

RADHA APPAN
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EMPLOYMENT

Associate Professor, Texas Tech University, 2019 - now
Associate Professor, Cleveland State University, 2012 – 2019
Assistant Professor, Cleveland State University, 2007 - 2012
Visiting Instructor, Cleveland State University, 2005 - 2006

EDUCATION

Texas Tech University, Lubbock, TX
Ph.D. in Business Administration (GPA 4.0/4.0)
Major: Management Information Systems, 2006

Texas Tech University, Lubbock, TX
Master of Science in Business Administration (GPA 4.0/4.0)
Major: Management Information Systems, 2002

Institute for Technology and Management, India,
Master of Business Administration (MBA) (GPA 3.95/4.0)
Major: Finance, 2000

Ethiraj College for Women, Madras University, India
Bachelor of Bank Management (GPA 4.0/4.0)
Major: Bank Management, 1998

REFEREED PUBLICATIONS

- [1] Appan, Radha, Glenn Browne, Sreedhar Madhavaram (2022), “Users’ Willingness to Provide Information Requirements for Systems Development: An Integrated Model and Empirical Investigation,” *The DATABASE for Advances in Information Systems*, 53(1), 80–105.
- [2] Browne, Glenn J., Appan, R., Safi, R., and Mellarkod, V. (2018). “Investigating illusions of agreement in group requirements determination,” *Information & Management*, 55(8), 1071-1083.
- [3] Appan, Radha, Dorcia E. Bolton, and Sreedhar Madhavaram (2017), “Strategy, Decision Making, and Cognition: An Integrative Perspective,” *International Journal of Strategic Decision Sciences*, 8 (3), 78-98.
- [4] Heath, Michelle, Radha Appan, and Naveen Gudigantala (2017), “Exploring Health Information Exchange (HIE) through Collaboration Framework: Normative Guidelines for IT Leadership of Healthcare Organizations,” *Information Systems Management*.

- [5] Madhavaram, Sreedhar, Victor Matos, Ben Blake, and Radha Appan (2017), "ICTs in the context of disaster management, stakeholders, and implications," *Journal of Information, Communication & Ethics in Society*.
- [6] Appan, Radha and Dinko Basic (2016), "Impact of Information Technology (IT) Security Information Sharing among Competing IT Firms on Firm's Financial Performance: An Empirical Investigation," *Communications of AIS*, Vol. 39, Article 12.
- [7] Madhavaram, Sreedhar, Andrew Gross, and Appan, Radha (2014), "Knowledge Needs of Firms: Critical Issues for Client Firms and Implications for Vendors," *Academy of Marketing Science Review*, 4 (3-4), 63-77.
- [8] Appan, R. and Browne, G.J. (2012). "Role of Analyst Introduced 'Misinformation' in the Requirements Determination Process," *MIS Quarterly*, 36(1), 85-106.
- [9] Appan, R. and Browne, G.J. (2010). "Retrieval-Induced Forgetting During Information Requirements Elicitation," *Journal of the Association of Information Systems*, 11(5), 250-75.
- [10] Madhavaram, S. and Appan, R. (2010) "Developing Complex, Business-to-Business Products: Issues and Implications," *Management Research Review*, 33 (7), 715-33.
- [11] Madhavaram, S. and Appan, R. (2010) "Potential Implications of Web-based Marketing Communications for Consumers' Implicit and Explicit Brand Attitudes: A Call for Research," *Psychology & Marketing*, 27 (2), 186-202.
- [12] Mellarkod, V., Appan, R., Jones, D., and Sherif, K. (2007) "A Multi-level Analysis of Factors Affecting Software Developers' Intention to Reuse Software Artifacts: An Empirical Investigation," *Information and Management*, 44(7), 613-25.
- [13] Jones, D. R., Wheeler, P., Appan, R. and Saleem, N. (2006). "Understanding and Attenuating Decision Bias in the Use of Model Advice and Other Relevant Information," *Decision Support Systems*, 42(3), 1917-30.
- [14] Appan, R. and Lin, Z. (2006). "Sellers in Online Auction Markets: Introducing a Feedback-Based Classification," *Journal of International Technology and Information Management*, 15(1), 27-42.
- [15] Sherif, K., Appan, R., and Lin, Z. (2006). "Resources and Incentives for the Adoption of Systematic Software Reuse," *International Journal of Information Management*, 26(1), 70-80.
- [16] Madhavaram, S. and Appan, R. (2006). "Marketing Strategy: The Role of IT-Enabled Capabilities." In B. Walters and Z. Tang (eds.), *IT-Enabled Strategic Management: Increasing Returns for the Organization*. Idea Group Publishing, PA, USA.

PUBLISHED CONFERENCE PROCEEDINGS

- [1] Appan, Radha, Dinko Basic, and Sreedhar Madhavaram (2018), "Security Related Information Sharing among Firms: Potential Theoretical Explanations," *2018 Americas Conference on Information Systems*.

