

ERIK ROLLAND

*The Ernest & Julio Gallo Management Program
School of Engineering
University of California
Merced, California 95343, USA*

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EDUCATION:

- Ph.D. Business Administration/Management Science with focus on Management Information Systems, Minor in Computer Science Engineering. Dissertation Advisor: Dr. Hasan Pirkul. Fisher College of Business, The Ohio State University, Columbus, Ohio
1991
- M.A. Business Administration/Decision Sciences,
1989 Fisher College of Business, The Ohio State University
- M.Sc. Economics and Business Administration (Sivil-Økonom),
1989 The Norwegian School of Economics and Business Adm. (NHH), Bergen, Norway
- M.Sc. Computer Science (Sivil-Ingeniør),
1986 The Norwegian Institute of Technology (NTH, now NTNU), Trondheim, Norway
- B.S. Computer and Information Sciences,
1986 College of Engineering, The Ohio State University, Columbus, Ohio
- 1984 Computer Science Engineer (EDB-Ingeniør), Bergen College of Engineering, Norway
- 1981 Officer, The Royal Norwegian Army Infantry Officer's School, Kongsberg, Norway

EMPLOYMENT - ACADEMIC EXPERIENCE:

Academic Leadership Positions:

- 2014 - present Dean (Interim)
School of Engineering, University of California, Merced
- 2012 – 2013 Chair of the Faculty and The Executive Committee
School of Engineering, University of California, Merced
- 2013 – Advisory Board
The Sierra Nevada Research Institute, University of California, Merced
- 2009 – 2011, Chair of the Faculty and The Executive Committee
1999 – 2001 Anderson Graduate School of Management/School of Business Administration
University of California, Riverside
- 2004 – 2006 Associate Dean
Anderson Graduate School of Management, University of California, Riverside
- 2004 – 2006 Director
The Heckmann International Center for Entrepreneurial Management
Anderson Graduate School of Management, University of California, Riverside

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- 2004 – 2005 Department Chair
Department of Management: The Economic Approach
Anderson Graduate School of Management, University of California, Riverside
- 1999 – 2004, Department Chair/Area Coordinator
1994 – 1997 Management Information Systems
Anderson Graduate School of Management, University of California, Riverside
- 2003 – 2007 Advisory Board
Edward J. Blakely Center for Sustainable Suburban Development
University of California, Riverside
- 1994 – 1997 Board of Directors, Systems Engineering Program, University of California,
Riverside, and The National Council of Systems Engineers

Faculty Positions:

- 1/2012 – Professor of Management & Engineering
The Ernest & Julio Gallo Management Program and the School of Engineering
University of California, Merced
- 2009 – 2012 Professor of Management
Department of Accounting & Information Systems
Anderson Graduate School of Management & School of Business Administration
University of California, Riverside
- Professor of Engineering (courtesy)
Department of Computer Science & Engineering
Bourns College of Engineering, University of California, Riverside
- 1999 – 2009 Associate Professor of Information Systems
Department of Accounting & Information Systems
Anderson Graduate School of Management, University of California, Riverside
- Associate Professor of Engineering (courtesy)
Department of Computer Science & Engineering, University of California, Riverside.
- 1997 – 1999 Assistant Professor of Information Systems
Department of Accounting & Management Information Systems
Fisher College of Business, The Ohio State University
- 1991 – 1997 Assistant Professor of Information Systems
The Anderson Graduate School of Management
University of California, Riverside

International Experience, Visiting Appointments, and Fellowships:

- 2004 – 2015 Distinguished Visiting Professor
Antai School of Management, Shanghai Jiao Tong University, Shanghai, China
- 2013 – 2015 Visiting Scholar
Department of Geography, University of California, Santa Barbara

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- 2006 – 2007 Visiting Professor
School of Management, Nanjing University, Nanjing, China
- 2007 – 2014 Visiting Professor
Executive Education, School of Business, University of Alberta, Canada
- 2008 Honorary Visiting Fellow
Graduate School of Business, University of Wollongong, NSW, Australia
- 1999 – 2000 Faculty
Executive Education, School of Management, SUNY Buffalo, New York
- 1998—2000 Faculty
Executive Education, Fisher College of Business, The Ohio State University
- 1997 – 2004 Research Fellow
International Center for Electronic Commerce, Korea Advanced Institute for Science and Technology (KAIST)
- 1995 – 1996 Regents' Faculty Fellowship
The University of California
- 1990 – 1991 The Faculty of Management Sciences Fellowship, The Ohio State University
- 1987 – 1990 Research Fellow
The Norwegian Research Council for Science and the Humanities

