

# Troy J. Strader, Ph.D.

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## **ACADEMIC POSITIONS**

**Aliber Distinguished Professor of Information Systems**, 2013 – Present  
**Professor of Information Systems**, 2008 – Present  
Drake University, Zimpleman College of Business

**Associate Professor of Information Systems**, 2003 – 2008  
Drake University, College of Business & Public Administration

**Assistant Professor of Management Information Systems**, 1997 – 2003  
Iowa State University, College of Business

**Research and Teaching Assistant**, 1993 - 1997  
University of Illinois at Urbana-Champaign, Department of Business Administration and  
Beckman Institute for Advanced Science and Technology

**Instructor of Management and MIS**, 1992 - 1993  
Iowa State University, College of Business

## **EDUCATION**

**Doctor of Philosophy (Ph.D.)**, May 1997  
Business Administration (Information Systems), University of Illinois at Urbana-Champaign  
Dissertation – "The Impact of Electronic Commerce on Consumer and Organizational Costs"  
Supporting Area – Computer Science (Artificial Intelligence)

**Master of Science (M.S.)**, May 1991  
Business Administrative Sciences (Accounting), Iowa State University

**Bachelor of Business Administration (B.B.A.)**, May 1986  
Management (Management of Information Systems), Iowa State University

## **PROFESSIONAL EMPLOYMENT**

**Senior Systems Analyst**, February 1987 - August 1992  
Iowa State University, Administrative Data Processing (ADP) Center

# Research

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## **BOOKS**

Troy J. Strader (Ed.), **Digital Product Management, Technology and Practice: Interdisciplinary Perspectives**, Hershey, PA: IGI Global, 2011.

Brian E. Mennecke and Troy J. Strader (Eds.), **Mobile Commerce: Technology, Theory and Applications**, Hershey, PA: Idea Group Publishing, 2002 (paperback version published in 2003).

Michael J. Shaw, Robert Blanning, Troy J. Strader, and Andrew B. Whinston (Eds.), **Handbook on Electronic Commerce**, Berlin: Springer-Verlag, 1999 (soft-cover version published in 2000).

## **REFEREED JOURNAL ARTICLES**

Troy J. Strader and J. Royce Fichtner, "IT Ethics and Law Courses: An Analysis of Curricula in Medium-Sized US Doctoral Classification Universities," forthcoming in the **Journal of the Midwest Association for Information Systems**, 2024(2), July 2024.

Hanchun Kao, Yu-Ju Tu, Yu-Hsiang (John) Huang and Troy J. Strader, "A Majority-Based Learning System for Detecting Misinformation," **Behaviour and Information Technology**, published online March 2024.

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J. Royce Fichtner and Troy J. Strader, "Will Products Liability Litigation Help Protect IoT Users from Cyber-Physical Attacks," **Journal of International Technology and Information Management**, 31(1), April 2022, pp. 79-96.

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Yu-Hsiang Huang, Yu-Ju Tu, Troy J. Strader, Michael J. Shaw and Ramanath Subramanyam, "Selecting the Most Desirable IT Portfolio under Various Risk Tolerance Levels," **Information Resources Management Journal**, 32(4), October-December 2019, pp. 1-19.

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Troy J. Strader, "Identifying Effective Online Service Strategies: The Impact of Network Externalities and Organizational Lifecycle Stage," **Journal of International Technology and Information Management**, 26(3), 2017, pp. 1-19.

Joyce W. Njoroge, Diana Reed, Inchul Suh and Troy J. Strader, "Acceptability of Social Media Use in Out-of-Class Faculty-Student Engagement," **International Journal of Cyber Ethics in Education**, 4(2), July-December 2016, pp. 21-38.

Troy J. Strader, Diana Reed, Inchul Suh and Joyce W. Njoroge, "Instructor Perceptions of Web Technology Feature and Instructional Task Fit," **International Journal of Web-Based Learning and Teaching Technologies**, 10(3), July-September 2015, pp. 53-66.

Richard B. Carter, Troy J. Strader, John J. Rozycki and Thomas H. Root, "Cost Structures of Information Technology Products and Digital Products and Services Firms: Implications for Financial Analysis," **Journal of the Midwest Association for Information Systems**, 2015(1), January 2015, pp. 5-19.

Troy J. Strader, J. Royce Fichtner, Geoffrey D. Bartlett and Lou Ann Simpson, "Online and Offline Content Piracy Activities: Characteristics and Ethical Perceptions," **International Journal of Technoethics**, 5(2), July-December 2014, pp. 23-38.

J. Royce Fichtner and Troy J. Strader, "Non-Work Related Computing and Job Characteristics: Literature Review and Future Research Directions," **Journal of Psychological Issues in Organizational Culture**, 4(4), January 2014, pp. 65-79.

J. Royce Fichtner, Troy J. Strader, and Steven E. Scullen, "Creating, Clarifying, and Enforcing an Effective Non-Work Related Computing Policy: A Legal Perspective," **Journal of Information Policy**, 3, 2013, pp. 389-410.

Richard B. Carter, Troy J. Strader and Frederick H. Dark, "The IPO Window of Opportunity for Digital Product and Service Firms," **Electronic Markets**, 22(4), December 2012, pp. 255-266.

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J. Royce Fichtner and Troy J. Strader, "Automated Takedown Notices and Their Potential to Generate Liability Under Section 512(f) of the Digital Millennium Copyright Act," **Journal of Intellectual Property Law and Practice**, 6(1), January 2011, pp. 51-59.

Troy J. Strader, Lou Ann Simpson and Suzanne R. Clayton, "Using Computer Resources for Personal Activities at Work: Employee Perceptions of Acceptable Behavior," **Journal of International Technology and Information Management**, 18(3/4), 2010, pp. 465-476.

