

## Biographical Sketch- Palash Bera

**Position Title and Institution:** Department Chair, FT MBA Business Analytics Practicum Director, Father Davis Professorship, and Associate Professor, Chaifetz School of Business, Saint Louis University

### Appointments

Institutions	Position and duration
Saint Louis University	Department Chair- Operations and IT Management – 2020- FT MBA Business Analytics Practicum Director- 2018- Father Davis Professorship 2017- Associate Professor, August 2016- Assistant Professor, July 2012-July 2016
Texas A&M International University	Assistant Professor 2008-2012
Sauder School of Business, University of British Columbia	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.

### Recent Published Journal Research papers

1. Bera, P. (2020) Interactions Between Analysts in Developing Collaborative Conceptual Models, Accepted 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), pp. 1105-1126 MIS Quarterly
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. and Poels, G. (2017) The Effects of Ontological Redundancy in Conceptual Models, 28 (3): 1-25 Journal of Database Management
6. 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
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

### **Other Significant Published Products**

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? 7th 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

### **Research Awards at Chaifetz School of Business**

Diamond Paper Publication Award 2019 (for publication in the top-most journals of the discipline)

Annual Research Paper Award 2019 (Associate Professor Category)

Annual Research Paper Award 2015 (Assistant Professor Category)

### **Research Grants**

Research grant of \$220,000 from FWO, Belgium Government, Title: Attention Direction and Task Performance with Domain Model Patterns, Co-PI, 2016-2019

\$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

### Development of New Courses

Story telling with Data – ITM 6400 (graduate level, offered in spring 2019)

Business Data Mining (undergraduate level, offered in spring 2016)

Applied Business Analytics (graduate level, offered in fall 2013)

Business Analytics (undergraduate level, offered in Spring 2013)

### Professional Preparation

Institution	Location	Major Area of Study	Degree	Year
Sauder School of Business, University of British Columbia	Vancouver, Canada	Management Information Systems	Ph.D.	2007
Sauder School of Business, University of British Columbia	Vancouver, Canada	Management Information Systems	M.Sc.	2003
Utkal University	Bhubaneswar, India	Physics and Education	B.Sc.	1995