PROFESSIONAL EXPERIENCE:

- 1991 – pres. Board service, consulting and seminar services in management, including: strategy, technology, risk management, concurrent design, optimization & modeling, e-commerce, distance learning, quality control, healthcare, and other areas for various companies including: Samsung Corporation, American Electric Power, The World Bank, IBM, AT&T, SK-Telecom, Victoria's Secret, BankOne, ESRI, EPIC Management, PrimeCare, Bourns Inc., Los Angeles County, Riverside County, Simtano, Statoil, Chartered Accountants of Canada, Balqon Corp., and others.
- 2003 – 2007 Regional Advisory Council
American College of Healthcare Executives, Southern California
- 1990 – 1991 Member, Governor's Committee on the Improvement of Higher Education, The State of Ohio
- 1986 – 1987 Software Specialist, Digital Equipment Corporation A/S, Oslo, Norway
- 1984 – 1985 Systems Analyst, A. Ahlström OY, Helsinki, Finland
- 1981 – 1984 2nd Lt., Royal Norwegian Army, Infantry Special Forces, Norway

RESEARCH and PUBLICATIONS:

Primary Research Areas:

1. Business Analytics: Social Networks, Communications Networks, and Transportation Networks
2. Service Science & Customer Satisfaction
3. Strategy: Management Challenges related to Information Systems and Technology, Entrepreneurship, Business Models, Value and Risk

Statistical Results from Publish or Perish Program (July 2, 2014):

Papers: 59, Citations:1413, Years:23, Cites/year:61.4, Cites/paper:26.7, Cites/author:466.3, Cites/author/year:20.3, Papers/author:20.3, Authors/paper:3.17, h-index:17, g-index:37, hc-index:10, hI-index:5.25, hI-norm:10, hI,annual:0.43, AWCR:123.51, AW-index:11.26, AWCRpA:38.5, e-index:32.2,hm-index:8.7 (Note: Similar results can be found in Google Scholar)

Journal Articles in Progress or Under Review:

- R1. Modeling Customer Satisfaction from Unstructured Data Using A Bayesian Approach (with M. Farhadloo and R.A. Patterson). Under review, *MISQ*, 2014
- R2. Demand Point Aggregation and Model Choice for Location Problems (with G. Holmes, A. Ingolfsson, and R.A. Patterson). Under review, *Journal on Computing (INFORMS)*, 2014.
- R3. Improving Propagation in Adaptable Networks (with R. Patterson, H. Hidaji, D. Zhadanov, R. Gopal). Under review, *POMS*, 2014.
- R4. Social Networks and Team Selection: Implications for Worker Productivity (with R. Patterson, D. Zhadanov, R. Gopal). In preparation.
- R5. A Relax and Cut Procedure for the Design of Robust Multi-Use Wide Area Networks (with R. Patterson, R. Gupta, and R. Chandrasekaran). In preparation for *IEE Transactions*.
- R6. Intellectual Property Development and Customer Satisfaction (with C. Kieliszewski, R. Patterson, and S. Spangler). In final preparation for submission. Joint work with IBM Research.
- R7. Impact of Adverse Events on the value of Intangible Assets (with B. Kolfal, L. Yeo, and R. Patterson). In preparation for journal submission.
- R8. Enterprise Risk Management: A Framework (with B. Mishra and M. Moore). January 2014.

Journal Articles (Peer Reviewed)

