

**Avimanyu Datta, Ph.D.**

Professor of Strategic Management & Entrepreneurship

Director-George R, and Martha Means Center for Entrepreneurial Studies

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**Avimanyu (Avi) Datta, Ph.D.**

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**Director of George R & Martha Means Center for Entrepreneurial Studies**

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### **SUMMARY**

I am a Professor of Strategic Management and Entrepreneurship in the College of Business at Illinois State University. Also, I am the Director of the George R. and Martha Means Center for Entrepreneurial Studies at Illinois State University. I had my doctoral education (Ph.D.) in Business Administration from Washington State University.

My research interest revolves around entrepreneurial activities surrounding the sourcing and commercialization of innovations. Also, I am a part of a team investigating entrepreneurial, marketing, and innovative orientation among new ventures and how those affect their ability to use social media to strategically launch new products. This research also involves success parameters for crowdfunding campaigns, especially looking at a firm's entrepreneurial orientation, innovative orientation, and strategic use of social media as predictors. Further, I am also investigating how innovation configuration (architectural vs. component; radical vs. incremental) and application (product vs. process; competence enhancing vs. destroying) is independent of its performance (breakthrough or not). Some of my works have been published in elite journals like the *Journal of Business Research*, *Technological Forecasting and Social Change*, *Technovation*, *R&D Management*, *Journal of International Management (JIM)*, *Journal of Small Business Management (JSBM)*, *International Journal of Innovation Management*, and *Information Systems Research*.

I teach the graduate (MBA) and an undergraduate capstone course in Strategic Management at Illinois State University. Also, I teach classes in Technology Innovation and Entrepreneurship. I am an ad-hoc reviewer for many journals, including the *Journal of Management (JOM)*, *Technovation*, *International Business Studies (JIBS)*, etc. As the Director of George R and Martha Means Center for Entrepreneurial Studies, I am actively designing courses, and forging alliances with local businesses, Angel Investors, Venture capitalists, and Business Incubators. More Information about my research and teaching can be found at <https://about.illinoisstate.edu/adatta/profile/> .

During my spare time, I paint, am a coffee enthusiast, and learn about mechanical watches. I am also an award-winning author of a genre-bending Sci-fi series—The Time Corrector. My first book, *The Winding* (<https://www.amazon.com/dp/B09MR1VWJ7> ), was published in Feb 2022. My second book in the series, *The Movement* (<https://www.amazon.com/dp/B0BNJNPP25>), came out in February 2023. The third one *The Reset*, came out on February, 2024 . You can find more about my book at <https://avi-datta.com/>.

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### **EDUCATION**

- Ph.D. (2011) Business Administration (Washington State University, WA, USA)**  
Major: Strategic Management of Technology and Innovation  
Dean's Excellence Award for Outstanding Graduate Student Research, 2010  
Dissertation Title: *Essays on Technological Innovations: Commercialization and Radicalness*  
*Chair: Dr. Leonard M. Jessup<sup>1</sup>; Members: Dr. Richard Reed<sup>2</sup> and Dr. K.D. Joshi<sup>3</sup>*
- M.S. (2003) Information Systems, with Distinction (Hawaii Pacific University, HI, USA)**  
GPA: 4.0/4.0; Winner of J. Watumull Scholarship  
National Dean's List for Academic Year: 2001-2002; 2002-2003
- B. Sc. (2001) Computing and Information Systems (University of London, UK);**  
(Honors Upper Second)
- Dip. (1999) Computing and Information Systems (University of London, UK);**  
(With Distinction)

### **ACADEMIC APPOINTMENTS**

#### **Illinois State University, IL, USA**

- **Full Professor (*with Tenure*) of Strategic Management and Entrepreneurship,**  
**College of Business (August 2021-Current)**
  - **Gary Gemberling Faculty Scholar of Business (2024-2025)**
- Associate Professor (*with tenure*) of Strategic Management and Entrepreneurship,  
College of Business (August 2017-July 2021)
  - COUNTRY FINANCIAL Research Scholar (2018)
  - Fellow: George R & Martha Means Center for Entrepreneurial Studies  
(November 2017-April 2019)
- Assistant Professor (*tenure track*) of Strategic Management and Entrepreneurship,  
College of Business (August 2011-July 2017)

#### **Hitotsubashi University, Kunitachi, Tokyo, Japan**

- **Visiting Professor, Institute of Innovation Research**  
(May 2022—August 2022)

#### **Washington State University, WA, USA**

- Instructor (June 2008-June 2011)

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<sup>1</sup> Current Position: President, Claremont Graduate University

<sup>2</sup> Current Position: Emeriti Professor, Monte Ahuja College of Business, Cleveland State University

<sup>3</sup> Current Position: Department chair, Department of Information Systems, University of Nevada-Reno

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○ Graduate Teaching and Research Assistant

(August 2007- June 2011)

### **LEADERSHIP APPOINTMENTS**

**Director: George R & Martha Means Center for Entrepreneurial Studies** (July 2019-Present)

- Manage an Endowment of \$7,600,000.
- Founding Director of Campus-wide Entrepreneurship Minor Program.
- A liaison across colleges (Business, Upcoming engineering program, Science and arts) to promote campus-wide entrepreneurship.
- Funding the Best paper in Social Entrepreneurship in The Babson College Entrepreneurship Research Conference (BCERC). This will start from Summer 2024, at BCERC conference in Munich, Germany.
- Improve the judging quality of Startup Showcase to include leaders from diverse industry verticals
  - Banking, Insurance, & investment
  - Information and Communication Technologies.
  - Healthcare: pharma, hospitals, biotech.
  - Manufacturing: automobiles, hardware, electrical, electronic, etc.
  - Others: Restaurants and other services
- Oversee the planning and programming of events:
  - Startup Showcase events such as the Startup Showcase for entrepreneurial students across campus;
- Guided the center to operate virtually during the COVID-19 crisis.
- Work with the University administration and Financial Aid to administer the Koelz Family Scholarship fund. (This was specifically created for historically underrepresented students)
- Consolidated accounts.
- I spearheaded a team to alter the structure and partnership of the Startup showcase starting in 2020.
- Created Travel Scholarship specific to entrepreneurship faculty.
- Created a Software license specific to the entrepreneurship faculty
- We created proofreading assistance for entrepreneurship faculty.
- Founding Director to partner with Illinois Innovation Network.
- Hiring New Faculty members with expertise in Startups and Corporate Entrepreneurship.
- Started the process of creation of innovative courses like “entrepreneurial thinking” for Business Managers.
- Budgeting and providing financial reports for the Means Center’s endowment and processing payments and contracts related to the center.

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- Coordinating print and media communications with COB marketing, communication, and Web specialists,
- Managing and streamlining the Accelerator program and advising students relying on Accelerator funds.
- Created Scholarships for historically underrepresented students.
  - Every winner must submit a monthly progress report of their actions with the winnings. Failure to do so may result in the cancellation of the disbursement of funds.
  - If Startup showcase can apply for accelerator funds.
- Worked with University Foundation to make Funds for Startup showcase and Accelerator easily available to winning students.
- Supervising students and faculty working with the Means Center;
- Providing community outreach to the local business community
  - We are making Means Center a platform where ideas can be brought to fruition by inviting VCs and Angel Investors (AI) judges to our competitions.
  - Invite VCs and AIs to mentor our students and provide valuable feedback on their ideas, business plans, and pitches.
  - We are linking impactful student ideas with commercialization agents and Intellectual Property Lawyers.
- I am meeting with the Business Community, Chamber of Commerce, and Bloomington/Normal Development council members.

### **RESEARCH GRANTS/ AWARDS**

<b>Award</b>	<b>Year</b>	<b>Amount</b>
Gary Gemberling Faculty Scholar in Business	2024-2025	\$10000
University Research Grant (URG), Illinois State University	2022-2023	\$5500
University Research Grant (URG), Illinois State University	2019-2020	\$6000
Country Financial Scholar	2018-2019	\$6000
College of Business Outstanding Faculty Research Award	2018-2019	\$1500
University Research Grant (URG), Illinois State University	2017-2018	\$5000
University Research Grant (URG), Illinois State University	2016-2017	\$6000
Research Initiative Award, Illinois State University	2015-2016	\$500
University Research Grant (URG), Illinois State University	2015-2016	\$8000
University Research Grant (URG), Illinois State University	2014-2015	\$8000
University Research Grant (URG), Illinois State University	2013-2014	\$8000
The George R and Martha Means Center for Entrepreneurial Studies.	2012-2013	\$5000

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### RESEARCH RECORD

#### Journal Articles

1. **Datta, A.** and Srivastava., S. (July 8, 2023). (Re)conceptualizing technological breakthrough innovation: A systematic review of the literature and proposed framework. *Technological Forecasting and Social Change*. [Impact Factor:12; Ranking:4 (AJG2018), A(ABDC)]. <https://doi.org/10.1016/j.techfore.2023.122740>
2. Karube, M., Tachibana, T., Miyzawa, Y., and **Datta, A.** 2023. **Seiko Epson Corporation Hitotsubashi Business Review**. Spring 2023; 70 (185); p.153.
3. Brooks, S., Sahaym, A., **Datta, A.**, and Srivastava., S. (October 14, 2022). Risky Combination: The Role of Managerial Perception of Social media use and Entrepreneurial Orientation on SME Innovation. *Management Decision*. [Impact Factor: 5.34; Ranking:3 (AJG2018), A(ABDC)] <https://doi.org/10.1108/MD-03-2021-0385>
4. Sahaym, A, **Datta, A.**, and Brooks, S. (March 2021) Crowdfunding Success through Social Media: Going beyond Entrepreneurial Orientation in the Context of Small and Medium-sized Enterprises. *Journal of Business Research* [Impact Factor: 10.969; Ranking:3 (AJG2018), A(ABDC)] <https://www.sciencedirect.com/science/article/abs/pii/S014829631930551X>
5. **Datta, A.** Sahaym, A. and Brooks, S. 2018. Unpacking the Antecedents of Crowdfunding Campaign's Success: The Effects of Social Media and Innovation Orientation. *Journal of Small Business Management*. 57 (S2) [Impact Factor: 6.799; Ranking:3 (AJG2015), A(ABDC)] DOI: <https://doi.org/10.1111/jsbm.12498>
6. Han, S., **Datta, A.**, Joshi, K.D., Chi, Lei (2017). Innovation through boundary spanning: The role of IT in enabling knowledge flows across technological and geographical boundaries. *International Journal of Knowledge Management*, 13(4): [Impact Factor: 1.298; Ranking:2 (AJG2015); B (ABDC)] <http://www.igi-global.com/article/based-knowledge-capability-commercialization-innovations/69174>
7. **Datta, A.**, 2016. Antecedents to Radical Innovations: A longitudinal look at Firms in Information Technology Industry by Aggregation of Patents. *International Journal of Innovation Management* (Imperial College Press). 20(5)

