Decision & Information Sciences

Leading an Evolution in Thinking

DISC Professor is Ranked in Top Five Worldwide for Research

The output of the Department of Decision & Information Sciences was far-reaching, including the designation of Associate Professor Leiser Silva as No. 5 among all information systems researchers in the world.

Associate Professor Leiser Silva’s research on information systems earned him a top ranking.


Professor Wynne W. Chin co-authored three papers during 2009 and traveled extensively to teach in Asia and Europe, including Sydney, where he is completing his third year as a visiting scholar at the Australia School of Business at the University of New South Wales.

His published work ranged from a statistical paper, “A Critical Look at Partial Least Squares Modeling,” for MIS Quarterly to an article done with Assistant Professor Norman A. Johnson and Professor Randolph B. Cooper titled “Anger and Flaming in Computer-Mediated Negotiation Among Strangers,” published in Decision Support Systems. In addition, he co-authored a paper with Marketing Assistant Professor Jill M. Sundie titled “Schadenfreude as a Consumption-Related Emotion: Feeling Happiness about the Downfall of Another’s Product,” published in the Journal of Consumer Psychology. Chin was also a guest editor for MIS Quarterly, an information systems research journal.

Professor Randolph B. Cooper and Old Dominion University’s Russell Haines wrote “The Influence of Workspace Awareness on Group Intelective Decision Effectiveness,” which was published in the European Journal of Information Systems. The paper provided theoretical and empirical evidence that workspace awareness can be a significant factor influencing the effectiveness of groups employing group support systems for the development of intangible artifacts, such as decision quality and consensus.


Clinical Assistant Professor Carl Scott co-wrote “A Constructivist Model in Course Design” for the Handbook of Research on Practices and Outcomes in E-Learning: Issues and Trends with Youmei Liu and Madhuri Kumar, the college’s Instructional Design Team Program Director. The article examines the relationship between a constructivist teaching approach and online learning experiences in the virtual worlds of Second Life, using a specifically constructed MBA course teaching systems analysis and design.

The following two papers by management information systems were selected by Palgrave Macmillan and the European Journal of Information Systems editorial team as representing the best of the journal’s content: “The Effect of Flaming on Computer-Mediated Negotiations,” co-authored by Professor Norman A. Johnson, Professor Randolph B. Cooper and Professor Wynne Chin, and “The Journal List and Its Use: Motivation, Perceptions and Reality,” co-authored by Johnson and Associate Professor Dennis Adams.

Associate Professor Leiser Silva co-authored “Exploring the Dynamics of Blog Communities: The Case of MetaFilter” with the University of North Florida’s Lakshmi Goel (Ph.D. ’08) and instructional assistant and Ph.D. candidate Elham Mousavidin for the Information Systems Journal. The researchers analyzed the social processes and mechanisms of online community blogs, conducting a case study on cohesion in one particular blog, MetaFilter.

Silva also wrote “Diffusing Financial Practices in Latin American Higher Education” for the Accounting, Auditing and Accountability Journal with the University of Calgary’s Dean Neu and Elizabeth Ocampo Gómez, a paper that examined how financial practices are diffused across countries and to determine why the nature of adoption varies across countries and specific institutional fields and why certain practices are adopted in some settings but not in others.

According to Information Systems Research Rankings, Silva is ranked as No. 5 among all information systems researchers in the world. The ranking was issued in October 2009 and considers all researchers who have published in the top MIS journals in the last 5 years.

In September 2009, Silva was the keynote speaker for the Information Systems track in EnPAD 2009. EnPAD is the largest and most important Brazilian conference of business schools, and in 2009, was held in Sao Paulo, Brazil. During his stay in Brazil, Silva was also invited to give a seminar on his research at the prestigious University of Sao Paulo.

In 2009, Silva co-authored a paper with Assistant Professor Iris Junglas and Jamison Day on the relevance of information systems during humanitarian emergencies. The paper was published in the Journal of the Association for Information Systems, one of the top journals in the MIS field. Silva also wrote an article for the Journal of Information Technology and Development discussing the relevance of information technology for developing countries. In addition, he co-authored a book chapter that examines the applicability of Darwinian theories for studying organizations. In 2009, he co-authored a total of four papers in peer-reviewed conferences with Ph.D. students from the department.

In 2009, the department instituted two awards to reward Ph.D. students for excellence in research and in teaching. Last year’s winners were Elham Mousavidin for excellence in research and Kenny Shemroske for excellence in teaching. Professor Richard Scamell said, “Kenny never says no to whatever course, graduate or undergraduate, he is asked to teach, or the number of courses he is assigned, the time the courses are to be offered, or even the time when he was called upon to take on the teaching assignment relative to the start of the semester. He receives consistently excellent student evaluations and is indeed a role model for both doctoral students as well as faculty.”

Scamell added, “Elham’s excellent research record is also inspiring to faculty and doctoral students alike. She started out as associate professor Jaana Porra’s research assistant and soon became indispensable to her and an envy of whoever was fortunate to get Elham. Her research record consists of published articles, including one in the Information Systems Journal, one of the top journals in the field, several conference proceedings, including AMCIS, and one in the pipeline in the third round in MISQ.”