1. C. Yoon, C.Y. Jeong, and E. Rolland, Understanding Individual Adoption of Mobile Instant Messaging: A Multiple Perspectives Approach. **Information Technology & Management**, 2014 (in-press – processed and accepted by previous editor).
2. L. Yeo, E. Rolland, J. Rees-Ulmer, and R. Patterson. Risk Mitigation Decisions for IT Security. In **ACM Transactions of Management Information Systems**, Vol. 5, No. 1, 2014.
3. C. Yoon and E. Rolland, Understanding Continuance Use in Social Networking Services. In **Journal of Computer Information Systems**, 2014 (in-press).
4. E. Rolland, R.A. Patterson, P. Messinger, K.F. Ward, and A. Finn, Dual Rules for Service Evaluation. In **Service Science (INFORMS)**, Vol. 5, No. 4, December 2013. **Runner up, Best Paper Award, INFORMS 2014.**
5. R. Gopal, R. Patterson, E. Rolland, D. Zhdanov, The Social Network Meets Sherlock Holmes: Investigating the Missing Links of Fraud. **Computer Fraud & Security**, Vol. 2012, No.7, 2012.
6. C. Yoon, and E. Rolland, Knowledge-Sharing in Virtual Communities: Familiarity, Anonymity and Self-determination Theory. **Behaviour & Information Technology**, Vol. 31, No. 11, 2012.

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7. E. Rolland and B. Mishra, Enterprise Risk Management: Combating a Growing Organizational Threat. In the **Journal of Accountancy**, February 2, 2011.
8. E. Rolland, R. Patterson, and K.F. Ward, Boundary Decisions, Embeddedness, and the Co-Creation of Value. In the **Canadian Journal of Administrative Sciences**, Vol. 27, No. 1, 2010.
9. E. Rolland, R. Patterson, K.F. Ward, and B. Dodin, Decision Support For Disaster Management. In **Operations Management Research**, Vol. 3, No. 1-2, pp. 68-79, 2010.
10. E. Rolland, R. Patterson, and K.F. Ward, Dynamic Capabilities and e-Service. In the **Canadian Journal of Administrative Sciences**, Vol. 26, No. 4, December 2009, pp. 301-315.
11. L.C. Burr, R.A. Patterson, E. Rolland, and K.F. Ward, Integration of e-CRM in Healthcare Services: A Framework for Analysis. **International Journal of E-Business Research**, Vol.3, No.2, pp.1-12, 2007.
12. R. Patterson, E. Rolland, and L. Yeo, Security and Privacy in Outsourcing with Customer-Specified Risk Tolerance. In **The Electronic Journal for Ecommerce Tools and Applications**, October 2006.
13. S. Khoury and E. Rolland, A Conceptual Model for Explaining the IT Investment Paradox in the Banking Sector. In the **International Journal on Technology, Policy & Management**, Vol. 6, No. 3, pp. 309-326, 2006.
14. K. Ward, E. Rolland, and R. Patterson, Improving Outpatient Healthcare Quality: Understanding The Quality Dimensions. In **Health Care Management Review**, Vol. 30, No.4, pp. 361-371, 2005.
15. R. Barkhi, E. Rolland, J. Butler, and W. Fan, Decision Support System Induced Guidance for Model Formulation and Solution. In **Decision Support Systems**, Vol. 40, No. 2, pp. 269-281, 2005.
16. E. Rolland, R. Patterson, and D. Fedotova, The Free ISP Model And Spinway, Inc. In **INFORMS Transactions on Education**, Vol. 5, No. 3, pp. 55-63, 2005. Supplementary materials:
 - a. E. Rolland, R. Patterson, Teaching Notes and Case Questions: The Free ISP Model and Spinway, Inc. – Supplement A. In **INFORMS Transactions on Education**, Vol. 5, No. 3, pp. 68-69, 2005.
 - b. E. Rolland, R. Patterson, Case Discussion: The Free ISP Model and Spinway, Inc. Supplement - B. In **INFORMS Transactions on Education**, Vol. 5, No. 3, pp. 64-67, 2005.
17. H. Wang, V. Jacob, and E. Rolland, Design of efficient hybrid neural networks for flexible flow shop scheduling. In **Expert Systems**, Vol. 20, No. 4, pp. 208-231, 2003.
18. V. Jayaraman, R. Patterson, and E. Rolland, The Design of Reverse Distribution Networks: Models and Solution Procedures. **European Journal of Operation Research**, Vol.150, No.1, 2003.
19. R. Patterson and E. Rolland, The Cardinality Constrained Covering Traveling Salesman Problem. In **Computers & Operations Research**, Vol. 30, No. 1, pp. 97-116, 2003.
20. R. Patterson, & E. Rolland, A Decision Model For Configuration of Firm Boundaries in the Network Economy. **The Electronic Journal for E-Commerce: Tools & Applications**, Vol. 1, No. 2, 2002.
21. R. Patterson and E. Rolland, Hybrid Fiber-Coax (HFC) Network Design. In **Operations Research**, Vol. 50, No. 3, pp. 538-551, 2002.
22. C.H. Scott, O.G. Skelton, and E. Rolland, Tactical and Strategic Models for Satellite Customer Assignment. In **Journal of the Operational Research Society**, Vol. 51, No. 1, pp.61-71, Jan. 2000.
23. M. ElHafsi and E. Rolland, Negotiating Delivery Times in a Stochastic Manufacturing Environment. In **IIE Transactions**, Vol. 31, No. 3, pp. 255-270, 1999.
24. S. Erevelles, V. Horton, E. Rolland, and C. Huntley, Incorporating Geographic Information Systems Into Marketing Education. In **The Journal of Database Marketing**, Vol.6, No.4, pp. 357-371, 1999.
25. E. Rolland, A. Amiri, and R. Barkhi, Queueing Delay Guarantees in Bandwidth Packing. In **Computers and Operations Research**, Vol. 26, pp. 921-935, 1999.
26. H. Pirkul, R. Gupta and E. Rolland, VisOpt: A Visual Interactive Optimization Tool for P-Median Problems. In **Decision Support Systems**, Vol. 26, No. 3, pp. 209-223, 1999.

