

## PALASH BERA

Father Davis Professor, Richard A. Chaifetz School of Business, Saint Louis University, St. Louis,  
USA

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### EDUCATION

University of British Columbia	<b>Ph.D. - Management Information Systems</b> , 2003-2007, Sauder School of Business, Vancouver, Canada.
University of British Columbia	<b>M.Sc. – Management Information Systems</b> , 2001-2002, Sauder School of Business, Vancouver, Canada
Utkal University	<b>B.Sc. – Physics and Education</b> , 1991-1995, Regional College of Education, Utkal University, Bhubaneswar, India

### APPOINTMENTS

Saint Louis University	Interim Graduate Associate Dean- 2022- Full Professor- Fall 2022 - Father Davis Professorship 2017- Associate Professor, August 2016- 2022 Assistant Professor- 2012-2016 MBA Practicum Director, August 2018-
Texas A&M International University Sauder School of Business, University of British Columbia	Assistant Professor 2008-2012  Post Doctoral Fellow (2007- 2008) Responsibilities: conducted research and taught undergraduate business courses at Sauder School of Business
Isvor Fiat India Private Limited, New Delhi, India (A Consulting & Training Company of Fiat India)	Senior Executive – Projects & Administration (2000-2001) Executive – Projects & Administration (1998- 2000) Responsibilities: (1) executed consulting projects for Fiat India clients (2) led business process redesign project for Case New Holland Tractors, developed business process models for ERP implementation (Baan ERP) at Case New Holland Tractors
Brindavan Beverages Private Limited (a Coca-Cola Bottler), Bangalore, India	Marketing Executive (1997-1998) Responsibilities: applied Geographical Information Systems (GIS) to analyze sales and marketing activities and to provide delivery route planning.

Advisory Resources in Marketing,  
New Delhi, India

Junior Consultant (1996-1997)  
Responsibilities: Developed sales and marketing plan for  
Blossom Kochhar Beauty Products Ltd., New Delhi.

### Journal Publications

1. **Bera, P.** (2021) Interactions Between Analysts in Developing Collaborative Conceptual Models, published at **Information Systems Frontiers**
2. **Bera, P.**, Soffer, P., and Parsons, J. (2019) Using Eye Tracking to Expose the Cognitive Processes of Understanding Conceptual Models, 43(4), **MIS Quarterly**, pp. 1105-1126
3. **Bera, P.** and Poels, G. (2019) How quickly do we learn conceptual models? 28(6), pp. 663-680 **European Journal of Information Systems**
4. Sirois, L., Bedard, J. and **Bera, P.** (2018) The Informational Value of Key Audit Matters in the Auditor's Report: Evidence from an Eye-tracking Study" 32 (4), pp. 141-162, **Accounting Horizons**
5. **Bera, P.**, Burton-Jones, A., and Wand, Y. (2018) Improving the Representation of Roles in Conceptual Modeling: Theory, Method, and Evidence accepted at **Requirements Engineering Journal**
6. **Bera, P.** and Poels, G. (2017) The Effects of Ontological Redundancy in Conceptual Models, 28 (3): 1-25 **Journal of Database Management**
7. **Bera, P.** (2016) How Colors in Business Dashboards Affect Users' Decision Making, 59(4), pp. 50-57, **Communications of the ACM**
8. **Bera, P.** and **Sirois, L.P.** (2016) Displaying Background Maps in Business Intelligence Dashboards, 18(5), pp. 58-65, **IEEE IT Professional**
9. The Interaction of Semantics and Pragmatics in Understanding Conceptual Models (2014) **Bera, P.**, Burton-Jones, A., and Wand, Y. **Information Systems Research**, 25 (2), pp. 401-419
10. **Bera, P.** and Evermann, J. (2014) Guidelines for Using UML Association Classes and their Effect on Domain Understanding in Requirements Engineering, **Requirements Engineering Journal**, 19, pp. 63-80
11. **Bera, P.** (2012) Does Cognitive Overload Matter in Understanding BPMN Models? **Journal of Computer Information Systems**, 52 (4), pp. 59-69
12. **Bera, P.**, (2012) Analyzing the Cognitive Difficulties for Developing and Using UML Class Diagrams, **Journal of Database Management**, 23 (3), pp. 1-19
13. **Bera, P.**, Burton-Jones, A., and Wand, Y. (2011) Guidelines for Designing Visual Ontologies to Support Knowledge Identification, **MIS Quarterly** 35 (4), pp. 883-908
14. **Bera, P.**, Krasnoperova, A., and Wand, Y. (2010) Using OWL as a Conceptual Modeling Language, **Journal of Database Management** 21 (1), pp. 1-28
15. **Bera, P.**, Nevo, D., and Wand, Y. (2005). Unravelling Knowledge Requirements Via Business Processes: A Case Study. Volume 40, page 1-29. Special Issue on Information Systems Analysis and Design. **Communication of the Association for Information Systems**

