer

Responsible for yearly cash flow of \$300M in payroll and voucher checks.

GRUMMAN AEROSPACE CORPORATION (1975-1977)

Engineering Planner

Responsible for the reporting and scheduling on the Gulfstream III project.

TEACHING

INFO 6780: SYSTEMS ANALYSIS, DESIGN, AND IMPLEMENTATION

This is a course on how to conduct a systems analysis and design project to recommend process improvements. In short: redesigning processes to improve organizations. Each team will develop process and data models for a real client. Teams will model processes and the flow of data for the "as-is" systems and then will be asked to suggest process improvements for reengineering the system ("to-be") in the organization. Students, in teams, will be giving regular class presentations on the progress of their project and will have the client in the classroom for all presentations. A significant portion of class time will be devoted to project work to help teams complete their development projects.

INFO 6580: LEADING INNOVATION

This action-oriented project course covers the key stages involved in developing a new product or service acting as an entrepreneurial start-up company. The early part of the course focuses on the issue of how to identify untapped customer needs and generate new product. Throughout the course, students will learn how firms convert ideas into actual products or services using design thinking tools. The learning process will be highly experiential as students work in groups to develop a viable new product or service via a hands-on team project. Each team of students will identify an untapped market need using Blue Ocean Strategy, develop alternative product or service concepts to meet that need, flesh out product concepts through a process of iterative design and prototyping, and examine product economics. The end product will be a video that teams will design that illustrates their product prototypes.

INFO 6790: INNOVATION STRATEGY

This course will enable the student to think strategically with respect to using information technology for competitive advantage. Students will use strategic models to make recommendations to companies using Harvard cases studies. Specifically, students will analyze the impact of changes to an ecosystem, conduct strategic analysis using variable frameworks and tools, and identify effective strategy formulation and execution. Additionally, the course explores the concept of shared social value and how it can be used to change the direction of organizations.

INFO 5860: MAINTAINING SUSTAINABILITY

This course is designed to expose students to current thinking regarding sustainability and its implications for organizations and their managers. It will cover key issues such as green technologies, hazardous technological material disposal, recycling strategies and other environmental issues. Students will describe the attributes of sustainability, identify the various types of sustainability problems, analyze the success factors in sustainability in organization, in order to develop solutions to the global-scale sustainability issues. Cases will be used to allow discussion of the value of innovation for enhancing sustainability. Additionally, students will need to identify the importance of corporate social responsibility to sustainability effectiveness.

INFO 6250: INFORMATION RESOURCE MANAGEMENT

The overall purpose of this course is to introduce graduate business students to what innovative organizations are doing with contemporary information systems. Students will learn how information

technology and information systems can create competitive advantage for an organization and within an industry. Issues and management techniques involved in administering the information system/resource activities of an organization from a socio-technical perspective.

QMTD 6740: DATA ANALYSIS FOR MANAGERS

In this course, teams will use quantitative skills and analytics to access and evaluate data and make individual and collaborative decisions. By completing this course, executives will be able to understand why data analysis enables better decision-making, how to apply data analysis tools to evaluate data, and to develop a level of proficiency with statistical analysis tools. Students will conduct a research project using data analysis tools in order to develop meaningful interpretations, conclusions and present the results.

BUSN 6990: THESIS

This project is part of a research portfolio designed to study consumer behavior in countries around the world. With colleagues in different countries, we created a research program around understanding consumer behavior with respect to purchasing and continuance intention with mobile wallet and mobile applications. We are trying to understand the consumer by collecting data and trying to see if there are cultural differences. By completing this course, students will be able to understand how to apply statistical techniques to evaluate data to come to meaningful conclusions in order to compare data sets across cultures.

RECENT TEACHING EVALUATIONS

Key to Course Evaluation Items

KNOW: My knowledge in this area is increasing because of this course.

LECT: My instructor's lectures and activities and helping me to learn the material effectively.

INST: This instructor is a very effective teacher.

OVERALL: Overall, the quality of this course is good.

NO. STUD: Number of students completing the evaluations in each class.