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27. R. Patterson, E. Rolland and H. Pirkul, A Memory Adaptive Reasoning Technique for Solving the Capacitated Minimum Spanning Tree Problem. In **Journal of Heuristics**, Vol. 5, pp. 159-180, 1999.
28. A. Amiri, E. Rolland, and R. Barkhi, Bandwidth Packing with Queuing Delay Costs: Bounding and Heuristic Solution Procedures. **European Journal of Operational Research**, Vol. 112, No. 3, pp. 635-645, (Feb. 1) 1999.
29. B. Dodin, A.A. Elimam, and E. Rolland, Tabu Search in Audit Scheduling. In the **European Journal of Operational Research**, Vol. 106, pp. 373-392, 1998.
30. K.E. Rosing, C.S. ReVelle, E. Rolland, D.A. Schilling, and J. Current, Heuristic Concentration and Tabu Search: A Head to Head Comparison. In the **European Journal of Operational Research**, Vol. 104, pp. 93-99, 1998.
31. R. Maghroori and E. Rolland, Strategic Leadership: The Art of Balancing Vision with Policy, Procedures, & External Environment. **The Journal of Leadership Studies**, Vol.4, No.2, pp.62-81, 1997.
32. E. Rolland, D.A. Schilling and J.R. Current, An Efficient Tabu Search Procedure for the P-Median Problem. In the **European Journal of Operational Research**, 96, pp. 329-342, 1996.
33. E. Rolland, H. Pirkul and F. Glover, Tabu Search for Graph Partitioning. In **Annals of Operations Research**, Vol. 63, pp. 209-232, 1996.
34. H. Pirkul and E. Rolland, New Heuristic Solution Procedures for the Uniform Graph Partitioning Problem: Extensions & Evaluation. **Computers & Operations Research**, Vol.21, No.8, 1994.
35. J.R. Current, H. Pirkul and E. Rolland, Efficient Algorithms for Solving The Shortest Covering Path Problem. In **Transportation Science**, Vol. 28, No. 4, pp. 317-328, 1994.

Book Chapters (Peer Reviewed)

