

MONICA ADYA

Dean, Rutgers School of Business – Camden, Rutgers University

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EXPERIENCE

2020 - PRESENT

RUGERS UNIVERSITY, SCHOOL OF BUSINESS-CAMDEN

- Dean and Professor of Management (2020 – present)

2002 - 2020

MARQUETTE UNIVERSITY, COLLEGE OF BUSINESS ADMINISTRATION

- Professor & Chair, Management (2016 – 2020)
- Associate Professor of Management – Information Systems (2009 – 2016)
- Assistant Professor of Management – Information Systems (2002 – 2009)

2000 – 2002

DEPAUL UNIVERSITY, COLLEGE OF BUSINESS

- Visiting Assistant Professor of Information Systems

1996 - 2000

UNIVERSITY OF MARYLAND BALTIMORE COUNTY, COLLEGE OF ARTS & SCIENCES

- Assistant Professor of Information Systems (1997 – 2002)
- Lecturer of Information Systems (1996 – 1997)

1995 - 1996

CASE WESTERN RESERVE UNIVERSITY, COLLEGE OF BUSINESS

- Lecturer of Information Systems

1990 - 1991

COMMERCIAL FEDERAL S&L BANK, OMAHA, NE

- Systems Analyst

1987 - 1989

COMPUTER GALAXY, NEW DELHI, INDIA

- Marketing and Sales and Customer Support

EDUCATION

1997

PHD IN MANAGEMENT, CASE WESTERN RESERVE UNIVERSITY

Dissertation Title: *Critical issues in the implementation of rule-based forecasting systems: Refinement, evaluation, and validation*

1991

MS IN COMPUTER SYSTEMS MANAGEMENT, CREIGHTON UNIVERSITY

1989

BACHELOR'S IN COMMERCE (HONS.), SHRI RAM COLLEGE OF COMMERCE (INDIA)

SELECT HONORS, AWARDS, AND RECOGNITIONS

- **University Teaching Excellence Award**, Marquette University (2017)
- **Instructional Innovation Award (1st place)**, Decision Sciences Institute (2012)
- **Outstanding AE**, Decision Sciences Journal of Innovative Education (2013)
- **Special Recognition**, American Council on Education (ACE) award (2012)

JOURNAL PUBLICATIONS – PEER REVIEWED

25. **Adya, M.** & Wren, G. (forthcoming) Stressed decision makers and use of decision aids: A literature review and conceptual model, *Information Technology & People*.
24. Donovan, E., Guzman, I.R., **Adya, M.**, & Wang, W. (2018) A cloud update of DeLong and McLean model of information systems success. *Journal of Information Technology Management*, 29(3), 23-34.
23. **Adya, M.** & Lusk, E. (2018) Replication and extension of a forecasting decision support system: An empirical examination of the Time Series Complexity Scoring Technique, *AIS Transactions on Replication Research*: Vol. 4, Article 5, 1-12. DOI 10.17705/1attr.00025
22. Stewart, A., Cotton, J.L., & **Adya, M.** (2017) Information Systems: A house divided? *Communications of the AIS*, Vol. 41, Article 24.
21. Yadav, V., **Adya, M.**, Sridhar, V., & Nath, D. (2016) Considerations for effective requirements analysis in offshore software development projects: Lessons from multi-method research, *Communications of the AIS*, Vol, 39, Article 11.
20. **Adya, M.** & Lusk, E.J. (2016) Development and validation of a rule-based time series complexity scoring technique to support design of adaptive DSS. *Decision Support Systems*, 83(1), 70-82.
19. **Adya, M.**, Temple, B., & Hepburn, D. (2015) Distant yet near: Interdisciplinary collaboration and learning between engineering and business students through socially responsible projects. *Decision Sciences Journal of Innovative Education*, 13(2), 129-149.
18. Yadav, V., **Adya, M.**, Nath, D., & Sridhar, V. (2014) Control, process facilitation, and requirements change in offshore requirements analysis: Indian IT provider perspective. *Journal of Information Technology Theory and Application*, Vol. 14, Article 3.
17. **Adya, M.** & Lusk, E.J. (2013) Rule-based forecasting (RBF): Improving efficacy of judgmental forecasts using simplified expert rules. *International Research Journal of Applied Finance*, IV(8), 1006-1024.
16. Adya, M. & Mascha, M. (2011) Can extended exposure to new technology undermine its acceptance? Evidence from system trials of an enterprise implementation, *Communications from the AIS*, Vo. 29, Article 14.