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[Impact Factor: **2.026**; *Ranking:3* (AJG2015), **B** (ABDC)]

<http://www.worldscientific.com/doi/10.1142/S1363919616500687>

- 8. Datta, A.**, 2016. Evaluating the Antecedents of Foundational Innovations: A Longitudinal look at Patents in the IT industry. *International Journal of Innovation Management* (Imperial College Press), 20(1):1-29  
[Impact Factor: **2.026**; *Ranking:3* (AJG2015), **B** (ABDC)]  
<http://www.worldscientific.com/doi/abs/10.1142/S1363919616500134?src=recsys>
- 9. Datta, A.**, Mukherjee, D., and Jessup, L. 2015. Understanding the Commercialization of Technological Innovations: Taking Stock and Moving Forward. *R&D Management*, 44 (3): 215-249  
[R&D Management is a Premium Journal in the Field of Innovation Management and Entrepreneurship; Impact Factor: **5.962**; *Ranking:3* (AJG2015), **A** (ABDC)]  
<http://onlinelibrary.wiley.com/doi/10.1111/radm.12068/abstract>  
DOI: <http://dx.doi.org/10.1111/radm.12068>
- 10. Datta, A.**, and Jessup, L. 2013 Looking beyond the focal industry and existing technologies for radical innovations. *Technovation*, 33(10-11): 355-367  
[Technovation is a Premium Journal in the Field of Innovation Management and Entrepreneurship. Five-year Impact Factor: **11.46**; *Ranking: 3* (AJG2015), **A** (ABDC)]  
<http://www.sciencedirect.com/science/article/pii/S0166497213000618>  
DOI: <http://dx.doi.org/10.1016/j.technovation.2013.05.001>
- 11. Mukherjee, D.**, Gaur, A., and **Datta, A.**, 2013. Creating value through offshore outsourcing: A resource management perspective. *Journal of International Management (JIM)*, 19(4): 377-389  
[Journal of International Management is among the top Journals in Business and International Management. Impact Factor: **5.526**; *Ranking: 3* (AJG2015), **A** (ABDC)]  
<http://www.sciencedirect.com/science/article/pii/S1075425313000495>  
DOI: <http://dx.doi.org/10.1016/j.intman.2013.03.015>
- 12. Datta, A.** Reed, R and Jessup, L. 2013. Commercialization of Innovations: An overarching Framework and Research Agenda. *American Journal of Business*, 28(2): 147-191  
<http://www.emeraldinsight.com/journals.htm?articleid=17097867&show=abstract> ; DOI: [10.1108/AJB-08-2012-0048](http://dx.doi.org/10.1108/AJB-08-2012-0048)



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13. Ladd, D., **Datta, A.,** and Sarker. S. 2013. Outrunning a speeding Environment: Developing “High-Velocity” Strategic DSS Evaluation Criteria. *Journal of Information Technology Management*, 24 (2): 1-19. <http://jitm.ubalt.edu/XXIV-2/contents.html> (Lead Article)
14. **Datta, A.** Reed, R and Jessup, L 2013. Factors affecting the governance of innovation commercialization: A Theoretical Model. *Journal of Business and Management (JBM)*,17(2): 31-59. [http://www.chapman.edu/asbe/\\_files/journals-and-essays/jbm-editions/12-1263%20JBM%20Journal\\_v.18n02\\_v6.pdf](http://www.chapman.edu/asbe/_files/journals-and-essays/jbm-editions/12-1263%20JBM%20Journal_v.18n02_v6.pdf)
15. **Datta, A.** 2012 IT-Based Knowledge Capability and Commercialization of Innovations: Modeling the impacts on ambidexterity and absorptive capacity. *International Journal of Knowledge Management*, 8(3): 84-98. [Impact Factor: **1.298**; Ranking:2 (AJG2015); B (ABDC)]  
<http://www.igi-global.com/article/based-knowledge-capability-commercialization-innovations/69174>
16. **Datta, A.,** 2011. Combining Networks, Ambidexterity, and Absorptive Capacity to explain Innovations’ commercialization: A Theoretical Model from Review. *Journal of Management & Strategy*, 2(4): 2-24. [Impact Factor:**0.9**]  
<http://www.sciedu.ca/journal/index.php/jms/article/view/641> (Lead Article)
17. **Datta, A.,** Jessup, L., Reed, R., 2011. Corporate reputation for commercialization of Innovation: Does reputation match reality, and does innovation matter? *Technology & Investment*, 2(4): 256-272. . [Impact Factor:**0.94**]  
<http://www.scirp.org/Journal/Home.aspx?IssueID=1174>
18. **Datta, A.,** 2011. Information Technology and Firm Innovations: A Review and Extension Explicating the Role of Networks, Capabilities, and Commercialization of Innovation. *International Journal of Innovation in Digital Economy (IJIDE)*, 2(4): 45-63.  
<http://www.igi-global.com/article/information-technology-firm-innovations/59869>
19. **Datta, A.,** 2011. Information Technology Capability, Knowledge Assets, and Firm Innovation: A Theoretical Framework for Conceptualizing the Role of Information Technology in Firm Innovation. *International Journal of Strategic Information Technology and Applications (IJSITA)*: 2(3), 9-26.

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<http://www.igi-global.com/article/information-technology-capability-knowledge-assets/58939>

**20. Datta, A.** 2011 Exterior Sourcing and Technology Distinctness as indicators of Radical Innovations: Evidence from Patents in the Information technology Industry. *Technology & Investment*.2(3): 193-201. [Impact Factor:**0.94**]

<http://www.scirp.org/journal/PaperInformation.aspx?paperID=6981>

**21. Datta, A.,** 2011. An Integrative Model to Explain the Ability to Commercialize Innovations: Linking Networks, Absorptive Capacity, Ambidexterity, and Environmental Factors. *Journal of Management & Strategy*, 2(2): 1-22. [Impact Factor:**0.9**]

<http://www.sciedu.ca/journal/index.php/jms/article/view/177> (Lead Article)

**22. Datta, A.,** 2011. Review and Extension on Ambidexterity: A Theoretical Model integrating Networks and Absorptive Capacity. *Journal of Management and Strategy*, 2(1):2-22. .

[Impact Factor:**0.9**] <http://www.sciedu.ca/journal/index.php/jms/article/view/162> (Lead Article)

**23. Joshi, K.D, Chi, L., Datta, A., and Han, S.** 2010. Changing the Competitive Landscape: Continuous Innovation through IT-based knowledge Capabilities. *Information Systems Research (ISR)*, 21(3): 472-495.

[ISR is among the top two journals in Information Systems and has been listed as one of Business Week's top fifteen influential Business journals. Five year Impact factor: **6.239**; Ranking: **4** (AJG2015), **A\*** (ABDC)]

URL: <http://pubsonline.informs.org/doi/abs/10.1287/isre.1100.0298>

DOI: <http://dx.doi.org/10.1287/isre.1100.0298>

**24. Ladd, D. A., Datta, A., Sarker, S. Yu, Y.,** 2010. Trends in Mobile Computing within the IS discipline 2000-2009: A ten-year retrospective. *Communication of Association of Information Systems (CAIS)*, 27: 285-316. <http://aisel.aisnet.org/cais/vol27/iss1/17/>

[Impact Factor: **3.57**; CAIS is listed among the top 10 journals in the field of Information Systems; Ranking:**3** (AJG2015)]

**25. Datta, A., and Jessup, L.,** 2009. Expanding Opportunities in a Shrinking World: A theoretical model explaining The Role of Social Networks and Internet-based Virtual Environments in Social Entrepreneurship. *Journal of Virtual Communities and Social*

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*Networks (JVCSN)*, 1(4), October-December. <http://www.igi-global.com/bookstore/Article.aspx?TitleId=37562>

- 26. Datta, A.**, 2009. Cisco Systems: Implementing ERP in nine months and within budget. *Journal of Cases on Information Technology(JCIT)*, 11(2), 56-70, April-June 2009. [Impact Factor: **0.53**] <http://www.igi-global.com/Bookstore/Article.aspx?TitleId=3244>
- 27. Datta, A & Ray Chaudhuri, S.** 2005. Modeling the Effect of Organizational Structure on Organizational Self-Renewal and Knowledge Diffusion: A Theoretical Framework. *ICFAI Journal of Management Research*. February, 2005 4(2):7-32. <http://ssrn.com/abstract=628301>
- 28. Datta, A. & Ray Chaudhuri, S.** 2005. Role of Organizational Structure and Culture in Introducing an Effective Knowledge Setup. *ICFAI Journal of Knowledge Management, India*. 2(4): 63-77

**Conference Papers and Presentations**

- 1. Karube, M., Datta, A., Miyazawa, Y., Tachibana, T.** 2024. Reconstructing Legacy across Generations: A Case of Grand Seiko’s Launching of the “Spring Drive.” *Proceedings of the Academy of Management Meeting*. Chicago, Illinois.
- 2. Bhowmick, A., Mondal, A., Lahiri, S. Datta, A., and Ashraf., S.A.** 2024. The impact of heterogeneity and vulnerability on family firms’ internationalization strategy shift. *Proceedings of the Academy of Management Meeting*. Chicago, Illinois.
- 3. Bhowmick, A., Mondal, A., Lahiri, S. Datta, A., and Ashraf., S.A.** 2024. Shift from exports to FDI: The case of Indian family firms. *Academy of International Business* Seoul, South Korea.
- 4. Karube, M., Datta, A., Miyazawa, Y., Gentaro, F.** 2024 Authenticity Reconfiguration: Forging Rituals and Modern Trends. *International Workshop on Craft and Emerging Forms of Organizing*. Kyoto University, Kyoto, Japan.
- 5. Karube, M., Datta, A., Tachibana, T., and Miyazawa, Y.** 2023. Connecting Dots Between Generations: How the Revolutionary Wristwatch “Spring Drive” Was Developed and Commercialized. *Strategic Management Society-Annual Conference Toronto, Canada*.

