Ravi Sen

Associate Professor, Department of Information and Operations Management
Mays Business School, Texas A&M University
(979) 845-0659
Email: rsen@mays.tamu.edu; ravisen@tamu.edu

Biography

Dr. Ravi Sen is an Associate Professor at Mays Business School, Texas A&M. He received his Ph.D. in 2003 from the University of Illinois at Urbana-Champaign. His research interests include cybersecurity, open source software, and economics of electronic commerce. He has published in the *Journal of Management Information Systems* (JMIS), *Production and Operations Management* (POM), *Journal of Marketing Research* (JMR), *Decision Support Systems* (DSS), *Decision Sciences* (DS), *International Journal of Electronic Commerce* (IJEC), *Communications of AIS* (CAIS), *Electronic Markets* (EM), and *Journal of Electronic Commerce Research* (JECR). Dr. Sen's work has been recognized in media as evident in his articles on cybersecurity published in *The Conversation* and republished in more than two dozen news outlets. These articles have together garnered a readership count of approximately 76000. He has been interviewed on cybersecurity issues by news programs in USA, Australia, and South Korea. His work has been cited more than 1960 times (Google Scholar) and his papers have been downloaded 2260 times (AIS Electronic Library). AIS Scholar Rankings (2003-2022) of all MIS scholars has ranked Dr. Sen at 173 (Based on Adjusted Count of Publications in MISQ, ISR, and JMIS), and at 187 (Based on Weighted Count of Publications in MISQ, ISR, and JMIS). Dr. Sen was a member of the multi-disciplinary team led by Dr. Satish Bukkapatnam that won a $500,000 Texas A&M X-Grant (2018-2020) for the project titled *Autonomous Material Discovery and Manufacturing via Artificial Intelligence*. He was also a member of the team led by Dr. Bani Mallik that won the $1.5 million NSF TRIPODS (*Transdisciplinary Research in Principles of Data Science*) grant in 2019, which led to the foundation of *Texas A&M Research Institute for Foundations of Interdisciplinary Data Science*.

Degrees

2003	Ph.D., Business Administration, University of Illinois at Urbana-Champaign, Illinois, USA
1995	MBA, Business Administration, University of Manchester, Manchester, UK
1993	BE, Computer Engineering, Devi Ahilya Vishwavidyalaya, Indore, MP, INDIA

Publications

Journal Article- Completed/Published

1. Kumar, C., Marston, S., and Sen, R., Narisetty, A. (2022) "Greening the Cloud: A load Balancing Mechanism to Optimize Cloud Computing Networks." *Journal of Management Information Systems*, 39(2), June, 513-541. Author: 3, Number of Co-Authors: 3, Publication Impact Factor: 7.838.
2. Sen, R., Heim, G, Zhu, Q. (2022) "Artificial Intelligence and Machine Learning in Cybersecurity: Applications, Challenges, and Opportunities for MIS Academics." *Communications of AIS*, 51(28), September, 179-209. Author: 1 (Lead author), Number of Co-Authors: 2, Publication Impact Factor: 2.38.
3. Singh, S., Sen, R., and Borle, S. (2022) "Online Training of Salespersons: Impact, Heterogeneity, and Spillover Effects." *Journal of Marketing Research*, 59(1), 230-249. Author: 2 (All authors contributed equally), Number of Co-Authors: 2, Publication Impact Factor: 5.23.
4. Kumar, C., Marston, S., and Sen, R. (2020) "Cybersecurity of Cyber-Physical Systems (CPS) - State of the Art and Research Opportunities for Information Systems Academics." *Communications of AIS*, August, 44, 123-142. Author: 1 (Authors listed in alphabetical order), Number of Co-Authors: 2, Publication Impact Factor: 2.38.
5. Sen, R., Verma, A., Heim, G. (2020) "Impact of Cyberattacks by Malicious Hackers on the Competition in Software Markets." *Journal of Management Information Systems*, 37(1), 191-216. Author: 1 (Lead author), Number of Co-Authors: 2, Publication Impact Factor: 7.838.
6. Sen, R., Choobineh, J, and Kumar, S. (2020) "Determinants of Software Vulnerability Disclosure Timing." *Production and Operations Management, March*, 29(11), 2532-2552. Author: 1 (Lead author), Number of Co-Authors: 2, Publication Impact Factor: 4.965.
7. Sen R. (2018). "Challenges to Cybersecurity: Current State of Affairs". *Communications of AIS*, 43, 20-44. Author: 1, Number of Co-Authors: Solo, Publication Impact Factor: 2.38.
8. 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, 1073-1102. Author: 1 (Lead author), Number of Co-Authors: 1, Publication Impact Factor: 4.147.
9. Sen, R., Borle, S. (2015) "Estimating the Contextual Risk of Data Breach- An Empirical Approach." *Journal of Management Information Systems*, 32(2), August, 314-341. Author: 1 (Lead author), Number of Co-Authors: 1, Publication Impact Factor: 7.838.
10. Sen, R., Subramaniam, C., and Nelson, M. (2015) "Application of Survival Model to Understand Open Source Software Release" *Pacific Asia Journal of AIS*, 7(2), June, 1-24. Author: 1 (Lead author), Number of Co-Authors: 2, Publication Impact Factor: 0.6.
11. Nelson, M and Sen, R. (2014) "Business Rules Management in Healthcare: A Lifecycle Approach." *Decision Support Systems*, 57, January 2014, 387-394. Author: 2, Number of Co-Authors: 1, Publication Impact Factor: 5.795.
12. Sen, R., Singh, S., and Borle, S. (2012) "Open Source Software Success: Measures and Analysis." *Decision Support Systems*, 52(2), January, 364-372. Author: 1 (Lead author), Number of Co-Authors: 2, Publication Impact Factor: 5.795. [Citations: 86]

