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## PALASH BERA

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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

### INFORMATION TECHNOLOGY SKILLS

Database	Oracle and MS Access
Programming Languages	C++, Java, and Visual Basic
Web based Languages	XML, ASP.NET, and OWL (Web Ontology Language)
Certification	RDBMS Design & Oracle
Software tools	Mapinfo (Geographic Information Systems), IBM Cognos and Tableau (Business Intelligence), Rational (Information Analysis and Design), MS Project 2010

### RESEARCH INTERESTS

My research interests are in three streams of information systems. The first stream is on *Knowledge Management Systems* (KMS). In this stream, I'm particularly interested in philosophical foundations of knowledge management and laboratory experiments on the design and use of KMS. The second stream of research is on *design science* where my focus is on laboratory testing of IT artifacts such as design guidelines, definitions (e.g. knowledge, roles), and modeling rules. The third stream is on the *implementation and use of virtual IT tools in practice*. I'm interested in finding out how organizations implement and use such tools such as Business Intelligence. My research in these three streams involves use of theories from multiple disciplines (such as cognitive science, learning, and philosophy) and application of multiple research methods (such as eye-tracking, protocol analysis, case studies, and laboratory experiments).

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## Journal Publications

1. **Bera, P.** (2012) Why Cognitive Overload Matters in Understanding BPMN Models? (accepted at **Journal of Computer Information Systems**) (Acceptance rate 12% and impact factor 0.82)
2. **Bera, P.** and Evermann, J. (2012) Guidelines for Using UML Association Classes and their Effect on Domain Understanding in Requirements Engineering (**Requirements Engineering Journal**) (impact factor 0.97)
3. **Bera, P.**, (2012) Analyzing the Cognitive Difficulties for Developing and Using UML Class Diagrams (**Journal of Database Management**) (Acceptance rate 6%-10% and impact factor 2.0)
4. **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 (Acceptance rate 5% and impact factor 5.0)
5. **Bera, P.**, Krasnoperova, A., and Wand, Y. (2010) Using OWL as a Conceptual Modeling Language, **Journal of Database Management** 21 (1), pp. 1-28 (Acceptance rate 6%-10% and impact factor 2.0)
6. **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** (CAIS)

## Papers to be submitted (manuscripts ready)

1. **Bera, P.**, Peleg, M., and Wand, Y. (2012) An Action Based View of Knowledge: A Theoretical Model and its Empirical Testing
2. **Bera, P.**, Burton-Jones, A., and Wand, Y. (2012) Studying the Impact of Representing Interactions Explicitly in Conceptual Models
3. **Bera, P.** and Poels, G. (2012) Testing the Effects of Ontological Redundancy in Conceptual Models

## Working Papers (data collection complete)

4. **Bera, P. Jha, A., and Sirois, L.P.** (2012) Does Audit Signature Matter in Audit Reports? Evidence from An Eye-tracking Experiment
5. **Jha, A. and Bera, P.** (2012) The Impact of Disclosures in Credit Card Statements: Evidence from An Eye-tracking Experiment
6. Monu, K., **Bera, P.**, and Woo, C. (2012) The Need for a Conceptual Modeling Agent
7. **Bera, P.** and Soffer, P. (2012) Using Business Process Models as Conceptual Models
8. **Bera, P.** and Munoz, M. (2012) Taking Perspectives to Understand Conceptual Models
9. **Bera, P.** and Niederman, F. (2012) The Role of Conceptual Modeling in Requirements Analysis: A Case Study

## Reviewed Conference Publications

1. **Bera, P.** (2011) Analyzing Roles of BI Implementation Teams. Presented at the OASIS Workshop at ICIS, Shanghai

2. **Bera, P.** (2011) Situations That Affect Modellers' Cognitive Difficulties: An Empirical Assessment. American Conference on Information Systems (AMCIS), Detroit.
3. **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
4. **Bera, P.** (2010) A Cognitive Perspective on How Experts Develop Conceptual Models in Complex Domains, American Conference on Information Systems (AMCIS), Peru, Lima
5. **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
6. **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
7. **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.
8. **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
9. 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
10. **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
11. **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.
12. **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.
13. **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.

### Invited Presentations

1. **Bera, P.** (2012) Using Eye-Tracking Software in Conceptual Modeling, to be presented at the MIS Workshop, March 16, 2012, Sauder School of Business, University of British Columbia, Vancouver, Canada
2. **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.
3. **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.