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6. Datta, A. A Resource Configuration Perspective to Examine Strategy Rebeval: A study of Movie Franchises. *Proceedings of the Academy of Management Meeting. Boston, Massachusetts.*
7. Karube, M, **Datta, A**, and Tachibana, T. Connecting dots between generations: How the revolutionary wristwatch “Spring Drive” was developed and commercialized. *European Group of Organizational Studies (EGOS), University of Cagliari, Sardinia/Italy*
8. Karube, M., **Datta, A.**, Tachibana, T., and Miyazawa, Y. 2023. Grand Seiko’s Spring Drive: A Blend of Tradition and Modernity. *International Workshop on Craft and Emerging Forms of Organizing.* Kyoto University, Kyoto, Japan.
9. **Datta, A.** 2023. Reconceptualizing Breakthrough Innovation: A Bibliometric Analysis of the literature and Proposed Framework. *Western Academy of Management—Reno, Nevada.*
10. **Datta, A**, Smita Srivastava, and Sahaym Arvin. 2023. Agents of Change and Strategic renewal of Hollywood Movies: How change in core crew, and narrative transformation affects Financial Performance *Western Academy of Management—Reno, Nevada*
11. Karube, M., Niita, R., Tachibana, T. **Datta, A.** 2022, How does civic engagement create a new market for people with disabilities?: A case of accessible design products and services in Japan. *Euro-Asia Management Studies Association. Tokyo, Japan.*
12. **Datta, A.**, Srivastava, S. Sahaym, A. 2022. Strategic Renewal of Hollywood Movies through Narrative Transformation. *Strategic Management Society-Annual Conference London, United Kingdom*
13. **Datta, A.**, Srivastava, S. Sahaym, A. 2022. Strategic Renewal of Hollywood Movies Through Narrative Transformation. *Proceedings of the Academy of Management Meeting. Seattle, Washington State.*
14. **Datta, A.** 2022. Breakthrough Innovation: A Bibliometric Analysis of the literature and Proposed Framework. *Proceedings of the Academy of Management Meeting. Seattle, Washington State.*

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15. **Datta, A.,** Srivastava, S. Sahaym, A. 2021. Strategic Renewal of Hollywood Movies by TMT as Agents of Change: A study of Film-Franchise. *Strategic Management Society-Annual Conference Virtual (COVID-Restricted)*
16. **Datta, A.** 2021. A critical look at breakthrough Innovation: Literature Review and Proposed Framework. *Proceedings of the Academy of Management Meeting. Virtual (COVID-Restricted)*
17. **Datta, A.,** Srivastava, S. Sahaym, A. 2021. Strategic Renewal of Hollywood Movies by TMT as Agents of Change: Examining the Franchise Performance. *Proceedings of the Academy of Management Meeting. Virtual (COVID-Restricted)*
18. **Datta, A.** 2021. Reconceptualizing Breakthrough Innovation: Review of the literature and Proposed Framework. *Western Academy of Management. Virtual (COVID-Restricted).*
19. **Datta, A.,** Srivastava, S. Sahaym, A. 2021. Narrative Transformation and Financial Performance of Movie Franchise: A longitudinal study of Hollywood Film industry. *Western Academy of Management. Virtual (COVID-Restricted).*
20. **Datta, A.,** Srivastava, S., and Brooks, S. 2019. Social Media and New product introduction: Role of Proactiveness, Risk-Taking, and Market Dynamism. *Proceedings of the Academy of Management Meeting. Boston, Massachusetts.*
21. **Datta, A.,** and Brooks, S., 2018. Crowdfunding-campaign success: The effect of entrepreneurial orientation and social media. *Proceedings of the Academy of Management Meeting. Chicago, Illinois.*
22. **Datta, A.,** Sahaym, A., and Brooks, S. 2018. Determinants of Crowdfunding Campaign Success: The Effect of Entrepreneurial Orientation and Strategic Use of Social Media. *Western Academy of Management. Salt Lake City, Utah.*
23. Sayahm, A., **Datta, A.,** and Brooks, S. 2017. Role of Entrepreneurial Orientation and Social Media on New Product Creation: A Socialnomics view. *Proceedings of the Academy of Management Meeting. Atlanta, Georgia.*

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24. **Datta, A., Sayahm, A., and Sang, K.** 2016. Sourcing of Knowledge in Creation of Breakthrough Innovations: Evidence from Patents in the Information Technology Industry. *Western Academy of Management. Portland, Oregon.*
25. **Datta, A., Sayahm, A., and Sang, K.** 2015. Knowledge Sourcing and Breakthrough innovations: A Study of Patents from the Information Technology Industry. *Knowledge & Innovation and Cooperative Strategies Interest at Annual Conference Strategic Management Society. Denver, Colorado.*
26. **Datta, A.,** 2015. Where do Foundational Innovations come from? Findings from the Information Technology Industry. *Western Academy of Management. Kauai, Hawaii, USA.*
27. **Datta, A.,** 2014. The combined effect of Exterior Sourcing and Technology Distinctness on Radical Innovation. **Technology and Innovation Management's Groups Junior Faculty Consortium at the Academy of Management Meeting. Philadelphia, Pennsylvania.**
28. **Datta, A.,** 2013. Recombination of Exterior Sourcing and Technology Distinctness on Radical Innovations. *2013 Academy of Management Meeting. Orlando, Florida.*
29. **Datta, A.,** 2013. How far should we go, and how different should it be? Recombination of Exterior Sourcing and Technology Distinctness on Radical Innovations: A longitudinal look at Patents in the IT Industry. **Technology and Innovation Management's Groups Junior Faculty Consortium at the Academy of Management Meeting. Orlando, Florida.**
30. Ladd, D., and **Datta, A.,** 2013. Defining a Fit-based Strategic DSS Evaluation Method. 2013 **Mid-Western Association of Information Systems (MWAIS) conference.** Normal, Illinois.
31. **Datta, A.,** and Mukherjee, D., 2012. Capturing future markets through radical innovations: Evidence from patents and firms in the IT industry. *2012 Academy of Management Meeting (Session: Innovation & Systems).* Boston, Massachusetts.
32. **Datta, A.,** 2012. Looking beyond the focal industry and existing technologies for radical innovations: Evidence from Patents in the Information Technology Industry. **Technology and Innovation Management's Groups Junior Faculty Consortium at the Academy of Management Meeting. Boston, Massachusetts.**

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33. Shaffer, M., **Datta, A.**, Jessup, Len., Umesh, U.N., 2012. Predicting Patent's Lifetime Value (PLV) using Patent rank. *2012 INFORMS Marketing Science Conference. Boston, Massachusetts.*
34. **Datta, A.**, 2012. Exploring the effects of Exterior Sourcing and technology distinctness as indicators of radical innovations: Evidence of patents in the IT industry. *Proceedings of the Southern Management Association. Fort Lauderdale, Florida.*
35. **Datta, A.**, 2011. Exterior Sourcing and Technology Distinctness as indicators of Radical Innovations: Evidence from Patents in the Information technology Industry. **Competitive Strategy Interest Group's Junior Faculty and Paper Development Workshop at Annual Conference Strategic Management Society. Miami, Florida.**
36. **Datta, A.** 2010. IT-Based Knowledge Capability and Commercialization of Innovations. *2010 Academy of Management Meeting (technology Innovation Management track). Montreal, Canada.*
37. Ladd, D.A., **Datta, A.**, Sarker, S. 2010. Trying to Outrun a Speeding Environment: Developing "High-velocity" Strategic DSS Evaluation Criteria. *Proceedings of 16th Americas Conference on Information Systems, Lima, Peru. (Nominated for Best Paper)*  
<http://aisel.aisnet.org/amcis2010/15/>
38. **Datta, A.**, 2010. A Theoretical Model of Commercialization of Innovations: Integrating Networks, Absorptive Capacity, and Ambidexterity. *Research-Development Workshop at the 2010 Atlanta Competitive Advantage Conference (ACAC). Atlanta, Georgia.*  
[http://papers.ssrn.com/sol3/JELJOUR\\_Results.cfm?form\\_name=journalbrowse&journal\\_id=1494605](http://papers.ssrn.com/sol3/JELJOUR_Results.cfm?form_name=journalbrowse&journal_id=1494605)
39. **Datta, A.**, & Jessup, L., 2009. The Role of Social Networks and Internet-based Virtual Environments in Social Entrepreneurship: A conceptual Model *Proceedings of 15th Americas Conference on Information Systems. San-Francisco, California.*  
<http://aisel.aisnet.org/amcis2009/61/>
40. **Datta, A** Jessup. L & Reed, R. 2008. Ability to commercialize innovations: An integrative model. *Proceedings of the Southern Management Association. Tampa, Florida.*