13. 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, 199-206. Author: 1 (Lead author), Number of Co-Authors: 2, Publication Impact Factor: 5.795.

14. 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), 30-41. Author: 4, Number of Co-Authors: 2, Publication Impact Factor: 10.328.

15. King, R., Sen, R., Daubeterre, 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), 59-77. Author: 2, Number of Co-Authors: 3, Publication Impact Factor: 0.94.

16. Sen, R., Subramaniam, C. and Nelson, M. (2009) "Determinants of Open Source Software License Choice." *Journal of Management Information Systems*, 25(3), Winter, 207-240. Author: 1 (Lead author), Number of Co-Authors: 3, Publication Impact Factor: 7.838.

17. Sen, R., Subramaniam, C. and Nelson, M. (2009) "Open Source Software: Determinants of OSS Project Success." *Decision Support Systems*, 46(2), 576-585. Author: 1 (Lead author), Number of Co-Authors: 2, Publication Impact Factor: 5.795.

18. Sen, R., Hess, J., Jaisingh, J., and Bandyopadhyay, S. (2008) "Pricing Paid Placements on Search Engines." *Journal of Electronic Commerce Research*, 9(1), 33-50. Author: 1 (Lead author), Number of Co-Authors: 3, Publication Impact Factor: 4.0.

19. Sen, R. (2007). "A Strategic Analysis of Competition between Open Source and Proprietary Software Applications." *Journal of Management Information Systems*, 24 (1), (Summer), 233-258. Author: 1, Number of Co-Authors: Solo, Publication Impact Factor: 7.838.

20. Sen, R. (2007). "Waiting for Usable Open Source Software? Don't Hold Your Breath." *Communications of AIS*, 20 (25), 382-392. Author: 1, Number of Co-Authors: Solo, Publication Impact Factor: 2.38.

21. 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, 211-238. Author: 1 (Lead author), Number of Co-Authors: 2, Publication Impact Factor: 7.838.

22. Nelson, M., Sen, R., and Subramaniam, C. (2006). "Understanding Open Source Software Development- A Research Classification Framework." *Communications of AIS*, 17 (12), 266-287. Author: 1 (Lead author, Authors listed in alphabetical order), Number of Co-Authors: 2, Publication Impact Factor: 2.38.

23. 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), 57-70. Author: 1, Number of Co-Authors: Solo, Publication Impact Factor: 2.38.

24. Sen, R. (2005). "Optimal Search Engine Marketing (SEM) Strategy." *International Journal of Electronic Commerce*, 10(1), (Fall), 9-25. Author: 1, Number of Co-Authors: Solo, Publication Impact Factor: 7.730.

25. King, R., Sen, R., Xia, M. (2004). "Impact of Web-based E-Commerce on Channel Strategy." *International Journal of Electronic Commerce*, 8(3), (Spring), 103-130. Author: 1 (Lead author, Authors listed in alphabetical order), Number of Co-Authors: 2, Publication Impact Factor: 7.730.

26. Sen, R. and King, R. (2003). "Revisit Debate on Intermediation, Disintermediation, Reintermediation due to Electronic Commerce." *Electronic Markets*, 13 (2), 153-162. (Lead author), Number of Co-Authors: 1, Publication Impact Factor: 6.378.