- 15.** Yadav, V., **Adya, M.**, Nath, D. & Sridhar, V. (2009) Flexible global software development: Antecedents of success in requirements analysis. *Journal of Global Information Management*, 17(1), 1-31.
Reprinted in Amant, K. (Ed.) *IT Outsourcing: Concepts, Methodologies, Tools, and Applications*, Hershey, PA, USA: IGI Global 2404-2436.
- 14.** **Adya, M.**, Lusk, E.J., & Balhadjali, M. (2009) Decomposition as a complex skill acquisition strategy in management education: A case study in business forecasting, *Decision Sciences Journal of Innovative Education*, 7(1), 9-36.
- 13.** **Adya, M.** (2008) Women at work: Individual and cultural differences in IT career experiences and perceptions between South Asian and American women. *Human Resource Management*, 47(3), 601-635.
- 12.** Nath, D., Sridhar, V., **Adya, M.**, & Malik, A. (2008) Project quality of offshore virtual teams engaged in software requirements analysis: An exploratory comparative study. *Journal of Global Information Management*, 16(4), 24-45.
Reprinted in Taiko, P. (Ed.) *Software Applications: Concepts, Methodologies, Tools, and Applications* (Ch: 126), Hershey, PA, USA: Idea Global International, 2115-2136.

Reprinted in Hunter, M.G. & Tan, F. (Ed.) *Technological Advancement in Developed and Developing Countries: Discoveries in Global Information Management* (Ch: 7), Information Science Reference, Hershey, PA, USA, 132-152.
- 11.** **Adya, M.**, Nath, D., Sridhar, V., & Malik, A. (2008) Bringing global sourcing into the classroom: Lessons from an experiential software development project. *Communications of the AIS*, 22(2), 33-48.
- 10.** O'Neill, B. & **Adya, M.** (2007) Knowledge sharing and psychological contract: Managing knowledge workers through various stages of employment. *Journal of Managerial Psychology*, 22(4), 411-436.
- 9.** **Adya, M.** & Kaiser, K. (2005) Early determinants of women in the IT workforce: A model of girl's career choices, *Information Technology & People*, 18(3), 230-259.
- 8.** **Adya, M.**, Collopy, F., Armstrong, J.S., & Kennedy, M. (2001). Automatic identification of time series features for rule-based forecasting, *International Journal of Forecasting*, 17(2), 143-157.
- 7.** Forgionne, G., Gangopadhyay, A., **Adya, M.**, & Tan, J.K. (2001) BCAS: A web-enabled and GIS-based decision support system for the diagnosis and treatment of breast cancer. *International Journal of Healthcare Technology and Management*, 3(5/6), 424-443.
- 6.** Research Note: **Adya, M.** (2000). Corrections to Rule-based Forecasting: Findings from a replication, *International Journal of Forecasting*, 16(1), 125-128.
- 5.** **Adya, M.**, Armstrong, J.S., Collopy, F., & Kennedy, M. (2000) An application of Rule-based Forecasting to a situation lacking domain knowledge. *International Journal of Forecasting*, 16(4), 477-484.
- 4.** Forgionne, G., Gangopadhyay, A., & **Adya, M.** (2000) Cancer surveillance using data warehousing, data mining, and decision support systems. *Topics in Health Information Management*, 21(1), 21-34.

3. Liebowitz, J., **Adya, M.**, Rubenstein-Montano, B., Yoon, Y., Buchwalter, J., Imhoff, M., Baek, S., & Suen, C. (2000) MACS: A multi-agent COTR system for defense contracting, *Journal of Knowledge-Based Systems*, 13(5), 241-250.

2. **Adya, M.** & Collopy, F. (1998) How effective are neural networks at forecasting and prediction? A review and evaluation. *Journal of Forecasting*, 17(5/6), 481-495.

1. Collopy, F., **Adya, M.** & Armstrong, J.S. (1994) Principles for examining predictive validity: The case of information systems spending forecasts. *Information Systems Research*, 5(2), 170-179.