Richard B. Carter and Troy J. Strader, "Software Firm Cost Structure and its Impact on IPOs in the E-Commerce Era," **International Journal of E-Business Research**, 6(1), January 2010, pp. 19-31.

Richard B. Carter and Troy J. Strader, "The Market versus the Analyst: Biases and Predictive Ability," **Quarterly Review of Economics and Finance**, 49(2), May 2009, pp. 398-416.

Troy J. Strader, "XBRL Capabilities and Limitations," **The CPA Journal**, 77(12), December 2007, pp. 68-71.

Troy J. Strader, Sridhar N. Ramaswami, and Philip A. Houle, "Perceived Network Externalities and Communication Technology Acceptance," **European Journal of Information Systems**, 16(1), February 2007, pp. 54-65.

Michael K. Shearn, Chip E. Miller, and Troy J. Strader, "From Catalogs to the Web: The Evolution of Airgun Products, Inc.," **International Journal of Cases on Electronic Commerce**, 1(2), April – June 2005, pp. 26-43.

Michael S. Piwowar, Troy J. Strader and Richard B. Carter, "Traditional and Online IPO Processes: Are there Differences in Aftermarket Trading and Market Making?" **Electronic Commerce Research**, 4(4), October 2004, pp. 373-391.

Troy J. Strader and Sridhar N. Ramaswami, "Investor Perceptions of Traditional and Online Channels," **Communications of the ACM**, 47(7), July 2004, pp. 73-76.

Troy J. Strader and Archana Inapudi, "User Perceptions of Mobile and Online Channels for Purchasing Financial Products," **Journal of Internet Commerce**, 3(1), July 2004, pp. 91-101.

Sujata Mahanti, Prabdeep Bajwa, Troy J. Strader, and Charles B. Shrader, "Palisade Systems: New Markets for Internet Security Products," **Annals of Cases on Information Technology**, Vol. 6, January 2004, pp. 229-243.

Troy J. Strader and Sridhar N. Ramaswami, "The Value of Seller Trustworthiness in Consumer-to-Consumer Online Markets," **Communications of the ACM**, 45(12), December 2002, pp. 45-49.

Richard B. Carter and Troy J. Strader, "The Impact of the Internet on IPO Performance and Process Choice," **Quarterly Journal of Electronic Commerce**, 3(1), 2002, pp. 1-16.

Lannette A. Sheldon and Troy J. Strader, "Managerial Issues for Expanding into International Web-Based Electronic Commerce," **SAM Advanced Management Journal**, 67(3), Summer 2002, pp. 22-30.

Sridhar N. Ramaswami, Troy J. Strader, and Karen Brett, "Determinants of Online Channel Use for Purchasing Financial Products," **International Journal of Electronic Commerce**, 5(2), Winter 2000-2001, pp. 95-118.

Richard B. Carter, Troy J. Strader and Sree Nilakanta, "Online Investment Banking Phase I: Distribution via the Internet and its Impact on IPO Performance," **Journal of the Association for Information Systems**, 1(6), August 2000.

Troy J. Strader, Richard B. Carter and Sree Nilakanta, "Characteristics of Initial Public Offerings (IPOs) Issued through Internet-Based Investment Banks," **Electronic Markets**, 9(4), Winter 1999, pp. 269-273 (In print April 2000).

Troy J. Strader, Fu-Ren Lin and Michael J. Shaw, "Business-to-Business Electronic Commerce and Convergent Assembly Supply Chain Management," **Journal of Information Technology**, 14(4), December 1999, pp. 361-374.

Troy J. Strader and Anthony R. Hendrickson, "Consumer Opportunity, Ability and Motivation as a Framework for Electronic Market Research," **Electronic Markets**, 9(1&2), June 1999, pp. 5-8.

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Troy J. Strader, Fu-Ren Lin and Michael J. Shaw, "Information Infrastructure for Electronic Virtual Organization Management," **Decision Support Systems**, 23(1), May 1998, pp. 75-94.

Troy J. Strader and Michael J. Shaw, "Characteristics of Electronic Markets," **Decision Support Systems**, 21(3), November 1997, pp. 185-198.

## **REFEREED (OR INVITED) CONFERENCE PAPERS/PRESENTATIONS**

Yu-Ju Tu, Yu-Hsiang (John) Huang and Troy J. Strader, "Machine Learning Approaches for Misinformation Detection: Review of Recent Developments and Future Research Directions," **Southeast Decision Sciences Institute (SEDSI) Conference**, February 2024.

Troy J. Strader and J. Royce Fichtner, "An Analysis of ADA-Related Lawsuits Resulting from Website Technology Failure," **Midwest Association for Information Systems (MWAIS) Conference**, May 2023.

Thomas H. Root, Troy J. Strader and Yu-Hsiang Huang, "A Review of Machine Learning Approaches for Real Estate Valuation," **Southern Association for Information Systems (SAIS) Conference**, March 2023.

Troy J. Strader and Andrew Bryant, "The Characteristics of Universities Offering Data Analytics Programs: An Analysis of US Regional Masters Universities," **Midwest Association for Information Systems (MWAIS) Conference**, Springfield, IL, May 2017.

Troy J. Strader, Garry L. Frank, Philip A. Houle and Chip E. Miller. "The Impact of Personality Type on Blog Participation," **Midwest Association for Information Systems (MWAIS) Conference**, Eau Claire, WI, May 2008.

Troy J. Strader and Richard B. Carter, "Characteristics of Online Service and Software Firm IPOs," **Midwest Association for Information Systems (MWAIS) Conference**, Springfield, IL, May 2007.