Popular Media- Completed/Published
- Sen, R. (2021). "Here's how much your personal information is worth to cybercriminals – and what they do with it." *The Conversation*, May 13. Available at- https://theconversation.com/heres-how-much-your-personal-information-is-worth-to-cybercriminals-and-what-they-do-with-it-158934." Republished in 660 news outlets such as Times Live, Houston Chronicles, Stiff (South Africa), and Connecticut Post. [46,753 reads by August 1, 2023]
- Sen, R. (2022) "Your digital footprints are more than a privacy risk- they could help hackers infiltrate computer networks". *The Conversation*, April 8. Available at- https://theconversation.com/your-digital-footprints-are-more-than-a-privacy-risk-they-could-help-hackers-infiltrate-computer-networks-177123. Republished in 61 news outlets such as Times Live, Houston Chronicles, Stiff (South Africa), and Connecticut Post. [19,497 reads by August 1, 2023].

Book Chapter- Completed/Published
- King, R., Sen, R., Daubeterre, F., and Sethi, V. (2010) "A Trade Value Perspective on Ecommerce Research: An Integration of Transaction Value and Transaction Cost Theories.". In *Transformations in E-Business Technologies and Commerce: Emerging Impacts*. *IGI Global*, 59–78. Author: 2, Number of Co-Authors: 3.

Conference Proceedings- Completed/Published
- Nelson, M., Rariden, R.L., and Sen, R. (2008) "A Lifecycle Approach towards Business Rules Management." In *Proceedings of the 41st Annual Hawaii International Conference on System Sciences* (HICSS 2008), Waikoloa, HI, USA, January, 113-113.
- King, R., Sen, R. (2004) "IT Recruiting Practices as Retention Predictors: Can Recruiters Make a Difference to Potential IT Employees?" In *AMCIS 2004 Proceedings*, AES eLibrary

Grants & Contracts

Title	Collaborators	Funding Agency-Sponsor	Start Date	End Date	Total Funding	Status	Internal / External
NSF TRIPODS (Transdisciplinary Research in Principles of Data Science)	Dr. Bani K Malik PI	National Science Foundation	2019-01-01	2021-12-31	$1.5 Million	Funded	External
Texas A &M University X-Grants	Dr. Satish Bukkapatnam PI	Texas A & M	2018-01-01	2020-12-31	$500,000	Funded	Internal
Mays Business School Summer Teaching Grant	Ravi Sen	Mays Business School	2009	2009	$7,500	Funded	Internal

Mays Business School Summer Research Grant	Ravi Sen PI	Mays Business School	2009	2009	$10,000	Funded	Internal
Mays Business School Summer Research Grant	Ravi Sen PI	Mays Business School	2008	2008	$10,000	Funded	Internal
Mays Business School Summer Research Grant	Ravi Sen PI	Mays Business School	2007	2007	$10,000	Funded	Internal

Service

Jan 2022 - Present	Associate Editor, *Decision Support Systems*
Jun 2022 – Dec 2022	Member, Committee to review Mays Innovation research Center (MIRC) and submit a report on its performance and recommendations for its future.
Jan 2019 - Present	Member, Texas A&M Research Institute for Foundations of Interdisciplinary Data Science
Jan 2019 - Present	Member, Scholarship Committee, Department of Information and Operations Management
Jan 2013 - Present	Member, MS-MIS Admissions Committee, Department of Information and Operations Management
Jan 2017 – Dec 2017	Member, Mays Diversity Council
September 2016	Co-Chair, Conference on Advances in Big Data- Modeling, Computation, and Analytics. September 23-24, 2016, Texas A&M University, College Station, TX.
Jan 2014 – Dec 2016	Associate Editor, *Decision Support Systems*
December 2013	Organizing Co-Chair, *WeB 2012* (SIG eBIZ, ICIS workshop), December 15th, 2012, Florida
Jan 2005 – Dec 2016	Member of organizing committee and session chair, *Web 2005-2016* (SIG eBIZ, ICIS workshop)
Jan 2012 – Jun 2016	Review Chair 7th *Annual Symposium on Information Assurance (ASIA '07)*, June 5-6, 2012, Empire State Plaza (Albany, NY)
April 2008	Panel member for National Science Foundation (NSF) panel "*Software for Real World Systems*," Panel ID: P081072, 04/09/2008.
Jan 2003 - Current	Reviewer for Management Information Systems Quarterly (MISQ), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Decision Support Systems (DSS), International Journal of Electronic Commerce (IJEC), Journal of Computing and Electronic Commerce, International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), and Hawaii International Conference on System Sciences (HICCS)

Jan 2005 – Dec 2013   Reviewed research funding proposals submitted to *Research Grants Council*, Hong Kong.