1. T. Rosendahl, A. Egir and E. Rolland, How to Implement Multidisciplinary Work Processes in the Oil Industry; A Statoil Case, In **Integrated Operations in the Oil and Gas Industry: Sustainability and Capability Development**, T. Rosendahl and V. Hepsø (eds), IGI Global, Hershey, PA, 2013.
2. E. Rolland and R.H. Kim, Social Media and Management Communication, In **Management Communication: An Anthology**, Updated and Revised 2nd Ed., F. Moshiri (ed.), Cognella, San Diego, CA, 2012
3. E. Rolland and J. Gregg, Technology and Management Communication:
 - a. In **Management Communication: An Anthology**, Updated and Revised 2nd Ed., 2012.
 - b. In **Management Communication: An Anthology**, 2nd Ed., 2011.
 - c. In **Management Communication: An Anthology**, F. Moshiri (ed.), 2010.
4. B. Mishra and E. Rolland, A Strategic Framework for City Marketing: The SSRM. In **Information Communication Technologies and City Marketing: Digital Opportunities for Cities around the World**, M. Gasco-Hernandez, T. Torres-Coronas (eds.), Information Science Ref, Hershey, PA, 2009.
5. K. Ward, E. Rolland and R. Patterson, Managing the Customer Relationship: A Framework for e-CRM Analysis. **Emergent Strategies for E-Business Processes, Services and Implications: Advancing Corporate Framework**, Advances in E-Business Research Series, Vol.3, IGI-Global, 2009.
6. E. Rolland, R. Patterson and H. Pirkul, Memory Adaptive Reasoning and Greedy Assignment Techniques for the CMST. In **Metaheuristics: Advances and Trends in Local Search Paradigms for Optimization**, Voss, Martello, Osman & Roucairol (eds.), Kluwer Academic, pp. 487-498, 1999.
7. E. Rolland and R. Maghroori, Enhancing Corporate Investment Decisions for IS/T: The Role of Leadership Strategies. In **Measuring Information Technology Investment Payoff: Contemporary Approaches**, M.A. Mahmood (ed.), pp.266-281, IDEA Group Publishing, Hershey, PA, 1999.

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8. E. Rolland and H. Pirkul, Heuristic Solution Procedures for the Graph Partitioning Problem. In *Computer Science and Operations Research: New Developments in Their Interfaces*, O. Balchi, R. Sharda and S. Zenios (eds.), Pergamon Press, UK, pp. 475-490, 1992.

Conference Papers (Peer Reviewed)

1. H. Hidaji, R. Gopal, R. Patterson, E. Rolland, D. Zhadanov, Information Sharing in Web Services. In the *Proceedings of the Workshop on Information Technology and Systems*, December 2014.
2. H. Hidaji, R. Gopal, R. Patterson, E. Rolland, D. Zhadanov, Improving Cascade Propagation in Adaptable Network, INFORMS CIST, November 2014.
3. M. Farhadloo, E. Rolland, and R. Patterson, Customers are from Mars, Managers are from Venus: Deriving Customer Satisfaction Drivers from Online Reviews, INFORMS CIST, November 2014.
4. M. Farhadloo and E. Rolland, Multi-Class Sentiment Analysis with Clustering and Score Representation. *Proceedings of the IEEE International Conference on Data Mining*, Dec. 2013.
5. H. Hidaji, R. Patterson, E. Rolland, D. Zhadanov, and R. Gopal, Improving Message Propagation in Social Networks. In the *Proceedings of the Workshop on Information Technology and Systems*, December 2013. **Best paper award** (poster presentation)
6. E. Rolland, M. Farhadloo, and R. Patterson, Automated Discovery of Customer Opinions using Aspect Level Analysis, In *8th INFORMS Workshop on Data Mining and Health Informatics*, Minneapolis, MN, October 2013.
7. T. Rosendahl, A. Egir and E. Rolland, Multi-Disciplinary Teams and the Oil Industry: A Concurrent Design Implementation at Statoil. In the *Proceedings of the International Academy of Management and Business*, San Diego, California, January 2008.
8. E. Rolland, K. Ward and R. Patterson, Managing Service Quality: A Framework for Evaluating Customer-Organization Interaction. In the *Proceedings of the Western Academy of Management*, Long Beach, CA, March 30 – April 1, 2006.
9. K. Ward, E. Rolland, and R. Patterson, Healthcare Quality: A Conceptual Framework for Patient Satisfaction. In the *Proceedings of the Western Academy of Management*, Alyeska, Alaska, April 2004. **Best Paper Nominee**
10. K. Ward, E. Rolland, and R. Patterson, Dimensions of Outpatient Healthcare Quality: A Managerial Perspective of Patient Perceptions. In *Proceedings of the Academy of Management*, New Orleans, LA, August 2004. (abstract)
11. E. Rolland and R. Patterson, Classification in Online Pay-For-Performance Advertising. In *The Workshop on Information Technology and Systems*, ICIS, Seattle, WA, pp. 219-224, December 2003.
12. S. Soni, R. Patterson, and E. Rolland, Path Selection With Protection For Existing Telecommunication Networks With Pre-Specified Alternative Paths, In *Proceedings of the 10th International Conference on Telecommunication Systems*, pp. 605-608, Nashville, TN, October 2002.
13. S. Khoury and E. Rolland, Technology, Firm Boundaries and Productivity Issues in the U.S. Banking Industry, *The Proceedings of the Global Investors Forum*, Montreaux, Switzerland, May, 2001.
14. J. Gerdes and E. Rolland, WWW: What Went Wrong -- An Analysis of the Apparent Collapse of the Dot Coms. In *Proceedings of the 3rd International Conference on Telecommunications and Electronic Commerce*, November 2000.
15. E. Rolland and R. Patterson, A DSS for Firm-Level Restructuring in the Electronic Economy. In *Proceedings of the 5th INFORMS Conference on Information Systems and Technology*, October 2000.
16. E. Rolland, V. Jacob, and H. Wang, Design of Efficient Hybrid Neural Networks For Flexible Flow Show Scheduling. *Proceedings of the Workshop on Information Technology and Systems*, Dec. 1999.

