About the Contributors

**Richard Herschel** is Chair of the Decision & System Sciences Department in the Haub School of Business at Saint Joseph’s University in Philadelphia. His research has appeared in the International Journal of Knowledge Management, Knowledge Management Review, the Journal of Knowledge Management, Decision Support Systems, the International Journal of Information Knowledge, Culture, and Change, Information Strategy: The Executive’s Journal, Small Group Research, the Journal of End User Computing, the Journal of Data Warehousing, the Journal of Information and Management Sciences, Technology Studies, and Sex Roles: A Journal of Research. Dr. Herschel received his PhD from Indiana University in management information systems. Prior to academia, he worked as a systems analyst at Johnson & Johnson, Columbia Pictures, Schering-Plough Corporation, and Maryland National Bank. He has initiated innovative programs in business intelligence at both the undergraduate and graduate levels at Saint Joseph’s University.

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**Satya Arekapudi.** Satya has 12 years of extensive experience as a Business Intelligence consultant developing and implementing BI roadmaps for various companies involving Insurance, Banking, and Manufacturing industries. Currently Satya is managing BI projects at CommScope (www.commscope.com).

**Anne Cleven** is a research assistant at the Institute of Information Management at the University of St.Gallen, Switzerland. Prior to her work at the Institute she studied Information Systems at the University of Münster, Germany, where she received her Master degree in 2007. Her current research interests include decision support systems, business intelligence, data warehousing, research methods, business engineering methodology, and design theory.

**Ir. Anton van Daal** is chief executive officer at In Summa B.V. in Raamsdonksveer. He started his career in 1996 at Jac van Ham, where he implemented various ICT systems. He then switched to JVH Gaming production, in order to set up the automatic departments of the company. In 2001, he co-founded In Summa. As CEO of the company, he oversees the development of the management information solution of In Summa, which is called the webdashboard (which itself is based on OLAP).

**Brad Earle** is the president and CEO of KB Earle Associates (www.kbearle.com) a consultant practice focusing on process improvement, systems implementations and providing fractional CFO and CIO
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**Wyleri Fables**, CEO provides strategic vision, technology oversight and software design for IndaSea Inc, a software R&D company. He is co-inventor of several patented methods in use by IndaSea Inc. that enable the development of adaptive software systems that assist humans in managing complex problems, including human behavior in context. Current company efforts include design and customization of applications that leverage the IndaSea Cultural Simulation Modeler data flow software system, an extensive base of software code and methods deployed in applications for US Government clients, 2002-2008. For SeaSeer R&D LLC, a predecessor company to IndaSea, Mr. Fables worked in the area of data visualization for terrain-based models, enabling innovative graphic techniques to promote lay understanding of complex conditions, and designed an Internet personalization application in 1999. Mr. Fables was an early adopter of digital technology for the artist since 1983. He has a long-standing interest in perception-based data structures.

**Éric Foley** holds a Master’s in Business Administration with a specialization in Business Intelligence Strategy from the Université de Sherbrooke. His master thesis focused on the Development of a Typology of Business Intelligence Strategy. His main research interests are business intelligence, competitive intelligence and management. Findings from his work have recently been presented at *French Canadian Association for the Advancement of Sciences* (ACFAS).

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**Nenad Jukic** is an Associate Professor of Information Systems and the Director of Graduate Certificate Program in Data Warehousing and Business Intelligence at Loyola University Chicago School of Business Administration. Dr. Jukic conducts active research in various information technology related areas, including data warehousing/business intelligence, database management, e-business, IT strategy, and data mining. His work was published in a number of management information systems and computer science academic journals, conference publications, and books. In addition to his academic work, his engagements include providing expertise to a range of data management, data warehousing, and business intelligence projects for U.S. military and government agencies, as well as for corporations that vary from startups to Fortune 500 companies.

**Ronald K. Klimberg**, Ph.D. is a Professor in the Decision and System Sciences Department of the Haub School of Business at Saint Joseph’s University, USA. His research has been directed toward
the development and application of quantitative methods, e.g., statistics, forecasting, data mining, and management science techniques, such that the results add value to the organization and the results are effectively communicated. Dr. Klimberg has published over 30 articles and made over 30 presentations at national and international conferences in the areas of management science, information systems, statistics, and operations management. His current major interests include multiple criteria decision making (MCDM), multiple objective linear programming (MOLP), data envelopment analysis (DEA), facility location, data visualization, data mining, risk analysis, workforce scheduling, and modeling in general. He is currently a member of INFORMS, DSI, and MCDM. Ron was the 2007 recipient of the Tengelmann Award for his excellence in scholarship, teaching, and research.