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## Reviewed Conference Proceedings

1. Gupta, A., Poels, G., and **Bera, P.** (2019) Creation of Multiple Models from User Stories- An NLP Approach, ER 2019 conference, Salvador, Bahia, Brazil
2. Gupta, A., Poels, G., and **Bera, P.** (2019) An Algorithm to Create Multiple Conceptual Models from User Stories, SIGSAND, New York
3. Gupta, A., Poels, G., and **Bera, P.** (2018) A Research Agenda on Using Conceptual Models for User Story Development, accepted at Mid-West AIS Conference, St. Louis
4. Gupta, A., Poels, G., and **Bera, P.** (2018) A Proposal of Using Conceptual Models for User Story Development and Maintenance, accepted at Special Interest Group Systems Analysis and Design, Syracuse University, New York
5. Enterprise, Business-Process and Information Systems Modeling: 18th International Conference, BPMDS 2017, 22nd International Conference, EMMSAD 2017, Held at CAiSE 2017, Essen, Germany, June 12-13, 2017, Proceedings Iris Reinhartz-Berger · Jens Gulden · Selmin Nurcan · Wided Guédria · **Palash Bera**
6. **Bera, P.** and Gupta, A. (2017) A Proposed Method in Agile Practices to Create Requirements Documentation and Test Cases, Proceedings of EMMSAD conference, Essen, Germany
7. **Bera, P.** and Gupta, A. (2017) Developing Test Cases Using ER Based Approach, SIGSAND Conference, Cincinnati.
8. **Bera, P.** (2016) Identifying Ethical Issues in Using Data Mining, People Analytics Conference, hosted by SLU Law School, Saint Louis, February 19, 2016
9. **Bera, P.** and Parsons, J. (2016) The Role of Familiarity in Conceptual Modeling: Evidence from Eye Tracking, Fifteenth Annual Symposium on Research in Systems Analysis and Design, Richmond, Lubbock, May, 2016.
10. **Bera, P.** and Poels, G. (2015) How do we acquire understanding of conceptual models? Fourteenth Annual Symposium on Research in Systems Analysis and Design, Richmond, Virginia, May 14-15, 2015.
11. **Bera, P.** (2014) Conceptual Modeling Approach to Develop BI Dashboards, SIGDSS Pre ICIS Workshop, Auckland
12. **Bera, P.** (2014) Do Distracting Dashboards Matter? 7<sup>th</sup> Euro Systems Analysis & Design Workshop, Gdansk, Poland (online presentation)
13. Sirois, L.P., **Bera, P.**, Bédard, J., and Jha, A. (2014) The Informational Value of Emphasis of Matter Paragraphs and Auditor Commentaries: Evidence from an Eye-tracking Study, **American Accounting Association** Midwest Conference
14. **Bera, P.** (2011) Analyzing Roles of BI Implementation Teams. Presented at the OASIS Workshop at ICIS, Shanghai
15. **Bera, P.** (2011) Situations That Affect Modellers' Cognitive Difficulties: An Empirical Assessment. American Conference on Information Systems (AMCIS), Detroit.
16. **Bera, P.**, Peleg, M., and Wand, Y. (2010) A Conceptual model of Knowledge for Knowledge Management Systems, MIS Quarterly pre ICIS Workshop, St. Louis, Missouri
17. **Bera, P.** (2010) A Cognitive Perspective on How Experts Develop Conceptual Models in Complex Domains, American Conference on Information Systems (AMCIS), Peru, Lima
18. **Bera, P.**, Burton-Jones, A., and Wand, Y. (2009) The Effect of Domain Familiarity on Modeling Roles: An Empirical Study, Pacific Asia Conference of Information Systems, Hyderabad, India, July 11-12, 2009