Richard B. Carter, Michael S. Piwowar and Troy J. Strader, "Shhh! An Empirical Investigation of the End of the IPO Quiet Period," **Financial Management Association (FMA) International Annual Meeting**, San Antonio, October 2002.

Anthony R. Hendrickson, Samuel M. DeMarie and Troy J. Strader, "The Value of Agribusiness Cybermediaries," **Electronic Commerce Research Mini-Conference**, Center for Agricultural and Rural Development (CARD), San Diego, February 2002.

Troy J. Strader and Richard B. Carter, "Traditional versus Online IPO Processes: Determinants of Financial Performance and Firm Choice," **Southern Finance Association Conference**, Destin, FL, November 2001.

Brian E. Mennecke and Troy J. Strader, "Where in the World on the Web Does Location Matter? A Framework for Location Based Services in M-Commerce," **Americas Conference on Information Systems (AMCIS)**, Boston, August 2001, pp. 450-455.

Troy J. Strader and Richard B. Carter, "Internet-Based Investment Banking," Business Briefing: e-Services for Trade, Investment and Enterprise, **United Nations Economic Commission for Europe Forum on e-Services for Trade, Investment and Enterprise**, Geneva, Switzerland, June 2001, pp. 45-47 (invited).

Richard B. Carter and Troy J. Strader, "Online Investment Banking: Internet Distribution and Price Discovery for IPOs," **Hawaii International Conference on Systems Science (HICSS)**, January 2001 (accepted, not presented).

Troy J. Strader and Gary Hackbarth, "Introduction to Marketing and Consumer Behavior in Electronic Markets," in Proc. of the **Americas Conference on Information Systems (AMCIS)**, Long Beach, August 2000, pp. 1349-1351.

Troy J. Strader, Richard B. Carter and Sree Nilakanta, "The Marketing and Sale of Initial Public Offerings (IPOs) through Internet-Based Investment Bankers," in Proc. of the **Americas Conference on Information Systems (AMCIS)**, Milwaukee, August 1999, pp. 547-549.

Anthony R. Hendrickson and Troy J. Strader, "Decision Issues for Organizational Evaluation of Telecommuting: A Case Study of One Firm's Success," in Proc. of the **Decision Science Institute (DSI) Conference**, Las Vegas, November 1998.

Anthony R. Hendrickson and Troy J. Strader, "Management Issues for Telecommuting: A Case Study in the Software Engineering Industry," in Proc. of the **Association for Information Systems (AIS) Americas Conference**, Baltimore, August 1998, pp. 565-567.

Troy J. Strader and Anthony R. Hendrickson, "A Framework for the Analysis of Electronic Market Success," in Proc. of the **Association for Information Systems (AIS) Americas Conference**, Baltimore, August 1998, pp. 360-362.

Sridhar Ramaswami, Troy J. Strader and Karen Brett, "Electronic Channel Customers for Financial Products: Test of Ability-Motivation-Opportunity Model," in Proc. of the **Association for Information Systems (AIS) Americas Conference**, Baltimore, August 1998, pp. 328-331.

Troy J. Strader and Michael J. Shaw, "Differentiating Between Traditional and Electronic Markets: Toward a Consumer Cost-Based Model," in Proc. of the **Association for Information Systems (AIS) Americas Conference**, Indianapolis, August 1997, pp. 194-196.

### **BOOK CHAPTERS**

Richard B. Carter and Troy J. Strader, "Software Firm Cost Structure and its Impact on IPOs in the E-Commerce Era," **Transformation in E-Business Technologies and Commerce: Emerging Impacts**, In Lee (Ed.), Hershey, PA: IGI Global, 2011. (reprint)

Troy J. Strader, "Digital Convergence and Horizontal Integration Strategies," **Digital Product Management, Technology and Practice: Interdisciplinary Perspectives**, Troy Strader (Ed.), Hershey, PA: IGI Global, 2011.

Troy J. Strader, "Digital Technology in the 21<sup>st</sup> Century," **Digital Product Management, Technology and Practice: Interdisciplinary Perspectives**, Troy Strader (Ed.), Hershey, PA: IGI Global, 2011.

Philip A. Houle, Troy J. Strader, and Sridhar N. Ramaswami, "User Perceptions of the Usefulness of Email and Instant Messaging," **Advanced Topics in E-Business Research: E-Business Innovation and Process Management**, In Lee (Ed.), Hershey, PA: Cybertech Publishing, 2007, pp. 321-329.

Anthony R. Hendrickson, Samuel M. DeMarie, and Troy J. Strader, "The Value of Agribusiness Cybermediaries," **E-Commerce in Agribusiness**, T. G. Schmitz, C. B. Moss, A. Schmitz, A. Kagan, and B. Babcock (Eds.), Longboat Key, FL: Florida Science Source, Inc., 2005, pp. 63-79.

Troy J. Strader, Daniel M. Norris, Philip A. Houle, and Charles B. Shrader, "How One Niche Player in the Internet Security Field Fulfills an Important Role," **E-Commerce Security: Advice from Experts**, Mehdi Khosrow-Pour (Ed.), Hershey, PA: Idea Group Publishing, 2004, pp. 77-87.

Brian E. Mennecke and Troy J. Strader, "A Framework for the Study of Mobile Commerce," **Mobile Commerce: Technology, Theory and Applications**, Hershey, PA: Idea Group Publishing, (Preface), 2002, pp. vii-xxii.

Troy J. Strader and Richard B. Carter, "The Evolution of Online Investment Banking," **Electronic Banking: The Ultimate Guide to Business and Technology of Online Banking**, A HOTT Guide, SCN Education BV (Eds.), Braunschweig, Germany: Vieweg, 2001, pp. 15-18 (reprint).