BOOK CHAPTERS

13. **Adya, M.** (forthcoming) Against all odds: Culture and context in the female IT professional's career choice and experiences. *Global Women in Computing*, Quesenberry, J. & Frieze, C. [Eds], Cambridge University Press.

12. Moghimi, H., Wickramasinghe, N., & **Adya, M.** (forthcoming) Intelligent risk detection in healthcare: Integrating social and technical factors to manage health outcomes. *IoT for Healthcare Delivery*, Wickramasinghe, N. & Bodendorf, F. [Eds.], Springer, New York, NY.

11. **Adya, M.** & Lusk, E.J. (2012) Designing effective forecasting decision support systems: Aligning task complexity and technology support. In *Decision Support Systems*, Jiao, C. [Ed.] Intech Publications, Open Source ISBN 978-953-51-0799-6, DOI:10.5772/51255.

10. **Adya, M.** (2006) Government and corporate initiatives for Indian women in IT. In *Gender and Information Technology Encyclopedia*, Trauth, E. [Ed.], IGI Global Publishing, Hershey, PA. 739-744.

9. **Adya, M.** & Kaiser, K. (2006) Factors influencing girl's choice of Information Technology careers. In *Gender and Information Technology Encyclopedia*, Trauth, E. [Ed.], IGI Global Publishing, Hershey, PA. 282-288.

8. Yoon, Y. & **Adya, M.** (2002) Expert systems construction. In *The Encyclopedia of Information Systems*, Bidgoli, H. [Ed.], Elsevier, Amsterdam, 291-300.

7. Armstrong, J.S., **Adya, M.**, & Collopy, F. (2001) Rule-based Forecasting: Using domain knowledge in time series extrapolation. In *Principles of Forecasting: The Handbook for Researchers and Practitioners*, Armstrong, J.S. [Ed.], Springer, Norwell, MA, 259-282.

6. Collopy, F., **Adya, M.**, & Armstrong, J.S. (2001) Expert systems for forecasting. In *Principles of Forecasting: The Handbook for Researchers and Practitioners*, Armstrong, J.S. [Ed.], Springer, Norwell, MA, 285-299.

5. Forgionne, G., Gangopadhyay, A., **Adya, M.**, & Tan, F. (2001) Data warehousing, data mining, and integrated health decision support systems: A comprehensive cancer surveillance system architecture. In *Healthcare Management Information Systems: Methods and Practical Applications*, Tan, J. [Ed.], Aspen Publishers, Gaithersburg, MD, 151-178.

4. Forgionne, G., Gangopadhyay, A., & **Adya, M.** (2000) An intelligent data mining system to detect healthcare fraud. In *Health Care Information Systems: Challenges of the Next Millennium*, Armoni, A. [Ed.], Idea Group Publishing, Hershey, PA, 148-169.

3. Forgionne, G., Gangopadhyay, A., & Adya, M. (2000) A decision technology system to advance the diagnosis and treatment of breast cancer. In *Managing Healthcare Information Systems with Web-enabled Technologies*, Eder, L. [Ed.], Idea Group Publishing, Hershey, PA, 141-150.
2. Liebowitz, J. & Adya, M. (1999) An analysis of using expert systems and intelligent agents for the Virtual Library project at the Naval Surface Warfare Center – Carderock Division. In *Libraries on the Internet*, Fletcher, P. & Bertot, J. [Eds], Idea Group Publishing, Hershey, PA, 169-188.
1. Gangopadhyay, A. & Adya, M. (1999) Pricing sensitive information in electronic commerce. In *Doing Business on the Internet: Opportunities and Pitfalls*, Sudweeks, F. & Romm, C.T. [Eds], Springer-Verlag, London, 77-86.

PRACTITIONER AND OTHER PUBLICATIONS

5. Adya, M. (2018) Renaissance Businessmen, *Outlook India*, <https://www.outlookindia.com/magazine/story/renaissance-businessmen/300701>
4. Vitullo, S.R., Corliss, G.F., Adya, M., Nourzad, F., & Brown, R. Disaggregation of energy consumption data using correlated variables, *Canadian Applied Mathematics Quarterly*.
3. Adya, M. Temple, B.K., & Hepburn, D.M. (2013). Distant yet near: Collaboration and learning between engineering and business students through socially responsible projects. *Decision Line* (March). Invited.
2. Adya, M. (2008) Improving and leveraging your forecasting practice. *Cutter Benchmark Review*, June.
1. Adya, M. (2007) Book Review: Yoong, P. & Huff, S. (2006). Managing IT professionals in the information age. *Human Resource Management*, 46(3), 459-462.

