

Alexandre Barsi Lopes

Indiana University

Operations and Decision Technologies – Kelley School of Business

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Education

Ph D, University of Pittsburgh, 2002.

Katz Graduate School of Business

Major: Business Administration / MIS

Dissertation Title: Determinants of Consumers' Assessments of Information Value: The Case of Subscription-Based Online Information Goods

MS, Universidade de São Paulo, 1996.

Faculdade de Economia, Administração e Contabilidade

Major: Business Administration / MIS

Dissertation Title: Uma Análise do Setor de Distribuição de Informações Financeiras Online no Brasil ("An Analysis of the online financial information distribution sector in Brazil")

BS, Universidade Federal do Ceará, 1992.

Major: Computer Science

Academic Positions

- Clinical Professor – Indiana University. (2011 - Present)
 - Grant Thornton Scholar (2019-Present)
 - Director of the Technology Consulting Workshop for the undergraduate program from Fall 2015 to Summer 2020, with the responsibility of organizing classes and professional development events for students selected to participate in the workshop.
- Field Service Assistant Professor, Lindner College of Business – University of Cincinnati. (2009 - 2011).
 - MS-IS Academic Director, Lindner College of Business – University of Cincinnati. (2008 - 2011). Responsible for recruitment of new students, management of placement activities, organization of content and activities related to career development, and development of curriculum. Main accomplishments: significant increase in the rate of domestic students admitted into the program, maintenance of exceptional placement rate even during economic downturn.
- Assistant Professor, Lindner College of Business – University of Cincinnati. (2002 - 2009).
- Visiting Professor, Katz Graduate School of Business and College of Business Administration – University of Pittsburgh. (August 2001 - April 2002).
- Adjunct Instructor, Fundação Instituto de Administração - FEA - Universidade de São Paulo. (April 1995 - June 1996).
- Adjunct Instructor, Faculdade de Economia, Administração e Contabilidade - Universidade de São Paulo. (May 1996).

Industry Positions

- Business Analyst and Consultant, Fundação Instituto de Administração - FEA - Universidade de São Paulo. (April 1995 - June 1996).
- Business Analyst, Companhia Suzano de Papel e Celulose. (September 1993 - March 1995).

Honors

- Finalist of the Kelley Innovative Teaching Award (2016)
- Winner of the Kelley Faculty Service Award (2014)
- Winner of the Westerbeck Junior Faculty Graduate Teaching Award (2011)
- Nominated for the Excel Graduate Teaching Award (2010)
- Nominated for the 2008 Ronald J. Dornoff Fellow of Teaching Excellence Award (2008).
- Best Paper Award in the Organizational Communication and Information Systems (OCIS) Division, Academy of Management Meeting – Denver, CO. (August 11, 2002).
- Doctoral Consortium, ICIS – International Conference on Information Systems 2001 - New Orleans, LA. (2001).
- Doctoral Consortium, Academy of Management Meeting 2001 – TIM/OCIS Divisions - Washington, DC. (2001).

TEACHING EXPERIENCE

Kelley School of Business – Indiana University

- Digital Technology Innovation (edX – 2019 - Present)
 - I am responsible for the coordination of the Digital technology Innovation course offered in the hybrid model through edX as a feeder for the MS in IT Management at Kelley. Beyond coordinating the course and preparing introduction and closing modules, I also created content on emerging technologies, Agile development, and Artificial Intelligence and automation.
- Business Applications of AI (MSIS/MBA/MS ITM edX – 2019 - Present)
 - This course discusses the evolution of Artificial Intelligence and its role in organizations. It is organized as a lab where students create their own ideas of products and services involving AI and Intelligent Automation. It has different delivery mechanisms depending on the program where it is offered.
- Big Data Technologies (KD/EDP/GE ITPD/DTP Program – 2016 - Present)
 - This course has evolved from a complement of the immersion module in the GE program to a fully independent course covering Big Data. In this course we cover Big Data conceptual foundations, plus Hadoop, Pig, Hive, and NoSQL (with MongoDB).
- Business in Brazil/China/Ghana (Undergraduate – 2014 - Present)
 - This course is part of the Global Core for the Undergraduate program and consists of multiple in-class weeks followed by a study abroad section in which students are exposed to demographic, social, political, economic, and organizational content related to doing business in Brazil, China, or Ghana. The course includes visits to several different companies and other organizations in Brazil (in 2014 and 2015), China (from 2016 to 2019), and Ghana (replaced by Speaker Series in 2020 due to pandemic).