Fu-Ren Lin, Troy J. Strader and Michael J. Shaw, "Using Swarm for Simulating the Order Fulfillment Process in Divergent Assembly Supply Chains." **Economic Simulations in Swarm: Agent-Based Modeling and Object Oriented Programming**, Francesco Luna and Benedikt Stefansson (Eds.), Boston: Kluwer Academic Publishers, 2000, pp. 225-249.

Troy J. Strader and Michael J. Shaw, "Electronic Markets: Impact and Implications," **Handbook on Electronic Commerce**, Michael J. Shaw, Robert Blanning, Troy J. Strader and Andrew B. Whinston (Eds.), Berlin: Springer-Verlag, 1999, pp. 77-98.

Anthony R. Hendrickson and Troy J. Strader, "Managerial Issues for Telecommuting," **Annals of Cases on Information Technology Applications and Management in Organizations**, Vol. 1, January 1999, pp. 38-47.

## **OTHER ARTICLES**

Troy J. Strader, "An Assessment of the Drake Management Review's Innovation, Impact and Engagement," **Drake Management Review**, 11(1/2), October 2021, pp. 1-4.

Gaurav Bansal, Mari Buche, Omar El-Gayar, Joey George, Matt Germonprez, Yi "Maggie" Guo, Rassule Hadidi, Deepak Khazanchi, Barbara Klein, Shana Poneis, Kevin Scheibe, Shu Schiller, and Troy Strader, "Remembering Daniel Joseph Power," **Journal of the Midwest Association for Information Systems**, 2021(2), July 2021, pp. 1-4.

Troy J. Strader and Yu-Hsiang Huang, "Introduction to the Special Issue on Financial Technology (FinTech) Research," **Drake Management Review**, 10(2), April 2021, pp. 1-3.

Alanah Mitchell and Troy J. Strader, "Introduction to the Special Issue on 'Sharing Economy and On-Demand Service Business Models'," **Information Systems and e-Business Management**, 16(2), May 2018, pp. 243-245.

Troy J. Strader, "What is the Future for Internet Governance?" **Drake Management Review**, 3(2), April 2014, pp. 7-9.

Troy J. Strader, "Digital Media Industry Convergence: A Game of Musical Chairs," **Drake Management Review**, 1(1), October 2011, pp. 5-7.

Troy J. Strader, "Editorial Preface: Electronic Communication Adoption and Service Provider Strategy," **International Journal of E-Business Research**, 1(4), October-December 2005, pp. i-ii.

Troy J. Strader, Philip A. Houle, and Sridhar N. Ramaswami, "Spam, Spim, and User Perceptions of E-Mail and Instant Messaging Usefulness," **International Journal of E-Business Research**, 1(4), October-December 2005, pp. 51-57.

Troy J. Strader, Peter Tarasewich, and Robert C. Nickerson, "The State of Wireless Information Systems and Mobile Commerce Research," **Information Systems and e-Business Management**, 2(4), October 2004, pp. 287-292.

Troy J. Strader and Anthony R. Hendrickson, "Introduction to the Special Issue on Marketing and Consumer Behavior in Electronic Markets," **e-Service Journal**, 1(1), Fall 2001, pp. 37-39.

Troy J. Strader and Richard B. Carter, "The Evolution of Online Investment Banking," **FSR Forum**, Financial Study Association Rotterdam, Erasmus University, The Netherlands, 3(2), March 2001, pp. 6-7 (reprint).

Richard B. Carter and Troy J. Strader, "Online Investment Banking: Implications for Initial Public Offerings," **Journal of International Banking Law**, 16(1), January 2001, pp. 1-3 (invited).

Richard B. Carter, Howard E. VanAuken and Troy J. Strader, "Outside Equity Capital: Before and After the Internet," **Journal of Internet Banking and Commerce**, 5(1), June 2000, URL = <http://www.arraydev.com/commerce/JIBC/0001-06.html> (invited).

Troy J. Strader and Richard B. Carter, "The Evolution of Online Investment Banking," **Journal of Internet Banking and Commerce**, 5(1), June 2000, URL = <http://www.arraydev.com/commerce/JIBC/0001-11.html> (invited).

Michael Crum and Troy J. Strader, "Iowa State University Study of Carrier Web Sites," Deloitte & Touche National Transportation Industry Practice, **Transportation Trends**, 2(2), Summer 2000 (invited).

Troy J. Strader and Leslie Willcocks, "Global Research Perspectives on Electronic Commerce: Introduction to the Theme Issue," **Journal of Information Technology**, 14(4), December 1999, pp. 315-318.

Troy J. Strader, "Electronic Commerce in the Transportation Industry," Deloitte & Touche National Transportation Industry Practice, **Transportation Trends**, 1(3), August 1999 (invited).

Troy J. Strader and Kent A. Walstrom, "1998 AIS Mini-Track on Electronic Commerce – A Special Issue Introduction," **Electronic Markets**, 9(1&2), June 1999, pp. 2-4.

Troy J. Strader, Richard B. Carter and Sree Nilakanta, "Internet-Based Investment Banking and Initial Public Offerings," **E\*Journal**, Winter 1999, URL = <http://www.ecarm.org/journal/winter99/13Strader.html>.

Troy J. Strader, Fu-Ren Lin and Michael J. Shaw, "The Impact of Information Sharing on Order Fulfillment in Divergent Differentiation Supply Chains," **Journal of Global Information Management**, 7(1), January-March 1999, pp. 16-25.

Troy J. Strader, "Why are Prices Lower for Internet Purchases?" **Journal of Internet Purchasing**, 1(4), October 1998, URL = <http://www.arraydev.com/commerce/JIP/9810-01.htm>.