CONFERENCE PROCEEDINGS AND PRESENTATIONS (AVAILABLE UPON REQUEST)

GRANTS RECEIVED

External Grants:

- 2018: Humanities Connection Grant, *National Endowment for the Humanities*
 - Received \$29,296
 - Team of 6 Marquette faculty engaged with revising the Marquette Core Curriculum
- 2008: Who Counts – *Integrating STEM in social justice issues*
 - Received: \$3,500
 - Individual grant
- 2006: 3M Foundation Vision Grant – *Challenges of Offshore Outsourcing: Educational Response*
 - Received: \$100,000
 - Team of 3 STEM faculty at Marquette
- 1999-2000: Naval Post Graduate School – *Agent mediated environments*
 - Seed grant received (1999) - \$50,000
 - Extended grant received (200) - \$100,000
 - Team of 2 – Jay Liebowitz (PI) and Monica Adya

Internal Grants (at Marquette University):

- 2016: Internal research grant – *Mentoring among IT professionals*

- Received \$8,500
- Monica Adya (PI) and John Cotton
- 2015: Miles Summer Grant – *Mentoring among IT professionals*
 - Received \$2,500
 - Monica Adya (PI) and John Cotton
- 2014: Miles Summer Grant – *Time Series Complexity*
 - Received \$8,500
 - Individual grant to Monica Adya
- 2008: Miles Summer Grant – *Work Alienation*
 - Received \$3,200
 - Individual grant to Monica Adya
- 2005: Miles Summer Grant – *Virtual project teams*
 - Received \$3,500
 - Individual grant to Monica Adya

TEACHING EXPERIENCE

- **Undergraduate**
 - Systems Analysis & Design (Capstone)
 - Project Management
 - Introduction to Information Systems
 - Global Technology Experience (India)
 - Emerging Technologies
- **Graduate**
 - Project Management
 - Global Technology Experience (India)
 - IS Strategy (Executive MBA)
- **Executive Education**
 - Innovation & Creativity
 - Effective Decision Making
 - Mentoring IS Professionals

TEACHING INNOVATIONS

- **Global Multi-Disciplinary Collaborative Classroom:** Designed and delivered *Project Management* in which undergraduate IS majors at Marquette collaborated virtually with Engineering students at *Glasgow Caledonian University* (UK) and with Systems development teams at *Management Development Institute* (India) to develop technology solutions and socially responsible products. This offering received multiple recognitions and awards.
- **Service Learning in the IS Capstone:** Designed and delivered a service learning based capstone course, *Systems Analysis & Design*, in which students consult for local non-profit organizations to deliver a fitting software solution. I have collaborated with over 40 organizations in the Milwaukee area over the past 10 years through this course.
- **IT Outsourcing in India:** Designed and delivered *Global Technology Experience (India)* that provides a 12 day study abroad and immersive experience to undergraduate students who visit a range of IT and BPO service providers.
- **Student Competition:** Coached and/or supported undergraduate Marquette students (2010-2013; 2017-present) to participate in a *Project Management Triathlon*. Marquette teams have always placed in the top 3 positions since they began participating in this competition. At least 8 students have received their *Project Management certification* through this competition.

DOCTORAL AND MASTER'S STUDENTS SUPPORT

- **Master's Theses Member (Marquette)**
All Master's at Marquette's Gasday Labs
-- Bo Pang
-- Gao Tian
-- Navneet Dhillon
-- Tsugi Sakauchi
-- Yifan Li
-- Hermine Akuemo
- **PhD Committee Member**
-- Erdogan Donovan (Trident University, '17)
-- Elston Steele (Trident University, '17)
-- Patricia Abbott (UMBC, '01)
-- Gloria Phillips-Wren (UMBC, '00)
-- Niya Werts (UMBC, '00)
-- Thawatchai Piyawat (UMBC, '00)
-- Mitzi Pitts (UMBC, '99)
- **Mentor, Doctoral Consortium, America's Conference on Information Systems** Aug. 2019
-- Mentored five doctoral students on their dissertation proposals
-- Panel Presentation – *Teaching expectations – teaching and research schools*
- **Presenter, The PhD Project – IS Doctoral Students Association, AMCIS** Aug. 2019
-- Panel Presentation – *Research Collaborations*