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41. Yu, Y., **Datta, A.**, Ladd, D. A., & Sarker, S. 2008. Mobile Computing Trends in IS Research: An Inductive Categorization Analysis, *Proceedings of 14th Americas Conference on Information Systems*. Toronto, Canada. <http://aisel.aisnet.org/amcis2008/70/>

**Book Chapters (Published)**

1. **Datta, A.** (2013) Information Technology Capability, Knowledge Assets, and Firm Innovation: A Theoretical Framework for Conceptualizing the Role of Information Technology in Firm Innovation. In Howard, C. (2013). *Strategic Adoption of Technological Innovations* (169-189). IGI Global, Hershey, PA.
2. **Datta, A** & Jessup, L. (2012) Patent wars: Staying ahead of the curve. In Rang, Bin (2012) *Contemporary Perspectives on Technological Innovation, Management, and Policy* (323-372). Information Age Publication, Charlotte, NC, USA.
3. **Datta, A.**, & Jessup, L. M., 2011. Expanding Opportunities in a Shrinking World: A Conceptual Model Explicating the Role of Social Networks and Internet-Based Virtual Environments. In Social Entrepreneurship. *Virtual Communities: Concepts, Methodologies, Tools, and Applications*: Information Resources Management Association (USA). ISBN-10: 1609601009 <http://www.kriso.ee/db/9781609601003.html>
4. **Datta, A.**, 2009. Resource-Based View of Information Systems: A Critique. In P. M. Madhani (Ed.), *Resource-Based View (RBV): Concepts and Practices*. Hyderabad: ICFAI University Press, 71-84. ISBN: 978-81-314-2406-3  
<http://www.books.iupindia.org/newarticle.asp?isbn=978-81-314-2406-3>
5. **Datta, A.**, & Ray Chaudhuri, S. 2005. Role of Organizational Structure and Culture in Introducing an Effective Knowledge Setup. In V. Ramani (Ed.), *Organization Culture: Global Perspectives and Cases*. Hyderabad, India: ICFAI University Press ISBN: 8178815443  
[http://www.nbcindia.com/descriptions.asp?6v6yr\\_vq=ELKLEHK&Book=Organization-Culture-Global-Perspectives-and-Cases](http://www.nbcindia.com/descriptions.asp?6v6yr_vq=ELKLEHK&Book=Organization-Culture-Global-Perspectives-and-Cases)
6. **Datta, A.**, & Ray Chaudhuri, S. 2005. Role of Organizational Structure and Culture in Introducing an Effective Knowledge Setup. In P. M. Madhani (Ed.), *Knowledge Management for Business Strategy: Section II*. Hyderabad: ICFAI University Press.  
<http://www.books.iupindia.org/IB11008060009.htm>



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### **Business Cases**

1. Datta, 2005. **Display Technologies Incorporated (DTI): What went wrong?**  
[http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=733523](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=733523)
2. Datta, A., 2006. **SAP America: Strategic Choices made to move from Global to Mid-tier Markets.** *European Case Clearing House, United Kingdom. The case can be downloaded for free from* [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=716128](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=716128)
3. **Datta, A., 2006.** Apple Computers: From Class to Mass? *European Case Clearing House, United Kingdom. Case No. 306-109-1.*  
[http://www.ecch.com/caserearch/product\\_details.cfm?id=67263](http://www.ecch.com/caserearch/product_details.cfm?id=67263)

### **Manuscripts under Review**

1. **Datta, A.,** Sahaym, A. and Srivastava. S. Strategic Renewal of Hollywood Movies by the Agents of Change: The Impact of Change in Core Crew and Narrative Transformation on Franchise Performance. *Under Review*
2. Karube, M., **Datta, A.,** Miyazawa, Y., Tachibana, T. Legacy across Generations: Development and Commercialization of the Spring-Drive Movement. *Under Review*

### **Manuscripts in Preparation**

1. **Datta, A.** Core Competency, Legitimacy, and Team Performance: Lessons from Formula 1 teams in fifty years. **Status:** *Data Collection.* **Target:** *Academy of Management Journal.*

### **Invited Presentations/Talks**

1. Datta, A. April 9, 2022. Breakthrough Innovation –A new look. *Keynote Speech at the International Conference on Business and Management (ICB&M)--hosted by the University of Engineering and Management.*
2. **Datta, A.** September 1, 2021. Strategic Renewal of Hollywood Movies by TMT as Agents of Change: The Impact of Change in TMT and Narrative Transformation on Franchise Performance. *Institute of Innovation Research, Hitotsubashi University, Japan.*
3. **Datta, A.** April 13, 2012. Exterior Sourcing, Technology Distinctness, and radical Innovations: patents on the IT industry. *Eller College of Management, University of Arizona.*

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4. **Datta, A.** October 11, 2010. Understanding the Commercialization of Innovations. *Tilburg University, The Netherlands*. <http://www.tilburguniversity.edu/about-tilburg-university/schools/economics-and-management/organisation/departments/im/seminar/2010/#Datta>
5. **Datta, A** and Jessup. L. 2010. Expanding Opportunities in a Shrinking World: A theoretical model explaining The Role of Social Networks and Internet-based Virtual Environments in Social Entrepreneurship. *Academic Showcase Juried Session, Washington State University, Pullman, WA, USA*.
6. **Datta, A,** and Joshi, K.D. 2009. Information Technology and Firm Performance: Explicating the Mediating Role of Knowledge Networks, Knowledge Capabilities, and Commercialization of Innovation. *Academic Showcase Juried Session, Washington State University, Pullman, WA, USA*.
7. **Datta, A** Jessup. L and Reed, R. 2008. Ability to Commercialize Innovations: An Integrative Model. *Academic Showcase Juried Session, Washington State University, Pullman, WA, USA*
8. **Datta, A.,** 2006. IT Adoption in Small-Medium Businesses in India. Small Medium Business Summit, *Chandigarh, India*

## **SCHOLARSHIPS, ACHIEVEMENTS, AND HONORS**

1. University Research Grant (URG), Illinois State University (2022-2023)
2. University Research Grant (URG), Illinois State University (2019-2020)
3. Country Financial Faculty Scholarship (2018)
4. Winner of the College of Business Award for Outstanding Research (2018).
5. Fellow at the George R. and Martha Means Center for Entrepreneurial Studies.
6. The judge at the Startup Showcase hosted by George R. and Martha Means Center for Entrepreneurial Studies.
7. University Research Grant (URG), Illinois State University (2017-2018)
8. University Research Grant (URG), Illinois State University (2016-2017)
9. Research Initiative Award, Illinois State University (2015)
10. University Research Grant (URG), Illinois State University (2015-2016)
11. University Research Grant (URG), Illinois State University (2014-2015)

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12. Academy of Management Junior faculty Consortium (2014)- Technology Innovation Management
13. Academy of Management Junior faculty Consortium (2013)- Technology Innovation Management
14. University Research Grant (URG), Illinois State University (2013-2014)
15. Academy of Management Junior faculty Consortium (2012)- Technology Innovation Management
16. Winner of “Means Small Grant Award: The George R and Martha Means Center for Entrepreneurial Studies,” Illinois State University.
17. Academy of Management Doctoral Consortium (2010)-Technology Innovation Management
18. Academy of Management Doctoral Consortium (2010)-Entrepreneurship Division.
19. Dean’s Excellence Award (\$1500) for outstanding graduate student researcher within the entire College of Business, *Washington State University*, 2010
20. Nominated for the best paper in AMCIS-2010: Lima, Peru.
21. The judge at the Business Plan Competition at the College of Business, Washington State University
22. Winner of Best Business Plan: Materials Research Society (MRS) Entrepreneurship Challenge 2008 Details in [http://www.mrs.org/s\\_mrs/doc.asp?CID=13789&DID=209460](http://www.mrs.org/s_mrs/doc.asp?CID=13789&DID=209460)
23. Mini-track Co-chair (AMCIS-0133-2010 Information Technology and Innovation) at 16<sup>th</sup> Americas Conference of Information systems.
24. Recipient of J. Watumull Scholarship from Hawaii Pacific University in April 2002.
25. National Dean’s List, the USA for the Academic Year 2001-2002, and 2002-2003.