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17. E. Rolland and R. Patterson, The Hybrid Fiber Co-axial Network Design Problem. In *The 1999 Workshop on Information Technology and Systems (WITS)*, ICIS, December 1999.
18. E. Rolland, A. Amiri and R. Barkhi, Integrated Design of Topology, Queueing Delay Guarantees in Bandwidth Packing. *Proceedings of the 3rd INFORMS Conference on Information Systems and Technology*, April 1998.
19. V. Jayaraman, R. Patterson and E. Rolland, The Design of Reverse Distribution Networks: Model and Solution Procedure. *Proceedings of the 3rd INFORMS Conference on Information Systems and Technology*, pp. 279-283, April 1998.
20. R. Patterson and E. Rolland, Integrated Design of Topology, Concentrator Locations, and Capacity Selection for Tree-Star Access Networks. In *Proceedings of the 6th International Conference on Telecommunication Systems*, pp. 4-12, March 1998.
21. S. Erevelles, V. Horton, E. Rolland, C. Huntley and S-F. Chen, Geographic Information Systems in Marketing, in *Expanding Marketing Horizons Into The 21st Century*, *Proceedings of The Association of Marketing Theory and Practice*, Vol. 7, pp. 29-38, 1998.
22. E. Rolland, R. Patterson, and H. Pirkul, Memory Adaptive Reasoning and GRASP Techniques for the Capacitated Minimum Spanning Tree Problem. In *Proceedings of the 2nd Metaheuristics International Conference*, pp. 33-40, Antibes, France, July 1997.
23. R. Patterson, E. Rolland and H. Pirkul, A Memory Based Heuristic for the Capacitated Minimum Spanning Tree Problem. In *Proceedings of the 5th International Conference on Telecommunication Systems*, pp. 1-13, March 1997.
24. E. Rolland and H. Pirkul, An Efficient Real-Time Algorithm for Diagnostic Reasoning in Expert Systems. In *Proceedings of the International Association for Computer Information Systems*, pp. 561-569, September 1996.
25. E. Rolland and R. Gupta, New Linkages Between GIS and Combinatorial Optimization. In *Proceedings of the 2nd Americas Conference on Information Systems*, Association for Information Systems, pp. 512-514, August 1996.
26. E. Rolland and R. Maghroori, Alternative Leadership Strategies for Information Systems Management. In *Proceedings of the 1st INFORMS Conference on Information Systems and Technology*, pp. 98-104, May 1996.

Edited Volumes, Abstracts, and Other Publications

1. R. Patterson and E. Rolland (eds.), *Proceedings of the 20th Workshop on Information Technology and Systems (WITS)*, St. Louis, MO, December 2010.
2. E. Rolland and R. Patterson, A Taxonomy of Problem Solving and Heuristic Search. University of Alberta, March 15, 2010. (Technical Report)
3. B. Mishra and E. Rolland, A Framework for Enterprise Risk Identification & Management. The American Institute for Certified Public Accountants, December 13, 2009. (Research Report)
4. G.K. Tayi and E. Rolland, Special Issue on Communication Networks: Design and Management, **Information Technology and Management**, Vol. 4, No. 1, 2003.
5. R. Patterson, E. Rolland, R. Barr, and G.W. Ester, Special Issue on Telecommunications Grooming, **Optical Networks**, Vol. 2, No. 3, The International Society for Optical Engineering, May/June 2001.
6. E. Rolland and N.S.U. Umanath (eds.), *Proceedings of the 4th Conference on Information Systems and Technology (INFORMS)*, Cincinnati, OH, May 1999.
7. E. Rolland, R. Patterson and B. Dodin, A Memory Adaptive Reasoning Technique for Solving the Audit Scheduling Problem. In Social Science Network Electronic Library – Accounting Research Network, April 3, 1998. (abstract)