SELECT PRACTITIONER ENGAGEMENTS

- **Information Systems Advisory Board (Marquette University)** 2019 - 2020
-- Currently in development stage. To be launched in Fall 2019
-- Involves membership-based fundraising
- **Corporate Engagement Through Speakers** 2002 – 2020
Astronautics Corporation · Assurant Health · Aurora Health · Bemis Corporation · Deloitte · Direct Supply · Experis · GE Healthcare · Federal Express · Fiserv · FIS Global · IBM · Impetus · Infosys · New Resource Consulting · Northwestern Mutual · Pacific BPO · Rockwell Automation · Spiderlogic · Stratagem · Syntel Inc. · West Bend Mutual · Wipfli · Wipro · Zeon Solutions · Z-Sharp.
- **Presentations to Firms (Select)**
-- *Effective Decision Making*, Catholic Financial Life (scheduled Sept.) 2019
-- *Embedding Innovation and Creativity in your Culture*, Catholic Financial Life 2019
-- *Working with and In India*, Briggs & Stratton leadership presentation 2013
-- *Mentoring IS Professionals*, Infosys 2012
-- *Mentoring IS Professionals*, Syntel, Inc 2012
- **Consulting Projects (Select)**
-- Mentoring IS professionals – large international firm with locations in Milwaukee 2013 – 2014
-- Disaster recovery and planning – mid-sized manufacturing firm in Milwaukee 2006 – 2007

SERVICE TO THE ACADEMIC COMMUNITY

- **Journal Associate Editorship**
-- *Information Systems Journal* 2014 – 2018
-- *Decision Sciences Journal of Innovative Education* 2012 – present
-- *Journal of Forecasting* 2006 – present
-- International Conference on Information Systems (ICIS) 2019
-- *International Journal of Forecasting* 2007 – 2016
-- *Communications of the AIS* 2009 – 2014
- **ACM Special Interest Group Computers and Personnel Research (SIGMIS CPR)**
-- Chair of Committees 2105 – present

-- Registration Co-Chair	2016 – 2017
-- Conference Co-Chair	2012
-- Program Committee Member	2007 – 2012
• America’s Conference on Information Systems	
-- Faculty Mentor, Doctoral Consortium	2019
-- Doctoral Consortium Panel Member	2019
-- The PhD Project, ISDSA Conference Presenter	2019
-- Mini-track Chair	2010
• SIG Cross-Cultural Research in IS (CCRIS)	
-- Senior Associate Editor,	2008 – 2012
-- Associate Editor	2005 – 2008
• National Science Foundation , Review Panelist - Gender in Science and Engg.	2012
• International Journal of Forecasting	
-- Book Reviews Section Editor	2009 – 2014
-- Research on Forecasting Section Editor	1998 – 2006
• International Symposium on Forecasting (ISF)	
-- Panel Organizer	2005
-- Web Designer	1999
• Other Conference Service	
-- International Conference on Information Systems (ICIS), Discussant	2006
• Ad Hoc Reviewer	Ongoing
<i>Academy of Management Executive · ACM Transactions on Human Computer Interaction · Computational and Mathematical Organization Theory · DataBases · Decision Sciences · Decision Sciences Journal of Innovative Education · Information Systems Research · Human Resource Management · IT & People · Journal of the Association of IS · MIS Quarterly · Neurocomputing</i>	

UNIVERSITY SERVICE

• Marquette Core Curriculum (MCC) Design and Implementation	
-- MCC Committee member (ongoing evaluation and approval of core courses)	2018 – 2020
-- Sub-committee for design of the Discovery Tier	2016 – 2018
-- Ad hoc Committee on Core Curriculum structure	2016
• Diversity and Equity (Marquette University)	
-- Committee Chair, Committee on Diversity and Equity	2019 – 2020
-- Member, Committee on Diversity and Equity	2010 – 2020
-- Campus Diversity Advocate	2016 – 2020
-- Mentor, First-generation Students	2019 – 2020
-- Partner Hire Task Force, Member	2018 – 2019
-- Member, President’s Task Force on Equity	2015 – 2016
• Search Committees (Marquette University)	
-- Provost Search Committee, Member	2019 – 2020
-- College of Business Dean’s Search Committee, Member	2012 – 2014
• Ignatian Curriculum Consultation Team (ICCT), Member	2016 – 2017
• Financial Review Task Force, Member	2016 – 2017
• Enterprise Seed Fund Committee, Member	2015 – 2017
• Service Learning Advisory Board, Member	2015 – 2016
• Women & Gender Studies Advisory Committee, Member	2013 – 2015
• Task Force on Research Computing, Member	2009 – 2011
• Global Planning Group, Member	2005 – 2006