- Systems Analysis and Design (Undergraduate – 2013 - Present)
 - The course has evolved over years, initially covering the complete System Development Life Cycle (SDLC), one of the main frameworks for technology solutions. Using an original case for the whole duration of the module, the course also covers the Unified Model Language (UML) as a practical technique for systems development. Since 2016 the course has minimized the coverage of SDLC to favor Agile and since 2017 the second half of the course has been dedicated to HTML and CSS.
- Capstone Project (MSIS – 2012 - Present)
 - Guiding student teams to work on projects with a multitude of external clients, including Roche, Whirlpool, and HP. The projects range from software selection (including process modeling and requirement analysis) to the development of white papers about specific technology topics.
- SAD/Agile/Business Process Modeling Modules in the MSIS Core (MSIS – 2011 - Present)
 - This course went through several iterations over the years, first covering UML and light development and eventually reaching the current state in which we discuss Agile development and Business Process Modeling Notation (BPMN).
- Data Intelligence and Visualization (KD/EDP – 2013 - 2020)
 - In the course we cover a variety of topics about data warehousing, including data quality and ETL processes, dimensions modeling, and OLAP. We also discuss a variety of managerial issues related to Enterprise Data Management.
- Introduction to IT Consulting (Undergraduate – 2014 - 2019)
 - In this course I cover several aspects of case analysis and technology concepts that are pertinent to the career of an IT consultant. We focus on the creation and presentation of evidence-based recommendations covering a variety of technology-related cases. I also cover recruitment issues like case interviews to better prepare students for careers as IT consultants and business analysts.
- Information Technology for Managers (KD/EDP– 2012 - 2019)
 - In this course we cover a variety of topics related to the value of information systems in the organization. Specifically, we discuss issues related to the strategic, tactical, and operational decisions related to the implementation of information technology.
- Business in the Flat World (Undergraduate – 2018 - 2019)
 - This course consists of multiple in-class weeks followed by a study abroad section in which students are exposed to demographic, social, political, economic, and organizational content related to doing business in India. The course includes visits to several different companies and other organizations in India.
- AGILE course in Thailand (KD – 2017 - 2018)
 - This course has both an online components and an in-country experience, where students successfully completed engagements with a local Thai foundation, with projects covering a variety of topics related to sales, marketing, and finance, and operations.
- GLOBASE (MBA – 2013 - 2017)
 - In this course I coordinated and advised a student leadership team composed of second-year MBA and SPEA students to set up the course objectives and logistics, and advised several teams of first-year MBA and SPEA students that worked in projects with local organizations in countries like Guatemala and India. I was also responsible for delivering some of the class content.

- Immersions 1 and 2 (GE ITLP/DTLP program – 2014 - 2016)
 - In these courses lasting two weeks each every summer, I have covered a variety of topics for an audience composed by members of the IT/DT Leadership Program at GE. The topics covered include web development, mobile development, systems development life cycle, Agile development, and process modeling.
- AGILE course in Brazil (KD – 2014)
 - This course had an online component followed by a study abroad section in which students were exposed to demographic, social, political, economic, and organizational content related to doing business in Brazil. The course included visits to several different companies and other organizations in Brazil.
- Information Technology (Cognizant Certificate – 2013 - 2014)
 - This course was a variation of the regular course I teach for the KD program but with a higher number of contact hours through online media.
- Advanced Web Development and Service-Oriented Architecture (MSIS – 2012 - 2014)
 - In the first half of this course we covered techniques for web development using a business case to develop an operational web application. In the second half of the course the content changed to technologies related to web services and service-oriented architecture, like XML, XSLT, SPATH, WSDL/SOAP, and REST. The last time the course was offered only the web services component was covered in a reduced amount of credits (from 3.0 to 1.5).
- Ad-Hoc instruction (Since 2011)
 - I was an invited guest lecture for the MBA in IT offered by the Fundacao Instituto de Administracao – Sao Paulo – Brazil in 2019.
 - I was responsible for multiple two-hour introduction to IS lectures offered to the GE Auditing program from 2014 to 2016.
 - As part of Kelley Executive Partners projects I taught several courses about modeling for UITs and Kelley IT professionals.
 - I developed new content for a seminar about IT entrepreneurship for the Institute for International Business to be delivered with our partners with the Cape Will Business School in Barbados.
 - I have taught twice in the Mini-University program in 2012 and 2013.

