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Department of Information and Operations Management
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PRIMARY RESEARCH INTERESTS

1. Cybersecurity
2. Open Source Software
3. Electronic Commerce

PRIMARY TEACHING INTERESTS

1. Business Information Security
2. Data Warehouse
3. Fundamentals of Management Information Systems

EDUCATION

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|------|---|
| 2003 | Doctor of Philosophy
University of Illinois at Urbana-Champaign, IL, USA. |
| 1995 | Master of Business Administration
Manchester Business School, Manchester, UK. |
| 1993 | Bachelor of Engineering
Concentration: Computer Science
SGSITS, Devi Ahilya Vishwavidyalaya, Indore (MP), INDIA. |

PUBLICATIONS

1. **Sen R.** (2018) "Challenges to Cybersecurity: Current State of Affairs". ***Communications of AIS***, Forthcoming.
2. **Sen, R.**, and Heim, G. (2016) " Managing Enterprise Risks of Technological Systems: Empirical Analysis of Vulnerabilities as Drivers of Exploit Publication." ***Decision Sciences***, 47(6), December pp. 1073-1102.
3. **Sen, R.**, Borle, S. (2015) "Estimating the Contextual Risk of Data Breach- An Empirical Approach." ***Journal of Management Information Systems***, 32(2), August, pp 314-341.
4. **Sen, R.**, Subramaniam, C., and Nelson, M. (2015) "Determinants of Open Source Software Project Progress." ***Pacific Asia Journal of AIS***, 7(2), June, pp.1-24.
5. Nelson, M and **Sen, R.** (2014) "Business Rules Management in Healthcare: A Lifecycle Approach." ***Decision Support Systems***, 57, January 2014, pp. 387-394.

6. **Sen, R.**, Singh, S., and Borle, S. (2012) "Open Source Software Success: Measures and Analysis." *Decision Support Systems*, 52(2), January 2012, pp. 364-372.
7. **Sen, R.**, Subramaniam, C., and Nelson, M. (2011) "Open Source Software Licenses: Strong-Copyleft, Non-Copyleft, or Somewhere in Between?" *Decision Support Systems*, 52(1), December 2011, pp. 199-206.
8. Nelson, M., Peterson, J., Rariden, R.L., and **Sen, R.** (2010) "Transitioning to a Business Rule Management Service Model: Case Studies from the Property & Casualty Insurance Industry." *Information and Management*, 47(1), pp. 30-41.
9. King, R., **Sen, R.**, Daubetterre, F., and Sethi, V. (2010) "A Trade Value Perspective on Ecommerce Research: An Integration of Transaction Value and Transaction Cost Theories." *International Journal of Electronic Business Research*, 6(2), pp. 59-77.
10. **Sen, R.**, Subramaniam, C. and Nelson, M. (2009) "Determinants of Open Source Software License Choice." *Journal of Management Information Systems*, 25(3), Winter, pp. 207-240.
11. **Sen, R.**, Subramaniam, C. and Nelson, M. (2009) "Open Source Software: Determinants of OSS Project Success." *Decision Support Systems*, 46(2), pp. 576-585.
12. **Sen, R.**, Hess, J., Jaisingh, J., and Bandyopadhyay, S. (2008) "Pricing Paid Placements on Search Engines." *Journal of Electronic Commerce Research*, 9(1), pp. 33-50.
13. **Sen, R.** (2007). "A Strategic Analysis of Competition between Open Source and Proprietary Software Applications." *Journal of Management Information Systems*, 24 (1), (Summer), pp. 233-258.
14. **Sen, R.** (2007). "Waiting for Usable Open Source Software? Don't Hold Your Breath." *Communications of AIS*, 20 (25), pp. 382-392.
15. **Sen, R.**, King, R. and Shaw, M. (2006), "Buyers' Choice of Online Search Strategy and its Managerial Implications." *Journal of Management Information Systems*, 23(1), (Summer), pp. 211-238.
16. Nelson, M., **Sen, R.**, and Subramaniam, C. (2006). "Understanding Open Source Software Development- A Research Classification Framework." *Communications of AIS*, 17 (12), pp. 266-287.
17. **Sen, R.** (2006). "A Qualitative Analysis of the Role of Users, Vendors, and Governments in the Standards Development Process." *Communications of AIS*, 17 (2), (January), pp. 57-70.
18. **Sen, R.** (2005). "Optimal Search Engine Marketing (SEM) Strategy." *International Journal of Electronic Commerce*, 10(1), (Fall), pp. 9-25.
19. King, R., **Sen, R.**, Xia, M. (2004). "Impact of Web-based E-Commerce on Channel Strategy." *International Journal of Electronic Commerce*, 8(3), (Spring), pp. 103-130.
20. **Sen, R.** and King, R. (2003). "Revisit Debate on Intermediation, Disintermediation, Reintermediation due to Electronic Commerce." *Electronic Markets*, 13 (2), pp. 153-162.