## **COURSES TAUGHT**

**Professor (tenured): Illinois State University, College of Business**

(August 2021-Current)

- Classes taught
  - Capstone MBA Course in Organizational Strategy (MBA 485, formerly MQM 485)
  - Capstone Undergraduate course in Organizational Strategy (MGT 385, formerly MQM 385)
  - Seminar in Management: Entrepreneurship and Innovation (MGT 340; formerly MQM MQM 340)
  - Entrepreneurship I: New Venture Creation (MGT 224; formerly MQM 224)

**Associate Professor (tenured): Illinois State University, College of Business**

(August 2017-Current)

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Professor of Strategic Management & Entrepreneurship

Director-George R, and Martha Means Center for Entrepreneurial Studies

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- Classes taught
  - Capstone MBA Course in Organizational Strategy (MBA 485, formerly MQM 485)
  - Capstone Undergraduate course in Organizational Strategy (MGT 385, formerly MQM 385)
  - Seminar in Management: Entrepreneurship and Innovation (MGT 340; formerly MQM MQM 340)
  - Entrepreneurship I: New Venture Creation (MGT 224; formerly MQM 224)
  - Graduate Independent Study (MQM 400)
  - Undergraduate Independent Study (MQM 287)

**Assistant Professor: Illinois State University, College of Business**

(August 2011 –July 2017)

- Classes taught
  - Capstone MBA Course in Organizational Strategy (MBA 485, formerly MQM 485)
  - Capstone Undergraduate course in Organizational Strategy (MGT 385, formerly MQM 385)
  - Seminar in Management: Entrepreneurship and Innovation (MGT 340; formerly MQM MQM 340)
  - Entrepreneurship I: New Venture Creation (MGT 224; formerly MQM 224)
  - Graduate Independent Study (MQM 400)
  - Undergraduate Independent Study (MQM 287)

**Instructor: Washington State University, Carson College of Business**

(September 2007- July 2011)

- Classes taught
  - Entrepreneurial Management (ENTRP 489): 2 Sections
  - Enterprise Business Process Analysis (MIS / ENTRP 322): 3 sections
  - Global-Electronic Commerce (ENTRP/ MIS 375, 441): 2 Sections
  -

**Teaching Assistant: Washington State University, Carson College of Business**

(August 2007- May 2011)

- Courses Assisted :
  - Entrepreneurial Management: ENTRP 489 (2 Sections: Fall 2009, Spring 2009)
  - Business Intelligence: MIS 424/ 420 (4 sections: Fall 2007, Spring 2008, Fall 2008; Spring 2009)
  - Information Systems Management: MIS 578 (2 Sections: Spring 2008; Spring 2009)

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- Database Management Systems: MIS 372 (1 Section: Spring 2009)
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**TEACHING EVALUATIONS****Illinois State University**

<b>Class</b>	<b>Semester</b>	<b>Credit Hours</b>	<b>Score</b>	<b>Scale 5→ Very Poor, 1→ Excellent</b>	
Entrepreneurship1: New Venture Creation	Fall 2012 (Section 2)	3	1.47	(Very poor) 5....1 (Excellent)	
	Fall 2022	3	1.3	(Very poor) 5....1 (Excellent)	
	Fall 2021	3	1.4	(Very poor) 5....1 (Excellent)	
	Fall 2020	3	1.5	(Very poor) 5....1 (Excellent)	
	Fall 2018	3	1.33	(Very poor) 5....1 (Excellent)	
	Fall 2017	3	1.36	(Very poor) 5....1 (Excellent)	
	Seminar in Management: Entrepreneurship and Innovation (MQM 340)	Spring 2017	3	1.33	(Very poor) 5....1 (Excellent)
		Spring 2016	3	1.43	(Very poor) 5....1 (Excellent)
		Spring 2015	3	1.33	(Very poor) 5....1 (Excellent)
		Spring 2014 (Section 1)	3	1.57	(Very poor) 5....1 (Excellent)
Corporate MBA C-MBA	Spring 2012 (Section 1)	3	1.37	(Very poor) 5....1 (Excellent)	
	Fall 2011	3	1.65	(Very poor) 5....1 (Excellent)	
	Fall 2019	3	1.50	(Very poor) 5....1 (Excellent)	
	Spring 2023	3	1.3	(Very poor) 5....1 (Excellent)	
	Fall 2022	3	1.33	(Very poor) 5....1 (Excellent)	
	Fall 2021	3	1.36	(Very poor) 5....1 (Excellent)	
	Capstone MBA Course in Strategic Management (MQM 485)	Fall 2020	3	1.35	(Very poor) 5....1 (Excellent)
		Spring 2019	3	1.33	(Very poor) 5....1 (Excellent)
		Summer 2018 (Section 1)	3	1.33	(Very poor) 5....1 (Excellent)
		Summer 2014 (Section 1)	3	1.35	(Very poor) 5....1 (Excellent)
Capstone Undergraduate Course in Organizational Strategy (MQM 385)	Fall 2023 (Section 2)	3	TBD	(very poor) 5....1 (Excellent)	
	Fall 2023 (Section 14)	3	TBD	(very poor) 5....1 (Excellent)	
	Spring 2023 (Section 9)	3	1.35	(very poor) 5....1 (Excellent)	
	Spring 2023 (Section 11)	3	1.25	(very poor) 5....1 (Excellent)	

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Spring 2022 (Section 2)	3	1.30	(very poor) 5....1 (Excellent)
Spring 2022 (Section 2)	3	1.31	(very poor) 5....1 (Excellent)
Spring 2021 (Section 7)	3	1.33	(Very poor) 5....1 (Excellent)
Fall 2019 (Section 15)	3	1.35	(Very poor) 5....1 (Excellent)
Fall 2019 (Section 9)	3	1.35	(Very poor) 5....1 (Excellent)
Spring 2019 (Section 17)	3	1.33	(Very poor) 5....1 (Excellent)
Spring 2019 (Section 9)	3	1.43	(Very poor) 5....1 (Excellent)
Fall 2018 (Section 14)	3	1.43	(Very poor) 5....1 (Excellent)
Fall 2018 (Section 9)	3	1.33	(Very poor) 5....1 (Excellent)
Spring 2018 (Section 17)	3	1.57	(Very poor) 5....1 (Excellent)
Spring 2018 (Section 9)	3	1.33	(Very poor) 5....1 (Excellent)
Spring 2018 (Section 14)	3	1.35	(Very poor) 5....1 (Excellent)
Fall 2017 (Section 9)	3	1.42	(Very poor) 5....1 (Excellent)
Fall 2017 (Section 15)	3	1.33	(Very poor) 5....1 (Excellent)
Spring 2017 (Section 9)	3	1.41	(Very poor) 5....1 (Excellent)
Spring 2017 (Section 14)	3	1.33	(Very poor) 5....1 (Excellent)
Fall 2016 (Section 3)	3	1.33	(Very poor) 5....1 (Excellent)
Fall 2016 (Section 8)	3	1.41	(Very poor) 5....1 (Excellent)
Spring 2016 (Section 9)	3	1.75	(Very poor) 5....1 (Excellent)
Spring 2016 (Section 14)	3	1.57	(Very poor) 5....1 (Excellent)
Fall 2015 (Section 3)	3	1.43	(Very poor) 5....1 (Excellent)
Fall 2015 (Section 8)	3	1.33	(Very poor) 5....1 (Excellent)

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	Fall 2015 (Section 13)	3	1.54	(Very poor) 5....1 (Excellent)
	Summer 2015 (Section 4)	3	1.47	(Very poor) 5....1 (Excellent)
	Spring 2015 (Section 9)	3	1.75	(Very poor) 5....1 (Excellent)
	Spring 2015 (Section 14)	3	1.57	(Very poor) 5....1 (Excellent)
	Fall 2014 (Section 8)	3	1.43	(Very poor) 5....1 (Excellent)
	Fall 2014 (Section 9)	3	1.58	(Very poor) 5....1 (Excellent)
	Fall 2014 (Section 13)	3	1.63	(Very poor) 5....1 (Excellent)
	Spring 2014 (Section 9)	3	1.33	(Very poor) 5....1 (Excellent)
	Spring 2014 (Section 15)	3	1.64	(Very poor) 5....1 (Excellent)
	Fall 2013 (section 7)	3	1.17	(Very poor) 5....1 (Excellent)
	Fall 2013 (section 10)	3	1.33	(Very poor) 5....1 (Excellent)
	Summer 2013 (Section 1)	3	1.21	(Very poor) 5....1 (Excellent)
	Spring 2013 (Section 8)	3	1.37	(Very poor) 5....1 (Excellent)
	Spring 2013 (Section 8)	3	1.42	(Very poor) 5....1 (Excellent)
	Spring 2013 (Section 8)	3	1.37	(Very poor) 5....1 (Excellent)
	Fall 2012 (Section 1)	3	1.43	(Very poor) 5....1 (Excellent)
	Fall 2012 (Section 4)	3	1.44	(Very poor) 5....1 (Excellent)
	Spring 2012 (Section 16)	3	1.42	(Very poor) 5....1 (Excellent)
	Spring 2012 (Section 17)	3	1.44	(Very poor) 5....1 (Excellent)
Graduate Independent Study MQM 400	Fall 2014			Not Applicable
Graduate Independent Study MQM 400	Fall 2013			Not Applicable
Undergraduate Independent Study MQM 287	Summer 2012			Not Applicable

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**Washington State University (Instructor and Graduate Assistant)**

<b>Class</b>	<b>Semester</b>	<b>Credit Hours</b>	<b>Score</b>	<b>Scale 1→ Very Poor, 5→ Excellent</b>
Entrepreneurial Management (ENTRP 489)	Spring 2011	3	3.70	(Very poor) 1...4 (Excellent)
	Fall 2010	3	3.52	(Very poor) 1...4 (Excellent)
	Summer 2011	3	3.50	(Very poor) 1...4 (Excellent)
Enterprise Business Process Analysis (MIS / ENTRP 322)	Summer 2010	3	3.72	(Very poor) 1...4 (Excellent)
	Spring 2010	3	3.38	(Very poor) 1...4 (Excellent)
Global-Electronic Commerce (ENTRP/ MIS 375)	Summer 2009	3	3.77	(Very poor) 1...4 (Excellent)
	Summer 2008	3	3.72	(Very poor) 1...4 (Excellent)

**ACADEMIC SERVICE****University Level**

- At Illinois State University

## College Level

- Director of George R. and Martha Means Center for Entrepreneurial Studies.
- Preliminary judge at the Startup Show Case on November 7, 2019
- Primary judge at the Startup Show Case on November 2, 2018
- Preliminary judge at the Startup Show Case on November 3, 2017
- Chair Human Resource Development Committee (Fall 2016-Current)
  - Chaired workshop “teaching moments” in April 2017.
  - Responsible for coordinating meetings calling for votes for several college-wide awards such as the *College of Business (COB) Outstanding Researcher Award for tenured or tenure-track (TT) faculty, University Research Grants and COB Fellowships, Wisdom’s Torch Teaching and Learning Award, COB non-tenure track(NTT) Faculty Teaching Award, Kamath Innovation Award in teaching excellence, Manahan Family Award for Teaching Excellence in Business, Wilma Lean Alexander Technology Innovation Faculty Award, COB Civil Service for Outstanding Service Award, COB Administrative Professional Outstanding Service Award, COB Administrative Professional Outstanding Service Award, COB TT Faculty Outstanding Service award, Gary Germberling Faculty Scholar in Business Award and The Hobart and Marian Gardner Hinderliter Endowed Professorship*