Evaluation Scale

5=excellent, 4=good, 3=average, 2=poor, 1=very poor

F2F = Face-to-face, OL = online A & B are sections

	Course	Know	Lect	Inst	Overall	Mean	No. Stud
Fall 2021	QMTD 6740 F2F	4.33	4.33	4.33	4.67	4.42	13
	QMTD 6740 OL	4.77	4.38	4.38	4.54	4.52	25
	INFO 4800 OL	5.00	4.00	5.00	5.00	4.75	5
	INFO 6780 F2F	5.00	4.80	5.00	5.00	4.95	7
					AVG=	4.66	50

	Course	Know	Lect	Inst	Overall	Mean	No. Stud
Spring 2022	INFO 4800 F2F	4.40	4.00	4.20	4.20	4.20	13
	MNGT 4500 F2F	4.83	4.83	4.83	4.83	4.83	14
	INFO 4900 F2F	5.00	5.00	5.00	5.00	5.00	4
	INFO 6580 OL	4.86	4.86	4.71	4.57	4.75	32
	INFO 6790 F2F	4.16	4.47	4.47	4.42	4.38	44
	INFO 6790 OL	4.81	4.88	4.88	4.94	4.88	43
					AVG=	4.67	150

	Course	Know	Lect	Inst	Overall	My Avg	No. Stud
Summer 2022	INFO 5860 F2F	4.85	4.85	4.85	4.88	4.86	50
	INFO 6130 AOL	4.74	4.47	4.53	4.47	4.55	40
	INFO 6130 BOL	4.78	4.61	4.65	4.74	4.70	33
					AVG=	4.70	123

	Course	Know	Lect	Inst	Overall	My Avg	No. Stud
Fall 2022	QMTD 6740 F2F	4.85	4.95	4.90	4.90	4.90	36
	QMTD 6740 BOL	4.08	4.00	3.84	3.92	3.96	45
	QMTD 6740 COL	4.35	4.15	4.38	4.00	4.22	31
	INFO 6100 F2F 1	4.82	4.82	4.82	4.82	4.82	23
	INFO 6100 F2F 2	4.67	4.67	4.75	4.75	4.71	21
	INFO 6780 F2F	4.71	4.65	4.65	4.65	4.67	31
					AVG=	4.55	187

	Course	Know	Lect	Inst	Overall	My Avg	No. Stud
Spring 2023	INFO 6790 F2F 1	4.37	4.47	4.37	4.37	4.40	46
	INFO 6790 F2F 2	4.94	4.94	5.00	4.94	4.96	47
	INFO 6790 BOL	4.35	4.45	4.55	4.50	4.46	50
	INFO 6790 AOL	4.55	4.64	4.73	4.59	4.63	43
	INFO 6580 F2F	4.67	4.58	5.00	4.84	4.77	31
	INFO 6580 OL	4.62	4.54	4.69	4.69	4.64	46
	INFO 6990 F2F	4.60	4.80	4.80	4.60	4.70	5
					AVG=	4.65	268

	Course	Know	Lect	Inst	Overall	My Avg	No. Stud
Summer 2023	INFO 5860 F2F	4.88	4.88	4.88	4.88	4.88	16
	INFO 6130 F2F	4.80	4.60	4.68	4.64	4.68	25
	INFO 6130 OL	4.48	4.48	4.44	4.40	4.45	26
	INFO 6250 F2F	4.83	4.63	4.63	4.71	4.70	35
					AVG=	4.68	102

	Course	Know	Lect	Inst	Overall	My Avg	No. Stud
Fall 2023	QMTD 6740 OL	4.09	4.03	4.03	4.16	4.08	32
	INFO 6780 F2F	4.80	4.75	4.75	4.80	4.78	40
	INFO 6780 OL	4.75	4.71	4.75	4.57	4.70	28
					AVG=	4.52	100

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- ASSOCIATE EDITOR (2011- Current) – International Journal of E-Adoption, IGI Publications.
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- GUEST EDITOR (2005) - Journal of Management Information Systems, Personalized e-Commerce Applications issue (with Petra Schubert, University of Applied Sciences, Basel, Switzerland).
- ADVISORY BOARD (2004) – Pablo de Olavide University, Seville IS Research Center, Spain.
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