- [2] Madhavaram, Sreedhar and Radha Appan (2017), "Marketing Strategy, Decision Science, and Strategic Cognition: An Integrative Framework and Research Agenda," *11th Great Lakes NASMEI Marketing Conference*.
- [3] Appan, Radha and Sreedhar Madhavaram (2016), "Premature Adoption of Technological and/or Administrative Innovations in Marketing: Exploring the Issues and Implications through a Competitive Advantage Lens," *2016 Academy of Marketing Science Annual Conference*.
- [4] Heath, Michele and Appan, Radha (2014), "Impact of Information Technology Culture Conflict on Meaningful Use of Electronic Health Records System: A Conceptual Framework," *20th Americas Conference on Information Systems*.
- [5] Chattha, Navneet and Appan, Radha (2014), "Exploring the Roles of Social Structures, Employees' Green IS Orientation and Employee Commitment in Routinization of Green IS Practices in Organizations," *20th Americas Conference on Information Systems*.
- [6] Appan, Radha and Sreedhar Madhavaram (2013), "Premature Adoption of Technological and/or Administrative Innovations: Exploring the Issues and Implications through a Competitive Advantage Lens," *PDMA India 5th International Conference*.
- [7] Madhavaram, Sreedhar, Pelin Bicen, and Radha Appan (2013), "Continuous Innovation in Technology Firms: Exploring the Role of Strategic Firm Orientations," *PDMA India 5th International Conference*.
- [8] Basic, Dinko and Appan, Radha (2012). "Impact of Domain Knowledge on Information Presentation Format Choice: A Cognitive Fit Perspective." *2012 Americas Conference on Information Systems*.
- [9] Marshburn, David and Radha Appan (2011), "Understanding IS Education Quality in Developing Countries: Role of Acculturation," *International Conference of Information Systems (ICIS)*.
- [10] Madhavaram, Sreedhar and Radha Appan (2010), "Deconstructing Research on Information Technology (IT) Capabilities: Implications for Marketing Strategy," *2010 Academy of Marketing Science Annual Conference*.
- [11] Appan, R., Madhavaram, S., Badrinarayanan, V., and Ramachandran, I. (2008). "Effect of Valenced Ad Format on Implicit Brand Attitudes: The case of pop-ups," *Proceedings of the National Business and Economics Society, Hawaii*.
- [12] Appan, R. and Browne, G.J. (2006). "The Impact of Analyst-Introduced "Misinformation" on the Requirements Determination Process," *Proceedings of the Fifth Annual SIGSAND Symposium, Vancouver, CA*.
- [13] Appan, R. and Browne, G.J. (2005). "Retrieval-Induced Forgetting During Information Requirements Elicitation." *Proceedings of the Fourth Annual SIGSAND Symposium, Cincinnati, OH*.

- [14] Appan, R., Mellarkod, V., and Browne, G.J. (2005). “The Role of the Abilene Paradox in Group Requirements Elicitation Processes,” *Proceedings of the Eleventh Americas Conference on Information Systems (AMCIS), Omaha, NB* – Best Paper Award Winner.
- [15] Mellarkod, V., Appan, R., and Browne, G.J. (2005). “Counterfactual Thoughts: A Theoretical Explanation of the Cognitive Mechanism Underlying the Formation of User Satisfaction and IS Continuance Intention,” *Proceedings of the Eleventh Americas Conference on Information Systems (AMCIS), Omaha, NB*.
- [16] Appan, R. and Lin, Z. (2004). “Sellers in Online Auction Markets: Introducing a Feedback-Based Classification,” *Proceedings of the Tenth Americas Conference on Information Systems (AMCIS), New York, NY*.
- [17] Jones, D. R., Wheeler, P., Appan, R., and Saleem, N. (2004). “Improving the Division of Labor between Human and Computer in Judgment,” *Proceedings of the American Accounting Association National Meeting, Orlando, FL*.
- [18] Appan, R. and Mellarkod, V. (2003). “The Impact of Website Design Effectiveness on Customer’s Trusting Beliefs about a Pure Internet Retailer: A Conceptual Study,” *Proceedings of the Ninth Americas Conference on Information Systems (AMCIS), Tampa, FL*.

WORKING PAPERS

- [1] Appan, Radha, Dinko Basic, and Sreedhar Madhavaram (2019), “Security Related Information Sharing among Firms: Potential Theoretical Explanations,” targeted for *Journal of the Association of Information Systems*. [Status: Manuscript Development]
- [2] Heath, Michele, Radha Appan, and Sreedhar Madhavaram (2019), “Value Co-creation and Healthcare Information Systems: A Systematic Review from the Service-Dominant Logic (S-D) Logic and Service Ecosystems Perspectives,” targeted for *MIS Quarterly*. [Status: Manuscript Preparation]
- [3] Appan, Radha and Sreedhar Madhavaram (2019), “Premature Adoption of Technological and/or Administrative Innovations: Exploring the Issues and Implications through a Competitive Advantage Lens,” targeted for *Journal of the Association of Information Systems*. [Status: Manuscript Preparation]
- [4] Madhavaram, Sreedhar and Radha Appan (2019), “Successful Software Project Development: The Role of Social Capital and Intellectual Capital,” targeted for *MIS Quarterly*. [Status: Data Analyses]
- [5] Marshburn, David and Radha Appan (2019), “Understanding IS Education Quality in Developing Countries: Role of Acculturation.” [Data Collection]
- [6] Marshburn, David, Sreedhar Madhavaram, and Radha Appan (2019), “Agile Software Development, Dynamic Capabilities, and Firm Performance: An Empirical Investigation.” [Data Collection]

PRESENTATIONS / SEMINARS (Invited)

[1] Appan, R. (2007) "The Role of the Abilene Paradox in Group Requirements Elicitation Processes." Weatherhead School of Management, Case Western Reserve University.