Department chair and John & Rebecca Moores Professor Basheer Khumawala co-authored a study on radio frequency identification’s business implications, “Empirical Evidence of RFID Impacts on Supply Chain Performance,” which was published in the December 2009 issue of the International Journal of Operations and Production Management. The paper was the subject of a piece in RFID Journal, which noted the importance of the research with RFID’s growing importance as a new technology and its applications in supply chain management.
The Dean’s Executive Board welcomed a new chairman and five additional members in 2009-2010. Administaff President Richard Rawson ('72) is incoming chairman, taking over for past chairman John McNabb II, who is chairman for Growth Capital Partners, L.P. The board’s newest members include Sam Douglass ('54), chairman and CEO of Equus II Incorporated; J. Downey Bridgwater ('84), chairman, president and CEO of Sterling Bancshares Inc. and Sterling Bank; Bala V. Balachandran, Founder, Indian School of Business and Great Lakes Management Institute, and former associate dean, Kellogg School of Management, Northwestern; Frank Kelley, associate dean of undergraduate studies at Bauer College; and Michael C. Linn, chairman and CEO of LINN Energy.

Bauer College was featured in The Princeton Review’s latest guide to the country’s best business schools. The Best 302 Business Schools surveyed 19,000 students in 2006, 2007 and 2008 and included two-page profiles of the best business schools in the country. A summary of Bauer highlights reported by students includes a strong academic focus on the energy industry, friendly students, a good peer network, cutting-edge classes and a great metropolitan setting. Students also lauded the high caliber of Bauer faculty, the value of non-classroom events like an annual Leadership and Ethics Week, and the level of support from the Rockwell Career Center and other UH Bauer resources.

Strategic Financial Group and parent company MassMutual have lent their name to the high visibility video wall in the lobby of Melcher Hall, now branded the Strategic Financial Group News Center. The plasma screens in the News Center display important announcements and news to the thousands of students who pass through the building each day. Representatives from Bauer College celebrated the partnership with leadership from SFG and MassMutual during a reception in September.
The Bauer College Alumni Association held several successful events over the fall semester, including its monthly breakfast networking series, sponsored by James E. Bashaw & Co., which hosted speakers including Houston Dynamo President and CEO Gal Luft, the executive director of the Institute for the Analysis of Global Security (IAGS) and John W. Somerhalder II, who is chairman, president and CEO of AGL Resources.

Bauer College re-launched its Distinguished Leaders Series in October with an energy focus. Sponsored by Sequent Energy Management, the DLS featured two of the country’s foremost energy experts as guest speakers — Gal Luft, the executive director of the Institute for the Analysis of Global Security (IAGS) and John W. Somerhalder II, who is chairman, president and CEO of AGL Resources.

General Manager Oliver Luck, US Oncology President and CEO Bruce Broussard (MBA ’89) and Houston Texans President Jamey Rootes.

The BCAA also held its annual meeting in August, which boasted record-setting attendance along with presentations to honor the college’s Golden Cougars, a group of alumni who attended Bauer in the 1940s and 50s, along with outgoing Dean’s Executive Board chairman John McNabb and a group of employees from China National Petroleum Corporation who were in Houston to receive their Global Energy MBA degrees from Bauer.

► Supply chain senior Sean McFarlin was the recipient of the Joe W. Martin Scholarship Endowment. Joe Martin (’76), an alumnus of the UH chapter of the Sigma Chi fraternity, awards the scholarship annually to a Sigma Chi member and Bauer student who maintains excellent grades and stays active in student organizations. This is McFarlin’s second year to receive the honor.

► Assistant Dean for Career Services Jamie Belinne represented Team USA in the International Triathlon Union (ITU) Long Distance Triathlon World Championships in Perth, Australia. Belinne was invited to join Team USA 2009 after finishing Top Ten in her age group in a national championship triathlon last year. Teams from more than 20 countries traveled to Australia to compete in the race, and Belinne finished 36th in her age group world-wide.
The 2009 University of Houston football season marked the launch of the Bauer Business Leaders Program, a joint effort between the **UH Bauer College of Business** and **UH Football** to connect student athletes with prominent Houston business leaders. Each Cougar home game featured two honorary guest sideline coaches who participated in all pre-game and game time activities.

Sideline coaches included **Mike Linn**, chairman and CEO of LINN Energy; **Bradley Hutchinson**, Barclays Capital management director of upstream coverage; **Peter Tumminello**, executive vice president of business development and support for Sequent Energy Management; **C. Gregory Harper** (MBA ‘97), senior vice president and group president of CenterPoint Energy Pipelines and Field Services; **John T. McNabb II**, Growth Capital Partners chairman; **L.R. “Robin” French**, FEC Holdings founder and co-owner; **Randy Giles**, CEO for UnitedHealthcare; **Richard G. Rawson** (BBA ‘72), president of Administaff and chairman of the UH Bauer Dean’s Executive Board; **Jeff Allen**, president and CEO of Integrity Financial Group; **Gerald W. McElvy**, president of ExxonMobil Foundation; Harris County Sherriff **Adrian Garcia**; and **Robert Erwin** (BS ‘95), owner and president of Pi Studios.

Bauer students and alumni showed strong support for UH Athletics this year in what has been said to be the most remarkable season in Cougar football history. The Bauer College Alumni Association hosted droves of fans at the Bauer Pavilion while student organizations rallied for the Coogs during pre-game tailgating outside of Robertson Stadium.

**Guest Sideline Coaches Went 6-0 For Cougar Football**