CURRICULUM VITAE

BRIEF BIOGRAPHY

Terence T. Ow is a Professor of Information Systems and Analytics in the Management Department, College of Business Administration. He currently holds a joint appointment in the Department of

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MARQUETTE UNIVERSITY

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EDUCATION

University of Wisconsin-Madison
Doctor of Philosophy in Business Administration, May 2000

University of Wisconsin-Madison
Master of Science in Industrial Engineering, May 1994

University of Wisconsin-Madison
Master of Business Administration, August 1992
  Operations Management and Information Systems

University of Wisconsin-Madison
Master of Science in Computer Sciences, May 1990

University of Wisconsin-Madison
Bachelor of Science (Distinction), December 1988
  Mathematics and Computer Sciences

ACADEMIC EXPERIENCE

Professor of Information Systems and Analytics, August 2022 – present
  Management Department, College of Business Administration, Marquette University

Professor, January 2020 – present (Joint Appointment)
  Department of Computer Science, Klinger College of Arts and Sciences, Marquette University

Associate Professor, August 2011 – July 2022
  Management Department, College of Business Administration, Marquette University

Visiting Associate Professor, August 2014 – December 2014, January 2020 – May 2020.
  Operations and Information Management Department, Wisconsin School of Business, University of Wisconsin-Madison

[19] Xu, Y., Chen, W. and **Ow, T. T.** (2022), "How does enterprise use social media post to acquire online social capital? A measurement perspective based on users' digital footprints,"
(32:3-4), 175-195. [IF=2.57, AB]

[18] Wang, X., Lu, J., **Ow, T. T.**, Feng, Y. and Liu, L. (2021), "Understanding the emotional and informational influence on customer knowledge contribution through quantitative content analysis,"
(58:2), 103426. [IF=7.55, A]

[17] Wang, X., **Ow, T. T.**, Feng, Y., and Liang, Y. and Liu, L. (2020), "Peer influence and network effect on user participation in a firm-hosted software community: The moderating role of network centrality,"
(29:5), 521-544. [IF=4.34, A]

[16] Liang, Y., **Ow, T. T.**, and Wang, X. (2020), "How do group performances affect user contribution? A cross-level moderation model in online communities,"
(30:2), 129-149. [IF=2.57, AB]

[15] Spaid, B. I., O'Neill, B. S. and **Ow, T. T.** (2019), "The upside of showrooming: How online information creates positive spill-over for the brick-and-mortar retailer,"
(29:4), 294-315. [IF=2.57, AB]

[14] Liang, Y., **Ow, T. T.** (2019), "The effects of customer engagement and group diversity on value co-creation in virtual brand communities,"
(39:3), 43-49.

[13] **Ow, T. T.**, Spaid, B. I., Wood, C. A. and Ba, S. (2018), "Trust and experience in online auctions,"
(28:4), 297-311. [IF=2.57, AB]

[12] **Ow, T. T.**, O'Neill, B. S. and Naquin, C. E. (2014), "Computer-aided tools in negotiation: Negotiable issues, counterfactual thinking, and satisfaction,"
(24:4), 297-311. [IF=2.57, AB]

[11] Devaraj, S., **Ow, T. T.** and Kohli, R. (2013), "Examining the impact of information technology on healthcare performance: A theory of swift and even flow (TSEF) perspective,"

Ow, T. T.

[6] Kim, D., **Ow, T. T.** and Jun, M. (2008), "SME strategies: An assessment of high vs. low performers," , (51:11), Nov. 2008, 113-117. [IF=4.65, AB]

[5] Liginlal, D. and **Ow, T. T.** (2006), "Modeling attitude to risk in human decision processes: An application of fuzzy measures," (157:23), Dec. 2006, 3040-3054. [IF=3.34, AB]

[4] Liginlal, D. and **Ow, T. T.** (2005), "On policy capturing with fuzzy measures," (167:2), Dec. 2005, 461-474. [IF=5.32, A]

[3] Wood, C. A. and **Ow, T. T.** (2005), "WEBVIEW – An SQL extension for joining corporate data to data derived from the web," , (48:9), Sep. 2005, 99-104. [IF=4.65, AB]

[2] Turetken, O., Schuff, D., Sharda, R. and **Ow, T. T.** (2004), "Supporting systems analysis and design through fisheye views," , (47:9), Sep. 2004, 72-77. [IF=4.65, AB]

[1] De Leone, R. and **Ow, T. T.** (1991), "Parallel implementation of Lemke's algorithm on the hypercube," , (3:1), Winter 1991, 56-62. [IF=2.28, AB]

PUBLICATIONS - O

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[4] **Ow, T. T.** and Wood, C. A. (2003), "The Conflicting effects of experience on buying and selling in online auctions – An empirical examination of the effect of trust in electronic markets," , Atlanta, GA.

[3] Devaraj, S., **Ow, T. T.** and Kohli, R. (2002), "Impact of information technology investment on healthcare performance using the metaphor of just-in-time," , San Diego, CA, 1258-1263.

[2] **Ow, T. T.** (1998), "Dynamic modeling and performance analysis of information systems," , Las Vegas, NV, 822-824.

[1] **Ow, T. T.** and Sharda, R. (1998), "A fisheye-view based system for identifying telecommunications investment decision factors," , Baltimore, MD, 949-951.

Supervised Undergraduate Research Publications

Mueller, A. (2016), "Python Programming in Web Vulnerability Assessments,"
, Carnegie Mellon University, Pittsburgh,
PA.