- Internet2 Committee, Member 2004 – 2007

SERVICE TO THE COLLEGE

- **Dean’s Executive Council, Member (Marquette University)** 2008 - 2020
 - Advisory to the Dean. Consists of all department chairs and select faculty
 - Elected twice as faculty representative (2008-2010; 2012-2014)
- **Strategic Planning**
 - Strategic planning on the Dean’s Executive Council 2008 - 2020
 - Dean’s Strategic Planning Task Force, Member 2014 - 2016
 - COB Visioning Committee on Undergraduate Education, Chair 2012 – 2013
 - College Strategic Planning – Teaching & Learning, Chair 2009 - 2011
- **Curriculum Committees (Marquette University)**
 - Bridge-to-Business for Engineers Curriculum Design Team, Member 2015 – 2017
 - MBA Curriculum Revision Committee, Co-Chair 2014 – 2016
 - Undergraduate Curriculum Committee, Member 2012 – 2014
 - EMBA Revision Committee, Member (team of 3) 2011 – 2012
 - International Business Committee, Member 2011 – 2012
 - MBA Committee, Member 2010 – 2012
- College P&T Committee, At Large Member 2012 – 2013
- Information Technology Committee 2002 – 2005
- **Faculty Search Committees**
 - IS Search Committee Co-Chair 2018 – 2020
 - OSCM Search Committee, Co-Chair 2018 – 2019
 - HR Search Committee, Member 2018 – 2019
 - Master’s in Management Program Director Search Committee , Member 2018 – 2019
 - HR/Leadership Search Committee, Member 2015 – 2016
 - IT Search Committee, Chair 2012 – 2014
 - IT Search Committee, Chair 2003 – 2004
- **Curriculum Redesign**
 - Entrepreneurship Curriculum Redesign Committee, Member 2016 – 2017
 - Master of Leadership Redesign Committee, Member 2016 – 2017
- **Area Coordinator, Information Systems** 2008 – 2020

SERVICE TO STUDENTS

- Advisor, Indian Students Association 2019 - 2020
- Site Visits for IT students to R.W. Baird, Coordinator 2015 – 2018
- Project Management Club, Advisor 2014 – 2017
- Delta Sigma Pi, Advisor 2014 – 2016
- Annual Intercollegiate Project Management Triathlon 2010 – 2020
 - Coach (2010-2013); Advisor (2017-present)

SERVICE TO THE COMMUNITY

- **Designing Downtown Pleasant Prairie (WI)** 2018 – 2019
 - Envision the design and impact of a downtown for this new city
- **Service Projects in IS/IT Courses** 2002 – 2020

ACLU of Wisconsin · Bread of Healing Clinics · Burleigh Street Development · Central City Churches Outreach Ministry · Cedarburg Cultural Center · Dominion Medical Management Inc. · English Language Partners of Wisconsin · Grand Avenue Club of Milwaukee · JONCO · Just One More Ministry · Hispanic Chamber of Commerce of Wisconsin · Lead2Change · Madre Angela Dental Clinic · Marquette's Office of Research Compliance · MATC Service Learning Center · Milwaukee Health Center · Milwaukee Justice Center · Milwaukee River Keeper · Milwaukee Tennis & Education Foundation · Milwaukee Water Council · Nehemiah Project · Onwards · Pius High School · Project Ujima · Que Pasa · Reach Out and Read · St. Joan's Antida High School · Summit Education · Wisconsin Association of Free and Charitable Clinics

- **Newsletter Editor** – Highland Middle School (IL), Adler Park School (IL)

2006 - 2013

MEMBERSHIPS

Alpha Iota Honor Society · Association of Information Systems · Beta Gamma Sigma Honor Society · Society of Information Management (SIM)