19. **Bera, P.** and Wand, Y. (2009) A framework to clarify the role of Knowledge Management Systems, Pacific Asia Conference of Information Systems, Hyderabad, India July 11-12, 2009
20. **Bera, P.** and Wand, Y. (2007). Ontological Interpretations of Roles. Proceedings of the Sixth Annual Symposium on Research in Systems Analysis and Design, Tulsa, May 11-13, 2007.
21. **Bera, P.** and Wand, Y. (2006). Conceptual Models of Knowledge and Knowledge Management Systems. Journal of AIS (JAIS) Theory Development Workshop at ICIS 2006, Milwaukee, December 13, 2006
22. Wand, Y., Woo, C. and **Bera, P.** (2006). Object-Oriented Enterprise Modeling – A Methodology and a CASE Tool. Workshop of Information Technologies and Systems (WITS), Milwaukee, December 9-10, 2006
23. **Bera, P.** and Wand, Y. (2006). Roles of Ontologies in the Context of Knowledge Management Systems. Proceedings of the Fifth Annual Symposium on Research in Systems Analysis and Design, page 89-96, Vancouver, May 13-14 2006
24. **Bera, P.** and Wand, Y. (2004). Analyzing OWL Using a Philosophy-Based Ontology. Proceedings of the Third International Conference on Formal Ontology of Information Systems (FOIS), page 353-362, Torino (Italy), November 4-6, 2004.
25. **Bera, P.** (2005). Use of Philosophical Ontologies in the Context of Knowledge Management and Formal Ontologies. Proceedings of the 12th Doctoral Consortium on Advanced Information Systems Engineering (CaiSE), page 102-111, Porto (Portugal) June 13-14, 2005.
26. **Bera, P.** and Rysiew, P. (2004). Analyzing Knowledge Management Systems: A Veritistic Approach. Proceedings of the First International Workshop on Philosophy and Informatics, page 1-8, Cologne (Germany), March 31 - April 1, 2004.

### Papers Under Review

1. Gupta, A., Poels, G., and **Bera, P.** (2021) “Using Conceptual Models in Agile Software Development: A Possible Solution to Requirements Engineering Challenges in Agile Projects.”- Revise and resubmit, second round at **IEEE Access**
2. Gupta, A., Poels, G., and **Bera, P.** (2021) Generating Multiple Conceptual Models from Behavior-Driven Development Scenarios, Revise and Resubmit, second round at **Data and Knowledge Engineering**

### Working papers/project

1. Use of conceptual models in Storytelling- a research project initiated by Palash Bera (Saint Louis University), Geert Poels (Ghent University), Binny Samuels (University of Cincinnati). A grant amount of Euro 30,000 has been allocated to conduct this project in 2022.
2. Gupta, A., Poels, G., and **Bera, P.** (2022) An NLP based tool to develop multiple conceptual models from user stories, to be submitted to **European Journal of Information Systems**

3. Gupta, A., Poels, G., and **Bera, P.** (2022) The effectiveness of the auto-generated conceptual models from a set of User Stories, to be submitted to **Communications of the ACM**

### **Invited Presentations**

1. Jha, A., **Bera, P.** and Sirois, (2013) The Effect of Audit Signature in Auditor Reports: Evidence from An Eye-tracking Experiment, June, HEC, Montreal
2. **Bera, P.** and Jha, A. (2012) The Effect of Disclosures in Credit Card Statements: Evidence from An Eye-tracking Experiment, November, John Cook School of Business, St. Louis
3. **Bera, P.** (2012) Using Eye-Tracking Software in Conceptual Modeling, presented at the MIS Workshop, March 16, 2012, Sauder School of Business, University of British Columbia, Vancouver, Canada
4. **Bera, P.** (2010) A Cognitive Perspective on Developing and Interpreting Conceptual Models, at the Institute for Operations Research and the Management Sciences (**INFORMS**), Austin, Texas.
5. **Bera, P.**, Burton-Jones, A., and Wand, Y. (2009) Ontological Rules in Conceptual Modeling: What and When. at the Institute for Operations Research and the Management Sciences (**INFORMS**) Annual Meeting San Diego.

### **Research Award**

- Diamond Paper Publication Award 2020 (for publication in the top-most journals of the discipline)
- Annual Best Research Paper award – 2020, 2015

### **Research Grants**

#### ***Awarded***

**Research grant of \$220,000 from FWO, Belgium Government**, Title: Attention Direction and Task Performance with Domain Model Patterns, Co-PI, 2016-2021

**\$43,778 by Logistics Management Institute**, Title: Integrating Big Data and Transaction Data to Develop Supply Chain Dashboards, 2014-2015, Principal Investigator

**\$25000 by IAASB and KPMG**, Title: The informational value of Emphasis of Matter paragraphs and Auditor Commentaries: evidence from eye-tracking studies, 2012-2014, Co-Principal Investigator

**\$6500** University Research Grant (URG) at Texas A&M International University, 2011-2012. Title: Understanding the Role of Modeling Experience in Developing Conceptual Models, Principal Investigator

**\$5000** University Research Grant (URG) at Texas A&M International University, 2010-2011.  
Title: Using Business Process Models as Conceptual Models: Empirical Studies, Principal Investigator