Professional Affiliations and Memberships

May 2023 - Present   AIS Distinguished Member- The AIS Distinguished Member program recognizes members who have made a significant impact on the association.

August 2000 - 2023   Member, Association of Information Systems (AIS)

October 2014 – October 2015   Member, INFORMS

January 2010 – December 2010   Member, Information Systems Society (ISS)

Professional Presentations/Invited Speaker/Media

April 2023   Date: 04-11-2023, Panel Discussion on the *Application of AI in Cybersecurity and Management*, Location: College Station, TX, Role: Discussant, Panel Discussion organized by The International Business Association (IBA), Mays Business School.

January 2023   Date: 01-23-2023, Topic: Cybersecurity and Data Breach Incidents, Role: Invited Guest, *Rear Vision* (Weekly on Radio National, ABC) hosted by Keri Phillips.

October 2022   Date: 10-06-2022, Topic: Data Breach Incident at Optus, Role: Invited Guest, *The Briefing* (a leading daily news podcast in Australia) hosted by Eleanor Harrison-Dengate.

August 2022   Date: 08-25-2022, Topic: Can digital footprints be erased? Role: Interviewed by Catherine Thorbecke, *CNN Business*.

July 2022   Date: 07-19-2022, Topic: Cybersecurity and Data Breach Incidents, Role: Invited Guest, Radio Program- *Morning Wave in Busan* hosted by Katherine Bang.

April 2022   Date: 04-08-2022, Topic: Our digital footprints and how they help hackers, Role: Invited for an interview by Justin Bernal, Executive Producer of "*Let's Go There w/ Shira & Ryan*" on Channel Q, a nationally syndicated radio show.

November 2021   Date: 11-29-2021, Article Title: Individual Privacy, Role: My work on cybersecurity cited by Eric Smiley, Science & Technology Editor, *The Conversation.* [9533 reads by May 15, 2023]

September 2021   Date: 09-23-2021, Presentation Title: Cybersecurity, Location: Houston, TX, Role: Guest Speaker invited by MSA Program Director Myra Gonzalez. (September 2021) to address MSA students about cybersecurity.

June 2021	Date: 06-03-2021, Topic: Impact of Stolen Data and Digital Footprints on Privacy, Role: Interviewed on *The Broadcast Retirement Network* by Jeffrey H. Snyder, Chief Executive Officer, and Lead Anchor.
February 2021	Date: 02-12-2021, Presentation Title: Managing Digital Footprints, Location: College Station, TX, Role: Seminar Speaker, seminar organized by Texas A&M Institute of Data Science (TAMIDS)
October 2018 – November 2018	Dates: 10-08-2018 to 11-08-2018, Week Seminar Series Title: Cybersecurity for Managers, Location: Hyderabad. India, Organized by the Indian School of Business for its PGP Program
November 2018 – December 2018	Dates: 11-12-2019 to 12-12-2019, Week Seminar Series Title: Cybersecurity for Managers, Location: Chandigarh, India. Organized by the Indian School of Business for its PGP Program
October 2019 – November 2019	Dates: 10-07-2019 to 11-07-2019, Week Seminar Series Title: Cybersecurity for Managers, Location: Chandigarh, India. Organized by the Indian School of Business for its PGP Program

Professional Development Activities

May 19 2023	Attended the workshop titled "*Unlocking the Power of Generative Language Models in Business Research and Education,*" organized by Mays Business School.
February 9 2023	Attended the webinar titled "*A Real World Approach to Teaching Ethical Hacking,*" organized by JBL Webinars.
December 2022- February 2023	Participated in Center for Teaching Excellence's (CTE) "*Meeting the Faculty Where They Are*" program. It included a 30 minute interview about my teaching philosophy and approach, and a class observation by a CTE research staff.
Spring 2020	Completed online tutorial titled "*Increasing Student Motivation and Engagement Online Using Active Learning,*" provided by Center for Teaching Excellence (CTE).
August 2015 - May 2016	Completed the STEPS (The individualized Sustained Teaching Enhancement Program Series) program under the guidance of Dr. Nate Poling, Center for Teaching Excellence (CTE)
May 2003	Graduate Teaching Certificate, University of Illinois at Urbana-Champaign, Illinois, USA.
Dec 12, 2002 – Dec 15, 2002	ICIS 2002 Doctoral Consortium, Twenty-Third Annual International Conference on Information Systems, Barcelona, Spain. One of the 20 MIS doctoral students selected from USA.