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- Chair College Coordination Team (Spring & Fall 2017)
  - Responsible for conducting an Annual Survey of the Dean's performance and reporting findings to the Provost
  - Part of the extended leadership team responsible for the co-creation of the College's strategic vision & mission statement
  - Conducting College level election for College Faculty Status Committee (CFSC).
- Member: Search Committee for Associate Dean for Fall 2017 onwards.
- Member: Faculty Qualifications Task Force-New AACSB Standards: 2014-2016
- Member: Human Resource Development (HRD)Committee: Two-year term, Fall 2012-Fall 2014; Fall 2014-Fall 2016
- Member: Curriculum Development Committee, Entrepreneurship
- Departmental Level
  - Fall 2018 onwards: Elected Member of Department Faculty Status Committee (DFSC)
    - Developing and administering department-level Appointment, Salary, Promotion, and Tenure (ASPT) policies (known as DFSC or SFSC guidelines).
    - Make recommendations regarding tenure, promotion, and reappointment of faculty in the unit and annually evaluate the department's faculty members.
    - Ensure any alteration of departmental level policies regarding ASPT does not violate the college and university level guidelines.
  - Faculty Recruitment Committee for Tenure Track position in Entrepreneurship: Hiring for Fall 2020
    - Besides partaking in all recruitment decisions, I helped our department chair create summer support for our newly hired faculty.
  - Faculty Recruitment Committee for Tenure Track position in Entrepreneurship: Hiring for Fall 2020
  - Faculty Recruitment Committee for Tenure Track Strategic Management Position: Hiring for Fall 2020
  - Entrepreneurship (E)-Day Planning Committee: Fall 2011; Spring 2012; Fall 2012.
- At Washington State University
  - Elected as Student Senator to represent the College of Business, Washington State University for Academic Year 2010-2011.

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- The judge at the Business Plan Competition (2010) at the College of Business, Washington State University

### **Academic Level (Conference Chair/ Discussant)**

- Strategic Management Society, 2011: Session Chair (170: Resource-Based View)
- Mini-track Co-chair (AMCIS-0133-2010 Information Technology and Innovation) at 16<sup>th</sup> Americas Conference of Information systems.
- Southern Management Association, 2008, Discussion Chair (Entrepreneurship and Innovation)

### **Reviewer (Journals)**

- 2022
  - International Journal of Innovation Management
  - European Journal of Innovation Management
  - Journal of Business Research
- 2021
  - International Journal of Innovation Management
  - European Journal of Innovation Management
  - Management Decision
- 2020
  - International Journal of Innovation Management
  - Technology Analysis and Strategic Management
  - Journal of Business Research
  - Journal of Small Business Management
- 2019
  - Asia Pacific Journal of Management
  - International Journal of Innovation Management
  - Journal of Small Business Management
  - Journal of Business Research
- 2018
  - Technovation
  - International Journal of Innovation Management
  - European Management Review
  - Global Strategy Journal
- 2017
  - International Journal of Innovation Management
  - American Journal of Business
  - International Business Review
- 2016

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- Journal of Management
- Journal of International Business Studies
- International Journal of Innovation Management
- European Management Journal
- American Journal of Business
- 2015
  - Journal of Management
  - Technovation
  - R&D Management
  - Career Development International
  - International Journal of Innovation Management
  - Information Technology and Management
  - European Management Review
  - Journal of Product Innovation Management
  - International Journal of Technology Management
- 2014
  - Career Development International
  - International Journal of Innovation Management
  - American Journal of Business
  - European Management Review
  - Information Systems Journal
  - Journal of International Management
  - Journal of Strategy and Management
  - R&D Management
  - Sage Open
- 2013
  - Technovation
  - Career Development International
  - International Small Business Journal
  - American Journal of Business
  - Communication for Association of Information Systems
  - European Management Review
  - Information Systems and e-Business Management
  - Information Systems Journal
  - Journal of Organizational Computing and Electronic Commerce
  - R&D Management
  - Sage Open
- 2012
  - Career Development International
  - International Small Business Journal
  - Information Systems and e-Business Management
  - R&D Management
  - Journal of Small Business Management

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- 2011
  - Career Development International
- 2010
  - Decision Science Journal
- 2009
  - Journal of Association of Information Systems (JAIS)
  - Knowledge Management Research & Practice (KMRP)
  - Journal of Management Information Systems
- 2008
  - DATABASE for Advances in Information Systems
  - Journal of Association of Information Systems (JAIS)
  - Journal of Information Technology Case and Applications Research (JITCAR)
  - Journal of Organizational Computing and Electronic Commerce

### **Book Review**

Sabherwal, R. Business Intelligence 1e. ISBN Sabherwal/9780470461709

### **External Examiner for Doctoral Dissertation**

Anita Nandi (2022): Risk Assessment and Corporate Profiling: An Empirical Study of Selected Sectors in India. For Degree of Doctor of Philosophy in *Department of Humanities and Social Sciences—National Institute of Technology, Durgapur, India.*

Adviser—Professor Parth Pratim Sengupta

Co-Adviser—Professor Abhijit Dutta

### **Grant Review**

- 2024
  - Research Grants Council (RGC) of Hong Kong
    - Project title: *Investigating the Impact of CIO Hubris on Innovation-focused/Risktaking- focused AI Orientation: The Contingency of External and Internal AI Development Resources.*
  - Research Grants Council (RGC) of Hong Kong
    - Project title: *Data-driven Innovation: Conceptualization, instrument development, and influence on sustained-competetitive advantage*
  - Research Grants Council (RGC) of Hong Kong
    - Project title: *Patent challenges in the pharmaceutical industry: The importance of patent scope and technological closeness*
  - Research Grants Council (RGC) of Hong Kong
    - Project title: *Beyond CapEx: Understanding component-level technology price evolution to speed up clean energy deployment*
- 2023

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- Research Grants Council (RGC) of Hong Kong
  - Project title: *Data-driven Innovation: Conceptualization, instrument development, and influence on firm performance*
- 2022
  - Research Grants Council (RGC) of Hong Kong
    - Project title: *Explaining Crowdfunding Campaign Performance Reaction to Market Disruptions - A Capital Theory Perspective*
  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Investigating the effects of Information Technology-supported home visiting healthcare programs*
  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *The Impact of Digital Supply Chain (DSC) technologies on manufacturing performance: the moderating roles of strategic alignment and organizational readiness*
  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Leaders' Humanity Ideology and Firm Performance*
  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Exploring the Complementarity Formation among High-tech Entrepreneurial Firms and Mature Firms and its Effects on Dual Innovation Activities of Entrepreneurial Firms: Evidence from Innovation Ecosystem in Guangdong-Hong Kong-Macau Greater Bay Area*
  - Project Title: Research Grants Council (RGC) of Hong Kong
    - Project Title: *Advancing Services Research in the Era of Digital and Disruptive Innovations*
  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Dynamic Trade-offs between Adoption Timing and Sourcing Choices in Response to an Innovation Shock: Lessons from Global 3D Printing Industry*
- 2021
  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Digital Revolution: Blockchain Technology for facilitating trusted date exchange for the Jewellery industry.*
  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Advancing Service Research in the Era of Digital and Disruptive Innovations*

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- Research Grants Council (RGC) of Hong Kong.
  - Project Title: *Development and Application of the STOP Model for Digital Supply Chain (DSC)*
- Research Grants Council (RGC) of Hong Kong.
  - Project Title: *Institutions and Innovation in China: A Comparative Political Economy Analysis of University-Industry Collaboration in China's Innovation Economy*
- 2020
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Incremental and radical innovations of private SMEs in China: A compressed development perspective*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Reconciling Creativity and Immorality: An Innovator Power Model of Ethical Innovation*
- 2019
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Do Political Connections Stifle Firm Innovation? Quasi-experimental Evidence from China's Anti-corruption Campaigns.*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Between similarity and distinction: the effects of meta-organization affiliation on a firm's Innovation.*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *The Dynamics of Adoption Timing and Sourcing Orientation in the Face of a Disruptive Innovation Shock.*
- 2018
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Developing Intention to Adopt Clean Air Technology Model in Hotels Using SEM and ANN Approach.*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Time-frame Effects and Strategic Decision Horizons of Innovation and Technology Development.*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Feedback Adoption in Innovation Tournaments.*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Innovation and Access to Technology for Sustainable Development: The Role of Public Policy Actors.*
  - Research Grants Council (RGC) of Hong Kong.