Kenneth D. Lawrence is a Professor of Management Science in the School of Management at the New Jersey Institute of Technology. Professor Lawrence’s research is in the areas of applied management science, data mining, forecasting, and multi-criteria decision-making. His current research works include multi-criteria mathematical programming models for productivity analysis, discriminant analysis, portfolio modeling, and supply chain modeling. He is a full member of the Graduate Doctoral Faculty of Management at Rutgers, The State University of New Jersey in the Department of Management Science and Information Systems and a Research Fellow in the Center for Supply Chain Management in the Rutgers Business School. His research work has been cited over 400 times in over 77 journals, including: Computers and Operations Research, International Journal of Forecasting, Journal of Marketing, Sloan Management Review, Management Science, and Technometrics. He has 276 publications in over 25 journals including: European Journal of Operational Research, Computers and Operations Research, Operational Research Quarterly, International Journal of Forecasting and Technometrics. Professor Lawrence is Associated Editor of the International Journal of Strategic Decision Making (IGI Publishing). He is, also, Associated Editor of the Review of Quantitative Finance and Accounting (Springer Verlag), as well as Associate Editor of the Journal of Statistical Computation and Simulation (Taylor and Francis). He is Editor of Advances in Business and Management Forecasting (Emerald Press), Editor of Applications of Management Science (Emerald Press), and Editor of Advances in Mathematical Programming and Financial Planning (Emerald Press.)

Sheila M. Lawrence has been a Lecturer in the Rutgers Business School (RBS) since 1993 in the Department of Management Science and Information Systems (MSIS). Professor Lawrence had been appointed to the Graduate Faculty at Rutgers as of May 2000. She has more than 30 years of technical management experience with AT&T, Hoffmann-LaRoche, PSE&G, and the State of New Jersey. Her teaching interests include supply chain, management science, survey research, quality and statistics. Her research interests include supply chain management, productivity analysis, quality management, forecasting, management information systems, and decision support systems. She has 105 publications in the areas of statistics, MIS, and supply chain. Dr. Lawrence advanced to Senior Member status of ASQ (American Society for Quality), and she is, also, an active member of professional associations such as the American Society for Quality, INFORMS, POMS, and the American Statistical Association.

Sanjay Mamani has over 12 years of experience in System Analysis and Design, Software Development. He is currently working as Software Engineer at Republic Mortgage Insurance Company. He is a results driven, articulate Software Engineer specializing in Object Oriented Design and Analysis with extensive experience in complete SDLC.
Olivera Marjanovic is a Senior Lecturer at The University of Sydney with more than 20 years of IT and business-related professional experience, gained in industry and academia. Olivera’s research, teaching and professional interests lie at the intersect of Business Process Management, human-centered Knowledge Management and Business Intelligence. Through her ongoing involvement in the professional BPM and BI communities, Olivera has developed a keen interest in, and commitment to building bridges between industry and academia, as well as across disciplinary boundaries of BPM, KM and BI communities.

David McSweeney has over 30 years of experience as a financial and operations executive for a variety of well-known healthcare organizations. He has demonstrated exceptional leadership skills and has extensive P/L experience in group health insurance, HMO’s, PBMs, plan administrators, and all facets of employee benefits. McSweeney is a frequent speaker at industry conferences. Prior to joining HDM, he served as Vice President for Blue Shield of New Jersey and New Jersey Delta Dental, Regional Vice President for United Healthcare, President and Chief Operating Officer for Alternative Dental Care Inc., President and Chief Executive Officer for Vienna Corporation, and Co-Founder and President of American Healthfund. McSweeney additionally served as President and COO of Claims Administration Corporation, a wholly owned subsidiary of CNA, where he led a $2.2 billion group healthcare and benefits enterprise.