Lindner College of Business – University of Cincinnati

- CIO Forum (MS/MBA – 2010 - 2011)
 - This course involved presentations of CIOs from local companies, analyzed from a strategic perspective, focusing on business/IT alignment, IT Architecture, and the role and responsibilities of CIOs.
- Service Oriented-Architecture (MS/MBA – 2010 - 2011)
 - This course had two main components. First, the enterprise service bus was examined and its main components discussed. The course then covered basic aspects of XML, XPath, and XSLT. In the second part, the course introduced the use of web services (both SOAP/WSDL and RESTful) in the .Net framework, culminating with a project.
- Information and Technology Management (MS/MBA – 2009 - 2011)
 - This course involved the use of cases to discuss the main strategic aspects of IT. Through case presentation and a mini-case competition by the end of the term, students were prepared to make operation, tactical, and strategic decisions related to the selection and deployment of information technology.

- Systems Analysis and Modeling (Undergraduate – 2005 - 2011 / MS/MBA – 2007)
 - This course involved the use of three main techniques: Data Flow Diagrams, Business Process Modeling Notation, and Unified Modeling Language. Students worked on the same project, converting the outcomes into the different modeling techniques, allowing for a comparison of the appropriateness of each technique. Finally, the course involved the implementation of process in a BPM tool (Bluespring).
- Web-Based Application Development (Undergraduate – 2003 - 2009 / MS/MBA – 2003 - 2011)
 - This course started in 2003 with ASP .Net 1.1 and Visual basic and in the current incarnation is taught using Asp .Net 4.0 with C#. The course covered basic aspects of the .Net framework, including the use of data controls, master pages, and authentication. It also covers LINQ and Object/Relationship Mapping, as well as the use of extension methods. Finally, there was also an introduction to ASP .Net MVC, Dynamic Data, and AJAX. The course involved the development of a full web site, based on a real business problem.

**Katz Graduate School of Business and College of Business Administration –
University of Pittsburgh (as Visiting Professor from Fall 2001 to Spring 2002)**

- Electronic Commerce (MBA – 2001)
- Information Systems Design and Development (Undergraduate – 1999 - 2002)
- Information Systems and Business Process Design (Undergraduate – 1999 - 2002)

PUBLICATIONS AND RELATED PRODUCTION

Journal Articles

- Choudhury, V., Lopes, A., Arthur, D. IT Careers Camp: An Early Intervention Strategy to Increase IS Enrollments. (2010) *Information Systems Research*, 21(1), 1-14.
- Sacchi, A., Giannini, E., Bochich, R., Reinhard, N., Lopes, A. Would You Like Fries With That? Digital Inclusion with the McInternet. (2009) *Communications of the ACM*, 52(3), 113-116.
- Lopes, A., Galletta, D. (2006). Consumer Perceptions and Willingness to Pay for Intrinsically Motivated Online Content. *Journal of Management Information Systems*, 23(2), 205-234.
- Lopes, A., Reinhard, N. (2005). Competing in the Brazilian Real-Time Financial Information Services Industry: Commitment and Adaptation. *Information & Management*, 43(5), 587-597.
- Lopes, A., Reinhard, N. (1998). Vantagens Competitivas na Distribuição de Informações Financeiras em Tempo Real: Uma Análise Baseada em Recursos. *Revista de Administração da Universidade de São Paulo*, 33(2).
- Lopes, A., Reis, A., Ossamu Abukawa, A. (1996). A Aplicação dos 4 P's na Indústria Papeleira: O Caso Brasileiro. *Caderno de Pesquisas em Administração*(1).
- Lopes, A., Reinhard, N. (1996). Distribuindo Informação Financeira Online no Brasil: Um Estudo Empírico. *Revista de Administração da Universidade de São Paulo*, 31(4).
- Lopes, A., Luiz Riccio, É., Peters, M. R. S. (1995). Controladoria e Benchmarking: Aplicação em uma Empresa de Classe Mundial. *To appear in Revista Brasileira de Administração Contemporânea - Associação Nacional de Programas de Pós-Graduação em Administração*, 1(4).