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8. E. Rolland, The Frontiers of Expert Systems and Artificial Intelligence, by E.J. Dudewicz et al. (eds.). In **The European Journal of Operational Research**, October 1991.
9. E. Rolland, Scientific Workplace. In INFORMS Computer Science Technical Section Newsletter, Vol. 16, No. 2, pp.3, 6 & 15, 1995.
10. E. Rolland, Reference Software for Academic Research. In Operations Research Society of America - Computer Science Technical Section Newsletter, Vol. 15, No. 1, pp. 9 & 20, 1994.
11. E. Rolland, Computing Strategies. In Operations Research Society of America - Computer Science Technical Section Newsletter, Vol. 14, No. 2, pp. 4 & 28, 1993.
12. E. Rolland, Portable Computing. In Operations Research Society of America - Computer Science Technical Section Newsletter, Vol. 14, No. 1, p. 4, 1993.

Academic Conference Presentations

- P1. "Improving Cascade Propagation in Adaptable Network", INFORMS CIST, November 2014.
- P2. "Customers are from Mars, Managers are from Venus: Deriving Customer Satisfaction Drivers from Online Reviews", INFORMS CIST, November 2014.
- P3. "Multi-Class Sentiment Analysis with Clustering and Score Representation", *IEEE International Conference on Data Mining (ICDM)*, Dallas, Texas, December 2013.
- P4. "Improving Message Propagation in Social Networks", *Workshop on Information Technology and Systems (WITS)*, Milan, Italy, December 2013. **BEST POSTER PAPER AWARD.**
- P5. "Automated Discovery of Customer Opinions using Aspect Level Analysis", 8th INFORMS Workshop on Data Mining and Health Informatics, Minneapolis, MN, October 2013.
- P6. "Social Networks and Team Selection: Implications for Worker Productivity", Statistical Challenges in eCommerce Research (SCECR), Lisbon, Portugal, June 28, 2013.
- P7. "Minimum Cost Edge-Addition Social Network Diffusion Problem", 2013 Alberta Research Conference on Operations, University of Alberta, Edmonton, Alberta, April 2013.
- P8. "Model Specification and Data Aggregation in Location Problems", 2013 INFORMS Computing Society Conference, Albuquerque, NM, January 2013.
- P9. "Algorithmic Approaches to Fraud Prevention and Investigation", 2012, INFORMS, Phoenix, AZ, October 2012.
- P10. "Impact of Model Choice, Aggregation, and Data Preparation for an EMS Station Location Model", INFORMS, Austin, Texas, November 7, 2010.
- P11. "Risk Mitigation Decisions for IT Security", 2010 Workshop on IT Security, University of Alberta, May 29th, 2010.
- P12. "Solution Quality, Bounding, and Strong & Weak Formulations", Ph.D. Seminar, University of Alberta, Department of Accounting & MIS, January 27, 2010.
- P13. "Enterprise Agility and Logistics Optimization", Optimization for Logistics Planning Workshop, UC Davis, October 10, 2009.
- P14. "Multi-Disciplinary Teams and the Oil Industry: A Concurrent Design Implementation at Statoil", The 4th International Academy of Management and Business Conference, San Diego, CA, January 2008.
- P15. Discussant, Major findings from the Conference: Symposium on E-Commerce and E-Business in China (SEEC), At the Ninth International Conference on E-Commerce (ICEC 2007), Minneapolis, MN, USA, August 19, 2007.
- P16. Discussant, Collaborative Research for the Study of E-Commerce and E-Business in China, At the Ninth International Conference on E-Commerce (ICEC 2007), Minneapolis, MN, USA, August 10, 2007.