Sridhar N. Ramaswami, Troy J. Strader and Karen Brett, "Identifying Potential Customers For On-Line Financial Services," **Journal of Internet Banking and Commerce**, 3(2), June 1998, URL = <http://www.arraydev.com/commerce/JIBC/9806-05.htm>.

Troy J. Strader, Fu-Ren Lin and Michael J. Shaw, "Simulation of Order Fulfillment in Divergent Assembly Supply Chains," **Journal of Artificial Societies and Social Simulation**, 1(2), March 1998, URL = <http://jasss.soc.surrey.ac.uk/1/2/5.html>.

### **CONFERENCE/WORKSHOP/MEETING PRESENTATIONS**

Troy J. Strader, "The Unique Ethical Issues Created by Information Technology," **Association of Certified Fraud Examiners – Des Moines Chapter**, May 2024.

Gaurav Bansal, Traci Carte, Rassule Hadidi, Nik Rushdi Hassan and Troy J. Strader, "MWAIS Senior Editors Panel," **Midwest Association for Information Systems (MWAIS) Conference**, Saint Paul, Minnesota, May 2023.

Troy J. Strader, "The Theoretical and Historical Foundations of Artificial Intelligence," **CBPA Research Presentation**, Drake University, November 2019.

Richard B. Carter, Troy J. Strader, John Rozycki, and Tom Root, "The Impact of Technology Company Cost Structure on Risk, Return, and Issuance Reaction," **College of Business Research Colloquium**, Iowa State University, November 2013.

J. Royce Fichtner, Troy J. Strader, and Steven E. Scullen, "Is Non-Work Related Computing Misconduct? Unemployment Compensation Perspective," **CBPA Research Colloquium**, Drake University, April 2013.

J. Royce Fichtner, Troy J. Strader, and Steven E. Scullen, "Does Non-Work Related Computing Constitute Misconduct that Disqualifies a Terminated Employee from Receiving Unemployment Compensation Benefits?" **Rocky Mountain Academy of Legal Studies in Business Conference**, Vail, Colorado, September 2012.



Richard B. Carter, Frederick H. Dark and Troy J. Strader, "There's Something About DPS Firms," **Department of Finance Research Colloquium**, Iowa State University, May 2008.

Troy J. Strader, Lou Ann Simpson and Suzanne R. Clayton, "Employee Perceptions of Acceptable Computer Resource Use in Organizations," **CBPA Research Colloquium**, Drake University, April 2008.

Sridhar N. Ramaswami and Troy J. Strader, "Relative Network Externalities, Stand-Alone Characteristics, and Technology Succession Performance," **College of Business Research Colloquium**, Iowa State University, October 2006.

Richard B. Carter, Michael S. Piowar, and Troy J. Strader, "End of the Quiet Period," **CBPA Research Colloquium**, Drake University, October 2005.

Philip A. Houle and Troy J. Strader, "The Communication Technology Choice Model (CTCM)," **Decision Sciences Institute Annual Meeting**, Boston, November 2004.

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Troy J. Strader, "Characteristics of Traditional, Electronic, and Mobile Markets: A Buyer Cost Perspective," **CBPA Research Colloquium**, Drake University, February 2004.

Sridhar N. Ramaswami and Troy J. Strader, "Customer Acquisition and Retention Issues for E-Markets," Summer Marketing Educators' Conference, **American Marketing Association**, Washington, DC, August 2001.

Brian Mennecke and Troy J. Strader, "Does Location Matter in an E-Commerce World? The Application of Location Theory and Spatial Economics to Consumer-Based E-Commerce," **INFORMS**, San Antonio, November 2000.

Troy J. Strader, "Making Money in the Digital Economy," **Midwest E-Business Conference**, Ames, IA, September 2000.

Troy J. Strader, Richard B. Carter and Sree Nilakanta, "Internet-Based Investment Banks and Initial Public Offerings (IPOs)," **INFORMS**, Philadelphia, November 1999.

Troy J. Strader, "An Outline of Electronic Commerce Research Issues," **Logistics, Operations and MIS (LOMIS) Department Research Seminar**, Iowa State University, April 1999.

Troy J. Strader, "What's the Difference Between a Traditional Market and an Electronic Market?" **Association for Information Technology Professionals (AITP)** monthly meeting, Des Moines, September 1998.

Troy J. Strader, "Toward a DSS for Supply Chain Network Design," **INFORMS**, Atlanta, November 1996.

Kay Peters, Christoph Schlueter and Troy J. Strader, "Understanding the Interactive Future," **London Business School**, London, UK, July 1996.

## **INTERVIEWS**

Jessica Anderson, "Business College Offers E-Commerce Program," **Iowa State Daily**, March 7, 2002, p. 6.

Jennifer Hensley, "Online Greeting Cards Add New Twist to Holiday Fun," **Iowa State Daily**, February 13, 2001, p. 10.

Dawn Sagario, "Super Bowl Casualties: Online Businesses Back Away From TV Ads," Business Section, **The Des Moines Register**, January 27, 2001, pp. 1D, 6D.

Kate Kjergaard, "Entrepreneurship Courses Provide Taste of Real World," **Entre-Pre-News**, Pappajohn Center for Entrepreneurship, Iowa State University, Spring 2000, pp. 6-7.

Anne Scott, "Cyber-bureaucrats," **The Des Moines Business Record**, November 10, 1997.