Rubén A. Mendoza is an Assistant Professor at the Erivan K. Haub School of Business, Saint Joseph’s University (Philadelphia, Pennsylvania, USA). He holds a Ph.D. from the Lally School of Management & Technology of the Rensselaer Polytechnic Institute (Troy, NY), and Master’s Degrees in Information Science and in Business from the University of Michigan (Ann Arbor, MI), in addition to a degree in Electrical Engineering from the City College of New York (NY). His research is in the areas of technology assimilation, emerging Internet technologies, standards and standardization, and electronic commerce. Dr. Mendoza worked for The Procter & Gamble Company for eight years, in roles ranging from technology testing and internal consulting, to project and service management.

Dorothy Miller is an industry consultant, trainer and author specializing in Business Intelligence. With over thirty years experience in business, finance and information technology, she has a unique perspective into the effective creation and management of Business Intelligence. Dorothy began her career as a systems engineer for IBM and has held a number of positions in IT and business, from analyst and developer to manager of Data Administration and Director of Finance, Planning and Administration. She is currently a principal and senior consultant with Redstone360 Management Systems. Her latest course, ‘Assessing BI Operations’, is available online from www.ELearningCurve.com.

Virginia Miori is an Assistant Professor at St. Joseph’s University and was a 2006 doctoral graduate of the LeBow College of Business at Drexel University, specializing in optimization of Supply Chains. She also holds an MS in Operations Research from Case Western Reserve University and an MS in Transportation from the University of Pennsylvania. Dr. Miori has ten years of teaching experience and has accumulated over fifteen years of experience in developing and implementing operations research models applied to problems in the chemical industry, manufacturing, logistics, transportation and supply
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chain management. She has published a number of articles and has received an outstanding dissertation award from Drexel University and an outstanding research award from St. Joseph’s University.

Hamid Nemati. Dr. Nemati has extensive professional experience as a business intelligence consultant, system developer and information security specialist. He has extensive professional experience and has consulted with a number of major corporations. He is the Editor in Chief of the International Journal of Security and Privacy. His research has appeared in a number of major scholarly and professional journals.

Philip S. Nitse is a Professor of Marketing at Idaho State University. His areas of research interest include competitive intelligence, knowledge management, healthcare marketing, and marketing management. He has been published in the European Journal of Marketing, Competitive Intelligence Review, Marketing Intelligence and Planning, Journal of Health Care Marketing, Journal of Direct Marketing, and Advances in Marketing. He has a B.S. in Marketing from Arizona State University, and an M.B.A. and a Ph.D. in Marketing from the University of Memphis. In addition, he has over 18 years of sales and sales management experience with organizations such as Carrier Air Conditioning, Georgia Pacific, Mass Merchandisers, and VR Business Brokers.

Alan Olinsky is a professor of mathematics and computer information systems at Bryant University. He earned his PhD in Management Science from the University of Rhode Island and holds an MS in Mathematics Education and a BBA in Public Accounting from Hofstra University. He has published articles in professional journals including the Journal of American Academy of Business, Journal of Mathematical Education in Science and Technology, European Journal Of Operational Research, Interfaces, and Advances In Business And Management Forecasting. He is president of the Rhode Island Chapter of the American Statistical Association and a member of the Northeast Decision Sciences Institute. In addition to his research, Dr. Olinsky is committed to pedagogical issues at Bryant University as well as on a national scale. He currently teaches courses in multivariate statistics, spreadsheet modeling, and management science. He also has appeared several times as an expert witness in statistical matters at hearings and trials.

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Jore Park serves as President of IndaSea and is co-inventor of several patented methods used by the company. Ms. Park served as a Principal Investigator for the past seven years delivering software prototypes for US Government clients since 2002 in the area of Socio-Cultural modeling. Ms. Park was formerly a principal at SeaSeer R&D LLC, developing Internet personalization applications, 1999-2000, which were cued by automated recognition of user cultural demographic. She previously executed data
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Kevin R. Parker is a Professor of Computer Information Systems at Idaho State University. He has taught both computer science and information systems courses over the course of his eighteen years in academia. Dr. Parker’s research interests include e-commerce marketing, business intelligence, knowledge management, the Semantic Web, and information assurance. He has published in such journals as Marketing Intelligence and Planning, Informing Science, International Journal of Internet and Enterprise Management, and Communications of the AIS. Dr. Parker holds a B.A. in Computer Science from the University of Texas at Austin (1982), an M.S. in Computer Science from Texas Tech University (1991), and a Ph.D. in Management Information Systems from Texas Tech University (1995). Before entering academia Dr. Parker was a programmer/analyst with Conoco, Inc.