Referred Conferences

- Lopes, A., Mehra, A., Prabhakar, B. (2006). *The Effects of Communication Medium on Patterns of Communication*. Atlanta, GA: Academy of Management Meeting 2006.
- Mehra, A., Lopes, A., Dass, T., Prabhakar, B. (2006). *Self-Monitoring and Social Network Centrality: A Longitudinal Investigation*. Vancouver, BC: Sunbelt XXVI - International Sunbelt Social Network Conference.
- Mehra, A., Lopes, A. (2005). *The Evolution of Leadership Networks: A Longitudinal Study*. Atlanta, GA,: Intra-Organizational Networks Conference.
- Lopes, A., Reinhard, N. (2004). *Resource-Based Competitive Responses: A Two-Stage Comparative Case Study*. New Orleans, LA: Academy of Management Meeting 2004.
- Lopes, A., Galletta, D. (2002). *Information Value in Electronic Networks: The Case of Subscription-Based Online Information Goods*. Denver, CO: Academy of Management Meeting 2002.
- Lopes, A., Babbitt, T. (2000). *Knowledge Management: Differing Ideals, Differing IT Implications*. Toronto, Canada: Academy of Management Meeting 2000.
- Lopes, A., Babbitt, T. (1999). *Knowledge Management: Differing Ideals, Differing IT Implications*. Milwaukee, WI: AMCIS - Americas Conference on Information Systems.
- Babbitt, T., Galletta, D., Lopes, A. (1998). *Influencing the Success of Spreadsheet Development*. Helsinki: ICIS - International Conference on Information Systems.
- Lopes, A., Babbitt, T. (1998). *Language, Power, and Persuasion: The Case of Data Warehousing and Data Mining*. Baltimore, MD: AIS Americas Conference.
- Lopes, A., Galletta, D. (1997). *Resource-Based Theory and a Structural Perspective of Strategy Applied to the Provision of Internet Services*. Indianapolis, IN: AIS Americas Conference.
- Lopes, A., Reinhard, N. (1996). *Uma Análise do Setor de Distribuição de Informações Financeiras Online no Brasil*. Angra dos Reis: XX ENANPAD (Conference of the Brazilian Association of Graduate Programs in Administration).
- Lopes, A. (1993). *Sistemas de Reuniões Eletrônicas e de Apoio a Decisão em Grupo*. Salvador: XVII ENANPAD (Conference of the Brazilian Association of Graduate Programs in Administration).

Books

- Siqueira, J., Lopes, A. (1994). *DOS 6.2 Completo*. São Paulo: Editora Atlas.

Book Chapters

- Mehra, A., Marineau, J., Lopes, A., Dass, T. (2009) In G. B. Graen and J. A. Graen (Ed.), *The Co-Evolution of Friendship and Leadership Networks in Small Groups* (vol. 7). Charlotte, NC: Information Age Publishing.
- Lopes, A., Galletta, D. (2000). *A Strategic Perspective of Internet Information Providers*. Berlin: Handbook on Electronic Commerce - Michael J. Shaw, Robert Blanning, Troy J. Strader, and Andrew Whinston (Eds.); Springer-Verlag.

Other

- Lopes, A. (2001). *The Knowing-Doing Gap: How Smart Companies Turn Knowledge into Action*. Book review in *Administrative Science Quarterly*, 46(3), 558-560.
- Schott, T., Barroso, J., Lopes, A., Berrios, R. (1996). *Analysis of the Overview of the Brazilian Portfolio of Investments in Science and Technology*. World Bank.