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- Project Title: *Search for Innovation: Integrating the Behavioral Theory of the Firm with Agency-Theoretic Explanations.*
- Research Grants Council (RGC) of Hong Kong.
  - Project Title: *Supporting strategic Innovation in the financial services sector with systematic future thinking: Developing a design foresight framework.*
- 2017
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Absourcing: Absorbing Information Technology for Core Competence Building through Outsourcing*

**Reviewer (Conferences)**

- 2023
  - Academy of Management
  - Strategic Management Conference
- 2023
  - Academy of Management
  - Strategic Management Conference
- 2022
  - Academy of Management
  - Western Academy of Management
- 2021
  - Academy of Management
  - Western Academy of Management
- 2020
  - Academy of Management
  - Western Academy of Management
- 2019
  - Academy of Management
  - Western Academy of Management
- 2018
  - Academy of Management
  - Western Academy of Management
- 2017
  - Academy of Management
  - Western Academy of Management

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- 2016
  - Academy of Management
  - Hawaii International Conference on System Sciences (HICSS)
- 2015
  - Hawaii International Conference on System Sciences (HICSS)
  - Southern Management Association
  - International Conference for Information Systems (ICIS)
  - Western Academy of Management (2015)
- 2014
  - Hawaii International Conference on System Sciences (HICSS)
  - Academy of Management
- 2013
  - Hawaii International Conference on System Sciences (HICSS)
  - International Conference for Information Systems (ICIS)
- 2012
  - Hawaii International Conference on System Sciences (HICSS)
  - Strategic Management Society, 2012-Singapore
  - Indian Academy of Management, 2012
  - International Conference for Information Systems (ICIS)
  - European Conference on Information Systems
- 2011
  - Hawaii International Conference on System Sciences (HICSS) Americas
  - Conference on Information Systems (AMCIS)
  - International Conference for Information Systems (ICIS)
- 2010
  - Academy of Management
  - Southern Management Association
  - Hawaii International Conference on System Sciences (HICSS)
  - Americas Conference on Information Systems (AMCIS)
  - International Conference for Information Systems (ICIS)
- 2009
  - Americas Conference on Information Systems (AMCIS)
  - Academy of Management
  - Hawaii International Conference on System Sciences (HICSS)
  - International Conference for Information Systems (ICIS)
  - European Conference on Information Systems
- 2008
  - Americas Conference on Information Systems (AMCIS)
  - Academy of Management
  - International Conference for Information Systems (ICIS)
  - PRE-ICIS



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### **AFFILIATIONS**

Academy of Management

Strategic Management Society

European Group for Organizational Studies

### **NOVEL**

1. Datta, Avi (2022). *The Winding* (Time Corrector Series Book 1)  
<https://www.amazon.com/dp/B09MR1VWJ7>
  - a. #1 Amazon Best Seller
  - b. Winner of the 2022 Reader's Favorite Award for the Top Five Sc-Fi Novels
  - c. Winner of the 2022 Global Book Awards Gold Medal
  
2. Datta, Avi (2023). *The Movement* (Time Corrector Series Book 2)  
<https://www.amazon.com/dp/B0BNJNPP25>
  - a. #1 Amazon Best Seller
  - b. 2023 Readers' Favorite Gold Medal Winner in Science Fiction
  - c. 2023 Indies Today Best Science Fiction Book
  - d. 2023 Global Book Award's Gold Medal Winner in Science Fiction Romance
  - e. 2023 American Bookfest's Best Book Award Finalist in Science Fiction Category
  
3. Datta, Avi (2024). *The Reset* (Time Corrector Series Book 3)  
<https://www.amazon.com/gp/product/B0CP7K77M1>
  - a. #1 Amazon Best Seller

### **PRACTITIONER REPORTS**

9. Assessment of the India Contact Center Market: 2006. *Frost & Sullivan Annual Reports, 2007.*
  
10. 2005-2006 India Small Business Overview and Market Assessment on Internet Adoption. *AMI-Partners Annual Reports, 2006.*
  
11. 2005-2006 India Medium Business Overview and Market Assessment on Internet Adoption. *AMI-Partners Annual Reports, 2006*

### **SELECTED MEDIA QUOTES/APPEARANCES**

#### **Work-Related to George R and Martha Means Center of Entrepreneurial Studies**

1. **Watch Now: ISU Student's beauty business wins Startup Showcase.**  
[https://pantagraph.com/business/local/watch-now-isu-students-beauty-business-wins-startup-showcase/article\\_09b79a2a-ae9c-5bcc-bd62-b7d477fb6340.html](https://pantagraph.com/business/local/watch-now-isu-students-beauty-business-wins-startup-showcase/article_09b79a2a-ae9c-5bcc-bd62-b7d477fb6340.html)
  
2. **50 Female Business Owners in Downtown Bloomington is No Coincidence.**  
<https://www.wglt.org/show/wglts-sound-ideas/2021-03-11/50-female-business-owners-in-downtown-bloomington-is-no-coincidence>

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### **3. Means Center to foster entrepreneurship through research**

<https://news.illinoisstate.edu/2019/11/means-center-to-foster-entrepreneurship-through-research/>

### **4. Avimanyu Datta was named the new Director of the George R. and Martha Means Center for Entrepreneurial Studies**

<https://news.illinoisstate.edu/2019/08/avimanyu-datta-named-new-director-of-the-george-r-and-martha-means-center-for-entrepreneurial-studies/>

### **On becoming US Citizen**

**A dream fulfilled: Becoming a citizen:** <https://news.illinoisstate.edu/2019/10/a-dream-fulfilled-becoming-a-citizen/>

### **Featured Profile**

<http://www.siliconindia.com/profiles/avimanyu--datta-t87spLdm.html>

### **On Novel—Time Corrector Series**

1. The most ambitious entry yet in this brain-twisting time-travel series. “For all its doubled selves, corporate intrigue, time-crossed suspense, and reality-in-the-balance epicness, the stakes are human and personal, with a touching ethos of sacrifice powering the climax. Lovers of time-travel complexities will relish Datta’s truly mind-blowing twists.” Booklife— (Publishers Weekly) <https://booklife.com/project/the-reset-time-corrector-series-book-3-90065>
2. This latest series installment delivers an intricately recursive time-hopping tale of heartache and skullduggery. “Indeed, readers will find that the narrative is more intricate than the inside of a complex pocket watch. If Back to the Future is elementary time travel, this is the stuff of doctoral theses.”—Kirkus Reviews. <https://www.kirkusreviews.com/book-reviews/avi-datta-1/the-reset-time-corrector-series-book-3/>
3. “Datta’s vivid descriptions do an excellent job of bringing the Time Corrector Universe to life on the pages.... Fans of mind-bending science fiction will find themselves enthralled by Datta’s expertly crafted narrative and clever twists”—Prairies Book Review <https://theprairiesbookreview.com/?p=17773&amp=1>
4. “Fans of dense, intricately detailed SF won’t want to miss this one.” —BookView Review <https://bookviewreview.com/2024/01/13/book-review-the-reset-time-corrector-series-book-3-by-avi-datta/>
5. "The edge-of-the-seat suspense and the spell-binding plot twists had me flipping through page after page. The well-crafted cast's complex traits and emotions allowed me to connect with them." —Reader’s Favorite <https://readersfavorite.com/book-review/the-reset>

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6. "Puzzle lovers and readers who love to contemplate intricate time conundrums will be fully engaged with the book's sophisticated plot. The author merges various storylines and subplots to keep your mind busy and filled with questions about the plot's direction. Also, the chapters are divided into well-dated and titled sections to give the reader an idea of the locations and the times of the events in the story." –Manhattan Book Review  
<https://manhattanbookreview.com/product/the-reset-time-corrector-series-book-3/>
7. "The book continues Avi Datta's tradition of brilliant storytelling, non-linear plot making, and absolutely beautiful character development. Just when the reader thinks they have everything figured out, Datta will impress him or her with the most incredible twists and turns imaginable."—Reedsy Discovery <https://reedsy.com/discovery/book/the-reset-time-corrector-series-book-3-avi-datta#review>
8. "The book weaves together multiple themes, including time travel, love, politics, intrigue, and high-stakes action."—San Francisco Book Review.  
<https://sanfranciscobookreview.com/product/the-reset-time-corrector-series-book-3/>
9. Datta's head-spinning, time-bending Time Corrector science-fiction/romance epic continues, after *The Winding*, with this follow-up that doubles down on the first book's already grand ambitions. Booklife—(Publishers Weekly) <https://booklife.com/project/the-movement-time-corrector-series-book-2-81844>
10. Interview with Avi datta, Autor of The Movement—*New in Books*  
<https://www.newinbooks.com/interview-with-avi-datta-author-of-the-movement/>
11. Interview with Autor Avi Datta. *Book View Review*.  
<https://bookviewreview.com/2023/01/14/bookview-interview-with-author-avi-datta-2/>
12. A highly complex middle-chapter installment of an intricate SF/fantasy that requires sharp attention. *Kirkus Reviews*. <https://www.kirkusreviews.com/book-reviews/avi-datta-1/the-movement-time-corrector-series-book-1/>
13. Datta hatches an intriguing plot, giving vivid descriptions that bring the scenes to life. *Readers Favorite*. <https://readersfavorite.com/book-review/the-movement>
14. Blending mythology, cyberpunk, and hard science fiction, *The Movement* offers a mind-bending mix of realities and timelines that both boggles the brain and entertains the mind, and given the thrills and spills in this installment of the story. *San Francisco Book Review*.  
<https://sanfranciscobookreview.com/product/the-movement-time-corrector-series-book-2/>

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Professor of Strategic Management & Entrepreneurship

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15. Avi Datta's *The Movement* continues Vincent's sci-fi adventure with an intricate, mind-opening depiction of love, time travel, artificial intelligence. *Manhattan Book Review*. <https://manhattanbookreview.com/product/the-movement-time-corrector-series-book-2/>
16. This expansive but sometimes challenging SF tale offers mind-boggling scientific theories with deeply developed and emotionally captivating characters. *Prairies Book Review*. <https://theprairiesbookreview.com/?p=15425>
17. A relentless concoction of mythology, action, and futuristic elements that makes for a dense, immersive read. *Book View Review*. <https://bookviewreview.com/2023/01/14/bookview-reveiw-the-movement-time-corrector-series-book-2-by-avi-datta/>
18. Avi Datta's New Book "The Winding" receives a warm literary welcome. *Digital Journal* <https://www.digitaljournal.com/pr/avi-dattas-new-book-the-winding-receives-a-warm-literary-welcome>
19. Interview with Avi datta, Autor of *The Winding*—*New in Books* <https://www.newinbooks.com/interview-with-avi-datta-author-of-the-winding/>
20. An expansive, genre-bending story for readers craving romance combined with gripping sci-fi. *Publisher Weekly's BOOK LIFE* <https://booklife.com/project/the-winding-63072>
21. A compelling, Extraordinarily readable book: *Prairies Book Review* <https://theprairiesbookreview.com/2021/12/13/the-winding-time-corrector-series-book-1-by-avi-datta/>
22. *The Winding* is an innovative science fiction tale that mixes action with deep introspection to create an engaging and sometimes surprising narrative. *San Francisco Book Review*. <https://sanfranciscobookreview.com/product/the-winding-time-corrector-series-book-1/>
23. Avi Datta spins an intricate and inventive sci-fi narrative that engages the mind and merges several exciting themes: loss, love, politics, fantasy, martial arts, orphanhood, friendship, racism, artificial intelligence, and more. *The Manhattan Book review* <https://manhattanbookreview.com/product/the-winding-time-corrector-series-book-1/>
24. *The Winding* is a magnificent piece of work. Readers favorite. <https://readersfavorite.com/book-review/the-winding>

