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Rajiv D. Banker

**MERVES CHAIR AND
PROFESSOR
DIRECTOR, CENTER FOR
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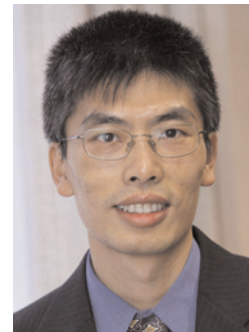
Dr. Banker is internationally renowned as a leader in technology enabled competitive strategy, valuation and justification of IT investments and software life cycle management. He is recognized by the Institute for Scientific Information (ISI) as one of the most highly cited researchers in economics and business worldwide that have made fundamental contributions to the advancement of science and technology. He is an influential researcher having published more than 150 articles in prestigious journals such as *Management Science*, *MIS Quarterly*, *Information Systems Research*, *IEEE Software Engineering*, *Accounting Review*, *Econometrica*, *Strategic Management Journal* and *Academy of Management Journal*. He has served as editor of leading research journals and supervised 10 award winning dissertations. He is frequently invited worldwide to deliver keynote speeches to senior managers and academicians.



Youngjin Yoo

**ASSOCIATE PROFESSOR
IRWIN L. GROSS
RESEARCH FELLOW
PHD, UNIVERSITY OF
MARYLAND**

Dr. Yoo is internationally known for applying design concepts to research on IT-enabled innovation, knowledge management and ubiquitous computing. He has recently published articles in publications such as *Information Systems Research*, *MIS Quarterly*, *Organization Science*, *Communications of the ACM* and *Academy of Management Journal*. He has also edited two books on ubiquitous computing. Dr. Yoo recently organized an international workshop on design research. He is senior editor at the *Journal of Strategic Information Systems (JSIS)* and associate editor of *Management Science* and *Information Systems Research*. Dr. Yoo has received more than \$1 million in funding from the National Science Foundation (NSF), National Aeronautics and Space Administration (NASA), Samsung Electronics, Korea Research Foundation and Lotus Institute. Yoo has also served as a research fellow and associate at NASA.



Huigang Liang

**ASSISTANT PROFESSOR
PHD, AUBURN UNIVERSITY**

Dr. Liang is an emerging authority on healthcare information technology as well as IT governance, enterprise resource management systems, and online behavior. He recently published articles in *MIS Quarterly*, *Journal of Strategic Information Systems*, *Communications of the ACM*, *Decision Support Systems*, *IEEE Transactions on Information Technology in Biomedicine*, *International Journal of Medical Informatics* and *Journal of the American Pharmacists Association*. He is currently investigating how IT characteristics affect online health information seeking behavior and personal health outcomes. His most recent publication proposes a new theory on how users avoid technology threats. Dr. Liang has received more than \$1.5 million in grant funding and is currently a Co-PI of a \$1.3 million National Institutes of Health (NIH) grant.



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