### **ARTICLES UNDER REVIEW**

None

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## **Research Service**

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### **EDITORIAL BOARD**

- Editor-in-Chief, Drake Management Review (DMR), 2010 – 2012, 2020 – Present
- Senior Editor, Journal of the Midwest Association for Information Systems (JMWAIS), 2018 – present
- Senior Editor, Information Systems and E-Business Management (ISeBM), 2008 – present
- Associate Editor, Journal of Cases on Information Technology (JCIT), 2007 – present
- Associate Editor, International Journal of E-Business Research (IJEER), 2004 – present
- Senior Editor, Drake Management Review, 2012 – 2020
- Journal of Electronic Commerce in Organizations (JEEO), 2002 – 2016
- Advances in Electronic Commerce (AEC) book series, 2006 – present
- International Journal of Electronic Banking (IJEBank), 2007 – 2008
- Editorial Advisory Board Member, Encyclopedia of E-Business Development and Management in the Global Economy, 2008 – 2009
- Editorial Review Board Member, Information Systems and E-Business Management (ISeBM), 2001 – 2007
- Associate Editor, International Journal of Cases on Electronic Commerce (IJCEC), 2004 – 2007

### **JOURNAL ISSUE GUEST EDITOR**

Alanah Mitchell and Troy J. Strader, Sharing Economy and On-Demand Service Business Models, Special Issue of the journal **Information Systems and e-Business Management**, 16(2), May 2018.

Michael J. Shaw, Troy J. Strader and Matthew L. Nelson, e-Business Value Creation, Special Issue of the journal **Information Systems and e-Business Management**, 10(1), March 2012.

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Matthew L. Nelson, Michael J. Shaw and Troy J. Strader, Value Creation in E-Business Management, **Lecture Notes in Business Information Processing**, Volume 36, August 2009.

Troy J. Strader, Electronic Communication Adoption and Service Provider Strategy, Theme Issue of the **International Journal of Electronic Business Research**, 1(4), October – December 2005.

Troy J. Strader, Peter Tarasewich, and Robert C. Nickerson, Wireless Information Systems and Mobile Commerce, Special Issue of **Information Systems and e-Business Management**, 2(4), October 2004.

Troy J. Strader and Anthony R. Hendrickson, Selected Papers from the AMCIS 2000 Mini-Track on Marketing and Consumer Behavior in Electronic Markets, Special Section of **e-Service Journal**, 1(1), Fall 2001.

Troy J. Strader and Leslie P. Willcocks (Co-Editors), Interdisciplinary Research on Electronic Markets, Theme Issue of the **Journal of Information Technology**, 14(4), December 1999.

Troy J. Strader and Kent A. Walstrom (Co-Editors), Highlights of the AIS '98 Mini-Track on Electronic Commerce, Special Issue of **Electronic Markets**, 9(1), June 1999.

### **CONFERENCE CHAIR POSITIONS**

Troy J. Strader and Dan Power (Conference Co-Chairs), **Midwest Association for Information Systems (MWAIS) Conference**, Des Moines, May 2020.

Matthew L. Nelson, Michael J. Shaw, Troy J. Strader and Chandra Subramaniam (Co-Chairs), eBusiness and eCommerce Digital Commerce Track, **Americas Conference on Information Systems (AMCIS)**, Cancun, Mexico, August 2019.

Matthew L. Nelson, Michael J. Shaw, Troy J. Strader and Chandra Subramaniam (Co-Chairs), eBusiness and eCommerce Digital Commerce Track, **Americas Conference on Information Systems (AMCIS)**, New Orleans, August 2018.

Research Paper Discussant, **Midwest Strategy Meeting**, Ames, June 2017.

Matthew L. Nelson, Michael J. Shaw, Troy J. Strader and Chandra Subramaniam (Co-Chairs), eBusiness and eCommerce Digital Commerce Track, **Americas Conference on Information Systems (AMCIS)**, Boston, August 2017.

Matthew L. Nelson, Michael J. Shaw, Troy J. Strader and Chandra Subramaniam (Co-Chairs), Digital Commerce - eBusiness and eCommerce Track, **Americas Conference on Information Systems (AMCIS)**, San Diego, August 2016.

Matthew L. Nelson, Michael J. Shaw, Troy J. Strader and Chandra Subramaniam (Co-Chairs), E-Business and E-Commerce Track, **Americas Conference on Information Systems (AMCIS)**, Puerto Rico, August 2015.

Matthew L. Nelson, Michael J. Shaw, Troy J. Strader and Chandra Subramaniam (Co-Chairs), E-Business and E-Commerce Track, **Americas Conference on Information Systems (AMCIS)**, Savannah, August 2014.

Matthew L. Nelson, Michael J. Shaw, Troy J. Strader and Chandra Subramaniam (Co-Chairs), E-Business and E-Commerce Track, **Americas Conference on Information Systems (AMCIS)**, Chicago, August 2013.

Troy J. Strader, Michael J. Shaw and Matthew L. Nelson (Co-Chairs), E-Business and E-Commerce Track, **Americas Conference on Information Systems (AMCIS)**, Seattle, August 2012.

Troy J. Strader, Program Committee, **Midwest Association for Information Systems (MWAIS) Conference**, Omaha, May 2011.

Troy J. Strader, Michael J. Shaw and Matthew L. Nelson (Co-Chairs), E-Business and E-Commerce Track, **Americas Conference on Information Systems (AMCIS)**, Lima, Peru, August 2010.

Troy J. Strader (Associate Editor), Global IT and e-Business Track, **International Conference on Information Systems (ICIS)**, Phoenix, December 2009.

Troy J. Strader (Chair), E-Business and E-Commerce Track, **Americas Conference on Information Systems (AMCIS)**, San Francisco, August 2009.

Troy J. Strader, Program Co-Chair, **Midwest Association for Information Systems (MWAIS) Conference**, Madison, SD, May 2009.