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25. This is a Stunner: *The BookView Review*  
<https://bookviewreview.com/2021/12/13/bookview-review-the-winding-time-corrector-series-book-1-by-avi-datta/>
26. BookView Interview with Avi Datta. *BookView Review*.  
<https://bookviewreview.com/2021/12/13/bookview-interview-with-author-avi-datta/>
27. An engaging SF tale whose cause-effect plotline takes a licking and keeps on ticking.  
*Kirkus Review* <https://www.kirkusreviews.com/book-reviews/avi-datta/the-winding-1/>

### **On Art Work**

1. **Paint what you don't see: Business professor creates unique works of Art**  
<https://news.illinoisstate.edu/2016/07/paint-dont-see-one-cob-professor-creates-unique-works-art/>
2. **Pullman campus glows under starry night**  
<http://news.wsu.edu/Pages/Publications.asp?Action=Detail&PublicationID=28315&PageID>
3. **Starry Night: Version Washington State University in Pullman**  
<http://wsm.wsu.edu/mystory/index.php/2011/10/starry-night-at-wsu-painting-by-avi-datta/>

### **On Consulting Work**

1. [www.ami-partners.com/ami/sections/Press/7-3-06\\_India\\_Internet.pdf](http://www.ami-partners.com/ami/sections/Press/7-3-06_India_Internet.pdf)
2. [www.expresscomputeronline.com/20061030/market03.shtml](http://www.expresscomputeronline.com/20061030/market03.shtml)
3. **Indian Small Business Should Exploit the Net.**  
[http://www.businessweek.com/globalbiz/content/jul2006/gb20060707\\_699187.htm?campaign\\_id=search](http://www.businessweek.com/globalbiz/content/jul2006/gb20060707_699187.htm?campaign_id=search)
4. **SMBs IN INDIA TO INVEST US\$1.2 BILLION ON NET SOLUTIONS THIS YEAR**  
<http://sme.asocio.org/resources/AMI/050706-AMI-Partners%20Press%20Release.htm>
5. **SMBs To Spend More On Internet Infrastructure**  
[http://www.cxotoday.com/cxo/jsp/article.jsp?article\\_id=74359&cat\\_id=911](http://www.cxotoday.com/cxo/jsp/article.jsp?article_id=74359&cat_id=911)
6. **India's SMB to Invest \$1.2Billion in Internet Infrastructure**  
[http://www.eetasia.com/ART\\_8800424420\\_590626\\_0b014bb8200607.HTM](http://www.eetasia.com/ART_8800424420_590626_0b014bb8200607.HTM)
7. **Indian SMBs move to exploit Net**  
<http://www.zdnetasia.com/news/internet/0,39044246,39373384,00.htm>
8. **SMBs in India to Invest US \$1.2 Billion in Net Solutions**  
<http://www.cio.in/news/viewArticle/ARTICLEID=1705>
9. **SMBs to invest \$1.2 billion on Net solutions this year: AMI Partners**  
<http://www.crn-india.com/breakingnews/stories/65260.html>
10. **SMBs to invest \$1.2b on net solutions**  
<http://www.expresscomputeronline.com/20060717/market09.shtml>
11. **SMBs to invest \$12 billion on net solutions this year**  
<http://www.dqchannels.com/content/news/106071607.asp>
12. **AMI-Partners: Small Businesses in South Korea to Invest US\$1.6 Billion on Net Solutions This Year; Close to a third of Korea's Medium Businesses Use Dialup**

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### **Access; Therefore, an Untapped Market Still Exists in the Broadband Internet Arena**

<http://www.transworldnews.com/NewsStory.aspx?storyid=7669&ret=Default.aspx>

13. **South Korean SMB Market Offers Robust Broadband Opportunity, Says AMI-Partners.** <http://www.tekrati.com/research/News.asp?id=6833>

14. **South Koreans put US\$1.6 billion into web infrastructure**

<http://www.cmpnetasia.com/ViewArt.cfm?Artid=28597&Catid=5&subcat=46>

15. **Korean firms to spend big on broad:**

<http://www.whatpc.co.uk/vnunet/news/2154243/korean-businesses-spend-big>

## **CONSULTING/PROFESSIONAL EXPERIENCE**

### **Industry Analyst, ICT-Practice, Frost & Sullivan, India**

(October 4, 2006 -June 2007)

#### **Key Responsibilities**

- Develop relationships with key market participants
- Conduct primary interviews with industry experts such as major manufacturers, distribution channel members, and end-users to gather preliminary data.
- Conduct in-depth market analysis, and develop revenue forecasts
- Write and deliver high-quality research reports.
- Support the successful fulfillment of consulting projects in the ICT group and eventually be in a position to manage strategic consulting projects independently
- Work closely with Frost & Sullivan clients on Growth Partnership Services
- Provide insightful articles on the industry for frost.com and industry trade magazines

### **Analyst, Market Sizing: Access Market International (AMI)-Partners, India**

(September 1, 2005- October 03, 2006)

#### **Key Responsibilities**

- I analyzed and forecasted various facets of IT adoption across 19 verticals in 49 countries.
- Contribute to the building of a model that may be packaged and sold to external clients as a complement to our research reports
- Design, build, and maintain ICT critical market indicators databases, utilizing market research methods such as primary and secondary data collection and quantitative and forecast model building.
- Writing Research Perspectives on the latest developments (both technological and Mergers and Acquisitions) in the ICT Industry.

#### **Achievements**

- Prepared a GLOBAL MODEL on China. The model shows IT spending and the number of businesses in China across 50 cities among 35 Categories of IT investment from 2004 through 2010. The model is priced at \$25,000.

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- Prepared a GLOBAL MODEL on India. The model shows IT spending and the number of businesses in India across 25 cities among 35 Categories of IT investment from 2004 through 2010. The model is priced at \$25,000.
- Analyzed Korea's IT adoption of SMB
- Analyzed the Hosted ERP-SCM/CRM market in India
- Formulated IT adoption trends among tier 1 and tier cities in India
- Prepared a comprehensive report on the Indian Internet Adoption among Small businesses
- Prepared a comprehensive report on the Indian Internet Adoption among Medium Business.

### **Research Team Leader: ICFAI Business School Research Center (Management Research Group)**

(July 01, 2004 – August 23, 2005)

#### **Key Responsibilities:**

- Preparation of articles and research papers for magazines and journals.
- Team Leader in Business case development
- Data collection and analysis, assisting in management research projects
- Leading the group of research associates.
- Responsible for overall quality control of the final product

### **EXTRA-CURRICULAR ACTIVITIES**

- Mechanical watch collecting
- Fountain pen collecting.
- Painting: Impressionism and Surrealism. Some of my artwork can be found at <https://avi-datta.com/about/#art>
- Working on my first novel of a trilogy. (Book one will be out in December 2021). For details-- <https://avi-datta.com/books/>
- Brewing Coffee: I experiment with types of roasts (dark to light), beans (origin), grounds (coarse, fine), and the effects of brewing techniques (espresso, French press, Hario V-60, Chemex, Cold Brew, nitro brew, etc.) on the taste of the coffee.

### **PERSONAL INFORMATION**

- Citizenship: United States of America
- Country of Birth: India

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**REFERENCES**

**Professor Leonard M. Jessup**

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Claremont Graduate University

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Email: [len.jessup@cgu.edu](mailto:len.jessup@cgu.edu)

**Professor Debmalya Mukherjee**

Department Chair and Professor of Management

College of Business, University of Akron

Phone (mobile): (901) 326-9821

(Office)(330) 972-7039

Email: [dmukher@uakron.edu](mailto:dmukher@uakron.edu); [Mukherjee.debmalya@gmail.com](mailto:Mukherjee.debmalya@gmail.com)

**Professor Jim Jawaahar**

Department Chair, Anderson School of Management

University of New Mexico

Email: [jimjawahar1@unm.edu](mailto:jimjawahar1@unm.edu)

**Professor Suprateek Sarker**

Professor of Commerce, Information Technology, McIntire School of Commerce

University of Virginia, Office 321

Phone: 434-924-3214

Email: [suprateek.sarker@comm.virginia.edu](mailto:suprateek.sarker@comm.virginia.edu)

**Professor Arvin Sahaym**

Professor

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Washington State University, College of Business, Todd Hall 442, Pullman, WA 99164-4743,

Phone: 509-335-6365 Email: [arvin@wsu.edu](mailto:arvin@wsu.edu)

**Professor Marasu Karube**

Institute of Innovation Research

Hitotsubashi University, Tokyo, Japan

Email [karube@iir.hit-u.ac.jp](mailto:karube@iir.hit-u.ac.jp)

**Professor Somnath Lahiri**

Professor, Department of Management & Quantitative Methods

College of Business, Illinois State University

Phone: (309) 438-8452

Email: [slahiri@illinoisstate.edu](mailto:slahiri@illinoisstate.edu)