Invited Presentations

- Lopes, A., Invited Lecture, "Service-Oriented Organizations," HP Services Virtual Community Leaders, Online (February 2020).
- Lopes, A., Moderator and discussant, "Artificial Intelligence panel," Indiana National Lab Day, Indianapolis, IN (October 2019).
- Lopes, A., Invited Lecture, "RPA and Intelligent Automation," Auxiliary Business Services Retreat, Indiana University, Bloomington, IN (September 2019).
- Lopes, A., Invited Lecture, "Artificial Intelligence – Breaking down Big Data," FTR Conference, Indianapolis, IN (September 2019).
- Lopes, A., Invited Lectures, "Emerging technologies," Fundacao Instituto de Administracao, Sao Paulo, SP – Brazil. (July 2019).
- Lopes, A., Invited Lecture, "From Smart Homes to Smart Cities: Emerging Technologies for Individuals, Organizations, and Society," Faculdade Ari de Sa, Fortaleza, CE – Brazil. (June 2017).
- Lopes, A., Invited Lecture, "Brazil preparing to Host World Cup and Olympics," IU Mini University, Bloomington, IN (June 2013).
- Lopes, A., Invited Lecture, "Data Warehousing and Visualization," Universidade de Sao Paulo, Sao Paulo, SP - Brazil. (June 2013).
- Lopes, A., Research Presentation, "Digital and Face-to-Face Advice Social Networks," Universidade de Sao Paulo, Sao Paulo, SP - Brazil. (June 2013).
- Lopes, A., Invited Lecture, "McInternet in Brazil," IU Mini University, Bloomington, IN (June 2012)
- Lopes, A., Research Presentation, "Digital and Face-to-Face Advice Social Networks," Universidade Farias Brito, Fortaleza, CE - Brazil. (August 2007).
- Lopes, A., Research Presentation, "Determinants of Monetary Assessment of Entertainment-Related Online Content" – IBMEC, Sao Paulo – Brazil. (September 2003).
- Lopes, A., Research Presentation, "Determinants of Consumers' Assessments of Value for Subscription-Based Online Content," University of Sao Paulo, Sao Paulo – Brazil. (November 2002).

Grants and Supporting Awards

- Grant Thornton Scholar award, Indiana University (2019-Present).
- University of Cincinnati Faculty Development Grant. (2008).
- College of Business Summer Research Support, University of Cincinnati. (2007).
- University of Cincinnati Faculty Development Grant. (2006).
- University of Cincinnati Faculty Development Grant. (2005).
- University of Cincinnati Faculty Development Grant. (2004).
- University of Cincinnati Faculty Development Grant. (2003).
- IIC – Institute for Industrial Competitiveness, University of Pittsburgh – Assistantship. (1998-2001).

- CAPES – Brazilian Federal Education Agency – Ph.D. Scholarship, Brazilian Federal Education Agency. (1996-2000).
- CAPES – Brazilian Federal Education Agency – M.S. Scholarship, Brazilian Federal Education Agency. (1992-1994).

EXTERNAL SERVICE

- Member, FACEF Business Journal - Editorial Board. (2003 - Present).
- Advisory Board Member, AIS Student Chapters (2012 - 2017)
- Executive Board Member, Organization Communication and Information Systems (OCIS) Division, Academy of Management. (2008 - 2014).
- Editor, Associate Editor, Academy of Management Meeting. (2007 - 2015).
- Editor, Associate Editor, International Conference on Information Systems. (2005, 2012, 2015, 2016).
- Reviewer, Journal Article, Journal of Management Information Systems. (2006 - Present).
- Reviewer, Journal Article, Information Systems Research. (2005 - 2013).
- Reviewer, Journal Article, MIS Quarterly. (2003 - 2013).
- Reviewer, Journal Article, Information and Management (2012)
- Reviewer, Journal Article, Communications of AIS (2013).
- Reviewer, Journal Article, Revista de Administracao da USP. (2004 - 2013).
- Reviewer, Journal Article, International Journal on Electronic Commerce (2009)
- Reviewer, Journal Article, Organization Science. (2005).
- Reviewer, Conference Paper, International Conference on Information Systems. (1998 - Present).
- Reviewer, Conference Paper, Hawaii International Conference on Systems Sciences. (1999 - Present).
- Reviewer, ENANPAD - Brazilian National Meeting of Graduate Business Programs. (2003 - 2009).
- Reviewer, Conference Paper, Program committee for the Conference on Information Systems and Technology. (2006).
- Reviewer, Conference Paper, Academy of Management Meeting. (2002 - 2006).
- Reviewer, Conference Paper, Americas Conference on Information Systems. (1997 - 1999).
- Discussant, International Conference on Information Systems. (2004 - 2005).
- Discussant, Academy of Management Meeting. (2003, 2010).
- Session Chair, Academy of Management Meeting. (2007, 2009, 2011, 2013).

Professional Memberships

- Member, Beta Gamma Sigma Honor Society for Collegiate Schools of Business. (2002 - Present).
- Member, Academy of Management (2001 - Present).
- Member, Association for Information Systems (AIS). (1997 - 2008, 2012 - 2017).

Professional Certifications

- Certified Agilist, SAFe (2018 – Present)
- Certified Scrum Master, Scrum Alliance (2015 - Present)