**\$9720** University Research Grant (URG) at Texas A&M International University, 2009-2010.  
Title: Improving Interactions Among IS Domain Knowledge Experts and IS Application Knowledge Experts for Creating Conceptual Models, Principal Investigator

## SOFTWARE DEVELOPMENT

- Donor Prediction tool – predict who will donate and what amount
- Dialog tool – interact with data sets in natural language
- Software test design tool- a model-based method to automatically create and execute test cases

All tools are co- developed with Abhimanyu Gupta

## TEACHING

### Interests

Business Analytics, Business Data Mining, Database Management Systems, Information Systems Analysis and Design, IT Project Management, IS Audit and Control, Introductory programming, Geographic Information Systems, Business Research Methodologies, Introduction to Information Systems, Developing Business Applications, e-Business technologies, Accounting Information Systems.

### Courses developed

- Story telling with Data – ITM 6400 (graduate level)
- Business Data Mining (undergraduate level, offered in spring 2016)
- Applied Business Analytics (graduate level, offered in fall 2013 at Saint Louis University)
- Business Analytics (undergraduate level, offered in Spring 2013 at Saint Louis University)
- Business Intelligence Technologies (graduate level, offered in fall 2007 at University of British Columbia)
- Business Modeling for Information Systems (graduate level, offered in fall 2008 at Texas A&M International University)

### Teaching Case Studies Developed

- “*Developing Credit Card Processing Information Systems*” (Jointly developed with William Tan, Sauder School of Business and Y.M. Cheung, Sauder School of Business, (used in Information Systems Technology and Development courses)
- “*Reviewing research applications*” (used in the MBA program, Sauder School of Business)

- *"There's fast food and there is KFC"* (used in Information Systems Analysis and Design courses)

### **Current Teaching Courses**

Applied Business Analytics (graduate MBA course), Business Datamining (Undergraduate course), Business Analytics (undergraduate course), Database Management Systems (undergraduate), Business Data Mining (undergraduate course)

## **SERVICES**

### **Responsibilities as an Interim Associate Dean 2022**

- Develop and maintain high quality graduate business programs
- Assess graduate programs for continuous improvement
- Help improve the content and delivery of graduate business programs
- Help recruit international graduate business students
- Partner with local organizations for experiential learning opportunities in the graduate business curriculum

### **Services as a Department Chair 2021-**

- Helped redesign the undergraduate Business Technology Management Program
- Led a successful search for a tenure track Assistant Professor- tasks include creating the job description, promoting the job, reviewing over 70 candidates, organized three rounds of reviews, conducted in-person interviews, help finalizing a candidate
- Led a successful search for the instructor position- tasks include creating the job description, promoting the job, reviewing candidates.
- Hired and advised three new adjuncts for teaching technology management courses
- Helped conduct a workshop on hiring adjunct faculty for teaching Supply Chain
- Helped the Accounting department to create a new course on accounting analytics
- Created a new certificate proposal for Business Analytics for the PMBA program

### **Information Systems Community**

- Chair of the International Workshop on Agile Information Systems Engineering (Agil-ISE) to be hosted at KU Leuven, Belgium on June 06-08, 2022.  
<https://agilise.github.io/2022/organization.html>, Tasks and responsibilities- organized the list of program committee, finalizing the scope of the workshop, deciding keynote speaker, publishing the workshop call for paper, and create conference proceedings
- Reviewed five submitted papers as a track chair of CAISE 2022
- Associate Reviewer, International Conference of Information Systems 2017 (awarded the Outstanding AE Award of the track "HCI, Design Issues and Design Science Research")
- Systems Analysis and Design –Special Interest Group- President 2014-2016
- Systems Analysis and Design –Special Interest Group- Vice President 2012-2014

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- Systems Analysis and Design –Special Interest Group Workshop, Saint Louis University, 2014, Co- Chair
  - Member of the Editorial Review Board of Journal of Database Management, 2013-2015
  - Track Chair - Systems Analysis and Design track at American Conference on Information Systems (AMCIS) 2013, 2014, and 2015
  - Journal paper review 2014-2015- MIS Quarterly (2 papers), Information System Research (2 papers), Journal of AIS (2 papers), Information Systems Journal, Advances of DATABASE (2 papers), IEEE IT Professional, Data and Knowledge Engineering
  - Organized research symposium on systems analysis and design at Saint Louis University (May 2014)

**At the Department and University level**

- Member of Undergraduate Board 2017, 2021
- Member of Research Committee 2021-
- Diversity Committee- member from February 2015-2017
- Full time MBA curriculum review committee – member from January 2013-February 2015
- Full time MBA curriculum restructure committee- Chairperson from April 2015-2017