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## Research Grants

### *Awarded*

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

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

**\$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.

### PhD Dissertation

**Title:** Using Ontologies in the context of Knowledge Management Systems

### *Committee Members*

- Professor Yair Wand (Supervisor, MIS division, Sauder School of Business, University of British Columbia)
- Assistant Professor Andrew Burton-Jones (MIS division, Sauder School of Business, University of British Columbia)
- Assistant Professor Joseph Tennis (School of Library, Archival and Information Studies, University of British Columbia)

### *Outcome*

The thesis was evaluated as a category 1 thesis (highest possible category). This thesis is a collection of three papers. The first paper relates to using web ontology language (OWL) as a conceptual modeling language. This paper has been published in Journal of Database Management. The second paper relates to the development of a conceptual model of knowledge in the context of knowledge management systems (KMS). This paper will be submitted to Information Systems Research shortly. The third paper is an empirical assessment of using ontologies for knowledge identification. This paper has been accepted for publication at MIS Quarterly.

## TEACHING

### Interests

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

## Courses developed

- Business Intelligence Technologies (offered in fall 2007 at University of British Columbia)
- Business Modeling for Information Systems (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)

## Courses and teaching evaluation

Course Name	Program	Year	Class size	Evaluation (out of 5.0)
<i>Taught at A.R. Sanchez Jr. School of Business, Texas A&amp;M International University</i>				
Information Systems Analysis (MIS 5350)	Masters of Science	2011	11	4.6
Information Systems Design (MIS 5380)	Masters of Science	2011	09	4.9
Information Systems Analysis (MIS 5350)	Masters of Science	2010	10	4.8
Information Systems Design (MIS 5380)	Masters of Science	2010	10	4.2
Information Systems Analysis (MIS 5350)	Masters of Science	2010	12	4.7
Information Systems Design (MIS 5380)	Masters of Science	2010	13	4.8
IT Networking and Security (MIS 5340)	Masters of Science	2010	15	4.1
IT Networking and Security (MIS 5340)	Masters of Science	2009	14	4.5
Business Modeling for IS (MIS 4399)	Bachelor of Commerce	2009	11	4.8
Business Modeling for IS (MIS 5399)	Masters of Science	2009	6	4.6
Business Modeling for IS (MIS 5399)	Masters of Science	2009	6	5.0
IT Networking and Security (MIS 5340)	Masters of Science	2009	18	4.4
IT Networking and Security (MIS 5340)	Masters of Science	2008	26	4.8
Business Modeling for IS (MIS 4399)	Bachelor of Commerce	2008	14	4.0
<i>Taught at Sauder School of Business, University of British Columbia</i>				
Information Systems Technology & Development (COMM 335)	Diploma in Accounting	2007	80	4.4
Information Systems Technology & Development (laboratory) (COMM 335)	Diploma in Accounting	2007	80	4.6
Introduction to e-Business (COMM 336)	Bachelor of Commerce	2007	29	4.4
Introduction to MIS (COMM 391)	Bachelor of Commerce	2005	50	4.2
Introduction to e-Business (COMM 336)	Bachelor of Commerce	2005	19	4.4

## APPOINTMENTS

Saint Louis University	Assistant Professor, since August 2012
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.
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.

## SERVICES

### Reviewer (Journals and Conferences)

- Communications of the ACM 2012
- MIS Quarterly 2009, 2010, 2011
- Information Systems Research 2011
- The DATA BASE for Advances in Information Systems 2010
- Conference on Advanced Information Systems Engineering (CAiSE) 2005, 2012
- International Conference on Information Systems (ICIS) 2006, 2007, 2011
- Conceptual Modeling Conference (ER) 2010, 2005
- American Conference on Information Systems (AMCIS) 2010, 2007
- Pacific Asia Conference of Information Systems 2009
- Journal of Association of Information Systems 2008

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- IEEE Transactions on Knowledge and Data Engineering 2005, 2006
  - Journal of Decision Support 2005
  - Decision Support Systems 2006

### **University committee**

- Member of the Institutional Review Board 2009-2011
- Member of the Undergraduate Curriculum Program Committee 2010-2011
- Member of the Faculty Mentorship Committee 2010
- Member of the University Technology Committee 2008-2010
- Member of the Curriculum & Academic Masters Programs Committee 2009-2010
- Member of the Research Committee 2009-2011
- Member of the Scholarship, Honors & Awards Committee 2009-2010
- Member of the A.R. Sanchez School of Business Curriculum Development Committee 2008-2009

### **Community**

- Systems Analysis and Design –Special Interest Group- Vice President 2012-2014
- Systems Analysis and Design –Special Interest Group Workshop, Vancouver, 2012- Co-Chair
- Publicity Chair – Entity Relationship (ER) Conference, 2010, Vancouver, Canada
- PhD Student Representative -AIS Special Interest Group on Systems Analysis and Design (SIGSAND) (2006-2008)
- Vice President of Indian Students Association (Utsav), University of British Columbia, Vancouver (2002-2003)
- General Secretary of Regional College of Education, Bhubaneswar , India (1993-94)