Troy J. Strader (Chair), E-Business and E-Commerce Track, **Americas Conference on Information Systems (AMCIS)**, Toronto, Canada, August 2008.

Troy J. Strader, Program Committee, **Midwest Association for Information Systems (MWAIS) Conference**, Eau Claire, WI, May 2008.

Troy J. Strader, Program Committee, **Midwest Association for Information Systems (MWAIS) Conference**, Springfield, IL, May 2007.

Troy J. Strader (Chair), E-Business Track, **Americas Conference on Information Systems (AMCIS)**, Acapulco, Mexico, August 2006.

Troy J. Strader, Program Committee, **Midwest Association for Information Systems (MWAIS) Conference**, Grand Rapids, MI, May 2006.

Matthew Nelson, Michele Gribbins, and Troy J. Strader (Co-Chairs), Mobile Commerce Strategy and Behavioral Issues Mini-Track, **Americas Conference on Information Systems (AMCIS)**, Omaha, August 2005.

Troy J. Strader (Chair), E-Business Track, **Americas Conference on Information Systems (AMCIS)**, New York City, August 2004.

Troy J. Strader, Matthew Nelson, and Michele Gribbins (Co-Chairs), Mobile Commerce Strategy and Behavioral Issues Mini-Track, **Americas Conference on Information Systems (AMCIS)**, New York City, August 2004.

Henri Isaac, Brian E. Mennecke, Robert C. Nickerson, Troy J. Strader, and Peter Tarasewich (Co-Chairs), Wireless and Mobile Commerce Systems Mini-Track, **Americas Conference on Information Systems (AMCIS)**, Tampa, FL, August 2003.

Troy J. Strader and Brian E. Mennecke (Co-Chairs), Mobile Commerce and Location-Based Services Mini-Track, **Americas Conference on Information Systems (AMCIS)**, Dallas, August 2002.

Troy J. Strader and Gary Hackbarth (Co-Chairs), Marketing and Consumer Behavior in Electronic Markets Mini-Track, **Americas Conference on Information Systems (AMCIS)**, Long Beach, CA, August 2000.

Troy J. Strader (Session Chair), Electronic Commerce, State-of-the-Art in Information Technology Cluster, **INFORMS**, Philadelphia, November 1999.

Troy J. Strader and Anthony R. Hendrickson (Co-Chairs), Marketing and Consumer Behavior in Electronic Markets Mini-Track, **Americas Conference on Information Systems (AMCIS)**, Milwaukee, August 1999.

Troy J. Strader and Kent A. Walstrom (Co-Chairs), Electronic Commerce Mini-Track, **Association for Information Systems (AIS) Americas Conference**, Baltimore, August 1998.

Michael J. Shaw, Troy J. Strader and Kent A. Walstrom (Co-Chairs), Electronic Commerce Mini-Track, **Association for Information Systems (AIS) Americas Conference**, Indianapolis, August 1997.

# Teaching

## Drake University (Fall 2003 – Fall 2024)

Class	Title	#Sections
IS/MDAL 220	Information Technology Ethical and Legal Issues	16
IS 84	Data Management for Business Analysis (2 cr.)	9
IS 101 (IS 194)	Information Systems and Electronic Commerce (Electronic Commerce, revised course beginning Spring 2013)	44
IS 105 (IS 107)	Visual Basic (Programming and Application Development)	7
IS 145	Website Technology	17
BUS 200	Web Technology: Legal, Ethical and Global Issues (Grad, 1 cr.)	1
BUS 200	Web Technology and HTML (Grad, 1 cr.)	1
MBA/MPA 252 (IS 284)	Information Technology and E-Commerce Strategy (Grad)	15
IS 298 (IS 289)	Web Technology and XBRL (Grad)	6
IS 298	(Current Issues) Business Software Development (Grad)	1

## Iowa State University (Fall 1997 – Spring 2003)

Class	Title	#Sections
MIS 331	File Structures and Programming (Visual C++/OOP)	12
MIS 434	Electronic Commerce Strategy	12
MKT 449C	Marketing Techniques for the Internet (co-instructor)	3
MIS 531	Business Software Development (Grad, VB.NET)	1
MIS 534	Electronic Commerce (Grad)	1

## University of Illinois (1996)

Class	Title	#Sections
BADM 393	MIS Development (Information Systems Analysis)	2

## Iowa State University (Fall 1992 – Spring 1993)

Class	Title	#Sections
MGMT 370	Principles of Organization and Management	1
MGMT 371	Individual Behavior in Organizations	3
MGMT 432	Information Systems Analysis	1
MGMT 478	Business Policy and Strategic Management	4

# **Graduate Program of Study Committees**

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## Iowa State University

- Ph.D. Committee Member, Don Chrusciel, Industrial Education and Technology (dissertation completed Summer 2004)
- M.S. Committee Member, Nalini Doddapaneni, Information Systems (creative component completed Summer 2003)
- M.S. Committee Member, Kurt Ness, Information Assurance (thesis completed Fall 2002)
- M.S. Committee Chair, Sujata Mahanti, Information Systems (creative component completed Fall 2002)
- M.S. Committee Chair, Archana Inapudi, Information Systems (creative component completed Fall 2002)
- M.S. Committee Member, Narong Tanawongnukul, Industrial and Manufacturing Systems Engineering (thesis completed Fall 2002)
- M.S. Committee Member, Xu Heng, Hotel, Restaurant and Institution Management (thesis completed Fall 2002)
- M.S. Committee Member, Jinran Chen, Hotel, Restaurant and Institution Management (thesis completed Summer 2001)

## **Research Grants, Honors, Awards and Service**

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### **RESEARCH AND TEACHING GRANTS**