Phyllis A. Schumacher is a professor of mathematics at Bryant University. She earned her PhD in Statistics from the University of Connecticut and also holds an MS and BA in Mathematics from the University of Rhode Island. She is a member of the American Statistical Association and is a past President and Vice-President of the RI Chapter. She has published articles in professional journals on psychology, and mathematics and business education including Computers in Human Behavior, The Journal of Education for Business, and Primus. Dr. Schumacher currently is teaching Actuarial Statistics and advises actuarial majors at Bryant. She also is active in the K-16 educational arena and has worked on two federal grants where she served as a mentor to middle and high school mathematics teachers in RI.

Brian Segulin is a Senior Software Developer at the Rovisys Company. He has over 20 years of experience designing and developing software solutions for integration, scheduling and adaptive modeling. He has done work in the process industries including metals, glass, oil and gas, paper, and food and beverage. He specializes in integrating legacy systems with state of the art control solutions exposing process data for use in evaluating process performance.

George Sillup. Prior to joining the full-time faculty at Saint Joseph’s University in 2004, Dr. Sillup taught as an adjunct for seven years teaching courses in strategy, ethics and entrepreneurship and worked in the pharmaceutical/medical device industry for 28 years. Dr. Sillup held various positions from salesman to COO in major corporations like Johnson & Johnson as well as in start-up businesses, in which he sold products, conducted research and launched several new medical/pharmaceutical businesses into global markets. Dr. Sillup has attained favorable reimbursement coverage determinations and coding for pharmaceuticals, medical devices and drug-device combination products with international and U.S. authorities, such as Medicare. Dr. Sillup has been a member of several boards of directors and is establishing a presence in the peer-reviewed literature, most recently in Health Marketing Quarterly with his colleagues, Ronald Klimberg and Bill Trombetta, with article forthcoming in 2009, “The 2002 PhRMA Code and Pharmaceutical Marketing: Did Anybody Bother to Ask the Reps?”.
About the Contributors

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Miguel Velasco is a PhD candidate in Information and Decision Science at the Carlson School of Management, University of Minnesota. Mr. Velasco conducts active research in various information technology related areas, including data warehousing/business intelligence, prediction markets, e-business, and data mining. Besides his academic work, Mr. Velasco’s professional career included a position as a quality director of a major investment firm in Spain (Grupo Fineco), as well as collaboration and participation in various information systems and information technology projects within the finance industry.

Arjen Vleugel, MSc, is a Business Intelligence consultant. He graduated in the area of data mining. At the moment, he is employed at In Summa B.V. in Raamsdonksveer, an organization specialized in data warehousing and other business intelligence solutions like data mining. Other scientific research include a co-authorship on a scientific paper called “Mining E-mail to leverage knowledge networks in organizations”.

Robert Winter is tenured chair of business & information systems engineering at University of St. Gallen, Switzerland, (HSG), director of HSG’s Institute of Information Management and academic director of HSG’s Executive Master of Business Engineering program. He received Master degrees in business administration and business education as well as a doctorate in social sciences from Goethe University, Frankfurt, Germany. After eleven years as a researcher and deputy chair in information systems, he was appointed chair of business & information systems engineering at HSG in 1996. His research areas include business engineering methodology, information logistics, enterprise architecture management and integration management.

Felix Wortmann is research project manager and post-doc at the Institute of Information Management at the University of St. Gallen, Switzerland. He studied Information Systems at the University of Münster, Germany, where he received his Master in 2002. Dr. Wortmann worked as a research assistant at the University of St. Gallen, Institute of Information Management from 2002 to 2006. He received his PhD in 2006 and transferred to SAP where he worked as an assistant to the executive board until 2009. Since 2009 he heads the research group “Information Logistics Management” at the chair of Prof. Dr. Robert Winter. This research group focuses on business intelligence and data warehousing and is conducted in close cooperation with several companies. His research interests include information logistics, business intelligence, data warehousing, and business engineering methodology.