WORKING PAPERS

1. Singh, S., **Sen, R.**, Borle, S., and “Gamification of Sales Training- Impact on Sales Performance.”
2. **Sen, R.** “Cyber Attacks on Web Application- An Empirical Analysis.”
3. **Sen, R.** “The Insider Threat to Data Security- Determinants of Risk.”
4. Lee, S.J., Youn, S., Heim, G., and **Sen, R.** “Empirical Analysis of Drivers of Healthcare Provider Data Breaches.”
5. **Sen, R.**, Singh, S, Borle, S. “Are promotions on social media worth the effort?”
6. **Sen, R.**, “Analysis of Competition between print, TV, and Internet media.”
7. **Sen, R.**, Nelson, M. "Decision Support System for Minimizing Risk of Default- an Empirical Investigation using Theories from Criminology."

WORK EXPERIENCE

- 2010-Present **Associate Professor**, Department of Information and Operations Management, Mays Business School, Texas A&M University, USA.
- 2003-2010 **Assistant Professor**, Department of Information and Operations Management, Mays Business School, Texas A&M University, USA.
- 1999-2003 **Graduate Instructor** and **Research Assistant** (Information Systems), College of Commerce and Business Administration, UIUC, IL, USA.
- 1997-1999 **Marketing Manager and Senior Consultant**
Vatsa Systems Consulting Pvt. Ltd., INDIA
- 1995-1997 **Market Development Manager** (South Asia- SAARC countries), P.P. Payne LTD., UK.

SERVICES and AFFILIATIONS

1. Member, *Mays Diversity Council*, 2017- present.
2. Organizing Committee Member, *Conference on Advances in Big Data- Modeling, Computation, and Analytics*. September 23-24, 2016, Texas A&M University, College Station, TX.
3. Associate Editor, *Decision Support Systems*, 2014-2016.
4. Member, *Task Force on Data Analytics*, Mays Business School, 2015-16.
5. Member, Admissions Committee for MS-MIS Program (2013-present).
6. Organizing Co-Chair, WeB 2012 (pre-ICIS workshop), December 15th 2012, Florida.
7. Member of organizing committee and session chair, Web 2005-2016.
8. Member, Committee to get TAMU designated as NSA center for Academic Excellence in Cyber Operations. (2013)
9. Review Chair *7th Annual Symposium on Information Assurance (ASIA '07)*, June 5-6, 2012, Empire State Plaza (Albany, NY)
10. Editorial Advisory Board Member, *MMU Journal of Management Practices* (2010).

11. External Examiner for PhD candidates in the area of Business Administration at Punjabi University, Patiala, India. Responsibilities include a detailed review of the final theses submitted by the PhD candidates.
12. Membership- Information Systems Society (ISS), AIS (Association of Information Systems), INFORMS.
13. Reviewer for *National Science Foundation (NSF)*, *MISQ*, *ISR*, *Management Science*, *JMIS*, *DSS*, *International Journal of Electronic Commerce (IJEC)*, *Journal of Computing and Electronic Commerce*.

SPECIAL AWARDS and HONORS

1. Recipient of *Mays Business School Summer Research Grant* (2007, 2008, and 2009).
2. Recipient of *Mays Business School Summer Teaching Grant* (2009).
3. ICIS 2002 Doctoral Consortium, Twenty-Third Annual International Conference on Information Systems, 12th -15th December, Barcelona, Spain.
4. Big 10 1st Annual Doctoral and Junior Faculty Symposium, Minneapolis, 3rd -5th May 2002, Minneapolis, USA.
5. Graduate Teaching Certificate, University of Illinois at Urbana-Champaign.
6. 2000 Summer Research Funding, Office of Research, College of Commerce and Business, University of Illinois at Urbana-Champaign.
7. 2002 Summer Research Funding, Office of Research, College of Commerce and Business, University of Illinois at Urbana-Champaign.
8. Graduate Fellowship (2001-2002), College of Commerce and Business, University of Illinois at Urbana-Champaign.