Isken, A. (2016), "Beating the Stock Market: Measuring the Predictive Power of Twitter Sentiment
Analysis," ,
Carnegie Mellon University, Pittsburgh, PA. (Best Conference Presentation)

Ali, A. Crocker, K. and Schreiber, A. (2016), "Experiential Learning: Redefining the University
Experience,"

Media Citations and Co

COURSES TAUGHT AND TEACHING EVALUATIONS

Marquette University (AY 2004 – present)

c. How was the instructor's contribution to this class? Highest –

2 semesters, 2 sections: Highest – 3.60/4.0, Average – 3.54/4.0.

† Community-based Learning and Social Concerns, Curriculum Development Grant 1999, The Center for Social Concerns, University of Notre Dame ($2,500).

DISSERTATION AND MASTER'S THESIS COMMITTEE

† Dissertation Chair for Olga Kozlova, Ph.D. Candidate, Interdisciplinary Program, Marquette University, current.

† Co-supervisor for Yue Xu, Ph.D., School of Agricultural Economics and Rural Development, Renmin University of China, China, 2022.

† Committee member for Shi-He Pan, Ph.D., University of Wisconsin-Madison, 2022.

† Co-supervisor for Xiao-Lei Wang, Ph.D., School of Management, Harbin Institute of Technology, China, 2021.

† Co-supervisor for Yuan Liang, Ph.D., Guanghua School of Management, Peking University, China, 2019.

† Thesis defense committee for Richard Bernard, M.S. in Applied Economics, Marquette University, 2017.

† Committee member for Amber Hwang, Ph.D., Cappella University, July 2006 – July 2008.

UNIVERSITY AND DEPARTMENT SERVICE

MARQUETTE UNIVERSITY

University Service

Search Committee for Co-Director and Professor, Northwestern Mutual Data Science Institute
Faculty Affiliate, Northwestern Mutual Data Science Institute, AY 2018 – 2021.
Recruiting Tech@Marquette, AY 2018 – 2019.
Digital Badges and Micro-Credentials Policy Group AY2016 – 2018.
Faculty Panel, "Project Based Learning with Milwaukee as Co-Teacher," Innovative Teaching Inspires Innovative Minds Workshop Series, Center for Teaching and Learning, Apr. 15, 2015.
Faculty Panel, "Tenure on the Mommy/Daddy Track", Manressa for Faculty, Marquette University, Nov. 8, 2013.
Chair, University Teaching Committee, AY2014.
University Teaching Committee, Fall 2011, Fall 2012, AY2013 – 2016, Fall 2019
University Academic Technology Advisory Committee, AY2005 – 2007.
Participated in External Review of Marquette University Information Technology Service, 2007.

College of Business Administration

Master of Science in Information Systems and Analytics Proposal Committee AY2016
Business Analytics Undergraduate Major Course Development Committee AY2016 – present
Analytics Graduate Certificate Committee AY2016
IT Faculty Search Committee, Management Department, AY2012, 2013, 2018 – 2020, 2022
At-large member, Executive Council, AY2014 – 2015.
Faculty Advisor, Information Technology Student Organization (ITSO), AY2007 – present.
Chair, Teaching Committee, Fall 2012, AY2013 – 2017.
Chair, Information Technology Committee, Fall 2007, Fall 2012

Faculty-in-Charge, Biznet (Fall) and Java and Jobs (Spring) Student Networking Event, AY2007 – present.

Judge, Mobile App Development Programming Competition, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Spring 2017.

Information Technology Committee, AY2005 – 2011.

Teaching Committee, AY2011 – 2012.

Information Systems Major/Program Assessment Coordinator, AY2007 – present.

UNIVERSITY OF NOTRE DAME

Faculty Panel, "Integrating Community Based Learning Opportunities in the Curriculum," Center for Social Concerns, University of Notre Dame, April 17, 2001.

MIS Faculty Search Committee, Management Department, AY1999 – 2001.

ACADEMIC PROFESSIONAL SERVICES

Editorial and Academy Activities:

Associate Editor,   , 6/21 – present.

Founding member, Technical Committee on Blockchain and Distributive Ledgers Technologies at IEEE Technology and Engineering Management Society (TEMS), 4/21.

Associate Editor,   , 5/18 – 5/23.

Special Issue Editorial Board,
                          , Vol. 10, No. 2, March - April 2011.

Journals Ad Hoc Reviewer:

Management Science • Information Systems Research • MIS Quarterly • Communications of the ACM • Decision Sciences • IEEE Transactions on Engineering Management • Production Operations Management • Journal of Operations Management • Annals of Operations Research • Journal of the Association for Information Systems • Information and Management7.3 (e)(p)2.7 (ee6 (a)-57 (m(i

Technical Program Committee, IEEE International Conference on Metaverse Computing, Networking and Applications

Milwaukee Mentors
Aurora Rape Crisis Center
Oakton Manor
Walker's Point
Living Hope Christian Counseling
Summit Education
Meta House
Mexican Fiesta
Salvation Army Emergency Lodge
Milwaukee Christian Center
Sohi Project
Esperanza Unida
Campus Kitchens
Riverside Works
Marquette Law School
Milwaukee Police
Safe Streets Project

Information Technology Institute, National Computer Board, Singapore

PROFESSIONAL MEMBERSHIPS

INFORMS, AIS, ACM, DSI, IEEE

ACADEMIC REFERENCES

Professor Rajiv Kohli
John N. Dalton Memorial Professor of Business,
Operations and Information Management

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Wipfli LLP, Milwaukee, Wisconsin
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FORMER STUDENT/PROFESSIONAL REFERENCES

Christine Lehmann
CIO – UltraSound GE Healthcare, Wauwatosa, WI
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