- Drake CBPA Summer Research Grant, \$7500, 2016, 2017 and 2018
- Participant, U.S. Department of Education Title VIa curriculum development grant, "Ethics in a Globalizing World," \$113,000, 2006
- ISU College of Business, Summer Faculty Research Grant, \$10,000, Summer 2003
- Midwest Agribusiness Trade Research and Information Center (MATRIC), "Niche Market Creation: Restructuring the Agricultural Supply Chain," \$23,000, 2000 - 2001 (with Anthony Hendrickson and Samuel DeMarie)
- Union Pacific Railroad, Electronic Commerce Research Grant, \$5300, Summer 1999
- Deloitte & Touche National Transportation Industry Practice, Electronic Commerce Research Grant, \$5000, Summer 1999
- ISU Pappajohn Center Faculty Course Development Grant, \$5000, Summer 1999 (with Mary B. Harms)
- ISU College of Business, Summer Faculty Development Grant, \$5000, Summer 1998

### **ACADEMIC HONORS AND AWARDS**

- Zimpleman College of Business Social Impact Award for Research, 2024 (with J. Royce Fichtner)
- AMCIS Outstanding Conference Service Leadership Award, Association for Information Systems, 2023
- Harry Wolk Research Award, Drake University, CBPA, 2013
- Harry Wolk Research Award, Drake University CBPA, 2007
- Beta Gamma Sigma, Honor Society, 2007
- Who's Who in Science and Engineering, since 2006 - 2007
- Who's Who in Business Higher Education, since 2003
- Outstanding Young Alumnus, Iowa State University Alumni Association, 2001
- Nominee, Business Impact Award (with Mike Crum and Tom Goldsby), ISU College of Business, Spring 2000
- Recognized Faculty Member, ISU Student Scholars and Leaders Ceremony, Spring 1999
- International Who's Who of Information Technology, 1998
- Recognized Faculty Member, ISU Student Scholars and Leaders Ceremony, Spring 1998
- Ernst & Young, ICIS Doctoral Consortium, 1996
- Beckman Institute, Cognitive Science/Artificial Intelligence Fellow, University of Illinois, 1996
- University of Illinois Fellow in Information Systems, 1995 - 1996

- Phi Kappa Phi, Honor Society, University of Illinois, 1994

### **ACADEMIC ORGANIZATION MEMBERSHIPS**

- Association for Computing Machinery (ACM)
- Association for Information Systems (AIS) – Distinguished Member
- Midwest Association for Information Systems (MWAIS)

### **UNIVERSITY SERVICE ACTIVITIES**

#### Drake University

- Member, MBA Faculty Committee, 2024
- Member, ZCB Research Committee, 2024 – present
- Member, CBPA Cabinet, 2021 – 2023
- CBPA Research Fellow, 2019 – 2023
- Member, IMBA Faculty Search Committee, 2017, 2018, 2021
- Coordinator, CBPA FinTech Research Community, 2019 – 2022
- Member, Troyer Research Fellowship Selection Committee, 2020
- CBPA Full Professor Committee, 2008 – Present (Chair, Spring 2023)
- Member, CBPA Promotion and Tenure Committee, 2010 – 2012, 2013 – 2014, 2019 – 2021
- Member, Windsor Professorship Selection Committee, 2019
- Member, Levitt University Teaching Award Committee, 2008, 2018
- Member, Master of Data Analytics Leadership (MDAL) Program Development Committee, 2017
- CBPA Research Mentor, 2014 – 2018
- Member, CS/Data Analytics Faculty Search Committee, 2015 – 2016
- Member, Data Analytics Curriculum Committee, 2014 – present
- Chair, IS Faculty Search Committee, 2004 – 2005, 2014 – 2015
- Member, CBPA Undergraduate Curriculum Committee, 2014 - 2016
- Member, CBPA Accreditation Steering Committee, 2014
- Member, CBPA Strategic Planning Committee, 2013 – 2014
- Member, University Faculty Development Advisory Committee, 2013 – 2014
- CBPA Research Coordinator, 2012 – 2014
- Member, Provost Search Committee, 2011 – 2012
- Member, Public Administration Faculty Search Committee, 2008 - 2009
- Member, Accounting Faculty Search Committee, 2007, 2008
- Member, CBPA Graduate Committee, 2003 – 2005, 2006 – 2009
- Member, MBA Program Study Committee, 2005 – 2006
- CBPA Research Colloquium Coordinator, 2005 – 2008
- Member, CBPA Committee on Committees, 2005 – 2006
- Co-Chair, SMC Interdisciplinary Graduate Curriculum Committee, 2004 - 2006
- Member, SMC Interdisciplinary Curriculum Committee, 2004
- Participant, Center for Digital Teaching and Learning (CDTL) Planning Event, 2003
- Participant, CBPA website redesign committee, 2003

#### Iowa State University

- Participant, ISU Faculty visit to the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) and the Graduate School of Business Administration and Leadership (EGADE), Monterrey, Mexico, March 2003.
- Member, MIS Curricula Review Taskforce, 2002
- Chair, Electronic Business Supervisory Committee, 2000 - 2003
- Participant, Vision 2020 Meeting in Storm Lake, Iowa, April 2000
- Academic Standards Committee, College of Business, 1999 – 2000
- Academic Adviser Search Committee, College of Business, 1999
- Faculty Adviser, Iowa State University In-Line Hockey Club, 1998 – 1999
- Chair, Union Pacific Professorship in MIS Faculty Search Committee, 1998 – 1999
- Faculty Adviser, Iowa State University Chapter, Sigma Chi Fraternity, 1998 – 2005
- Faculty Adviser, Cargill I/T Challenge Workshop, Minneapolis, January 1998