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- P17. “*MIS Research*”, Department of MIS, Shanghai Jiao Tong University, Shanghai, China, October 2006.
- P18. “*The Structure of MIS*”, Department of MIS, Shanghai Jiao Tong University, Shanghai, China, April 2006.
- P19. “*Service Management in the Global Economy*”, The Drucker Center, College of Business, Nanjing University, Nanjing, China, April 2006.
- P20. “*The Structure of the MIS Research Discipline*”, MIS Research Colloquium, Department of Accounting and MIS, University of Alberta, Edmonton, Canada, January 2005.
- P21. “*Dimensions of Outpatient Healthcare Quality: A Managerial Perspective of Patient Perceptions*”, Academy of Management, New Orleans, LA, August 2004.
- P22. “*Healthcare Quality: A Conceptual Framework for Patient Satisfaction*”, Western Academy of Management, Alyeska, Alaska, April 2004. **BEST PAPER NOMINEE.**
- P23. “*Classification in Online Pay-For-Performance Advertising*”, the 2003 Workshop on Information Technology and Systems, ICIS, Seattle, WA, December 2003.
- P24. “*Bertrand Competition and Internet Pricing: Rethinking the E-Commerce Business Model*”, Department of Accounting and MIS, University of Alberta, Edmonton, Canada, April 2002.
- P25. “*Technology Investments and Boundary Decision for the Banking Sector*”, The Lebanese Association of Banks (ABL), Beirut, Lebanon, December 2001.
- P26. “*The Information Technology Productivity Paradox and the Banking Sector: Its Existence and Possible Explanations*”, Hawaii International Conference on Business, Honolulu, Hawaii, June 2002.
- P27. “*Are Prices Really Lower on the Internet*”, INFORMS International Conference, Maui, Hawaii, June 2001.
- P28. “*Technology, Firm Boundaries And Productivity Issues In The U.S. Banking Industry*”, Global Investors Forum, Montreaux, Switzerland, May 2001.
- P29. “*Are Prices Lower on the Internet*”, presented at the Anderson School, UCLA, February 2001.
- P30. “*WWW: What Went Wrong -- An Analysis of the Apparent Collapse of the Dot Coms*”, presented at the Anderson School, UCLA, February 2001.
- P31. “*A DSS for Firm-Level Restructuring in the Electronic Economy*”, presented at the 5th INFORMS Conference on Information Systems and Technology, San Antonio, Texas, Nov. 2000.
- P32. “*WWW: What Went Wrong -- An Analysis of the Apparent Collapse of the Dot Coms*”, presented at INFORMS, San Antonio, Texas, Nov. 2000.
- P33. “*e-Transformation and Strategy*”, a series of 6 public lectures given at Samsung Corporation, Seoul, Korea, September 2000.
- P34. “*Firm-Level Restructuring in the Electronic Economy*”, 12th Annual DIS Meeting, Sabanci University & University of Florida, Istanbul, Turkey, July 2000.
- P35. “*E-Commerce and Product Pricing*”, Research Seminar Series, School of Information Systems, Claremont Graduate University, Claremont, CA, April 2000.
- P36. “*Search, Greedy Heuristics And Adaptive Reasoning: An Application for the ASP Market*”, Bourns College of Engineering, Computer Science Colloquium, University of California, Riverside, CA, Feb. 7, 2000.
- P37. “*The Cardinality Constrained Covering Traveling Salesman Problem*”, INFORMS Computing Society Conference, Cancun, Mexico, January 2000.
- P38. “*Design of Efficient Hybrid Neural Networks For Flexible Flow Show Scheduling*”, Workshop on Information Technology and Systems (WITS), ICIS, Charlotte, NC, December 1999.

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- P39. “*The Hybrid Fiber Co-axial Network Design Problem*”, Workshop on Information Technology and Systems (WITS), ICIS, Charlotte, NC, December 1999.
- P40. “*Heuristic Search and ART*”, invited panel presentation, INFORMS Spring, Cincinnati, OH, May 1999.
- P41. “*Satellite Management*”, presented at the Ph.D. Seminar Series, Department of Accounting & Information Systems, Pamplin School of Business, Virginia Tech., September 1998.
- P42. “*Queueing Delay Guarantees in Bandwidth Packing*”, presented at the 3rd INFORMS Conference on Information Systems & Technology, Montreal, Canada, April 1998.
- P43. “*The Design of Reverse Distribution Networks: Model and Solution Procedure*”, presented at the 3rd INFORMS Conference on Information Systems & Technology, Montreal, Canada, April 1998.
- P44. “*Integrated Design of Topology, Concentrator Locations, and Capacity Selection for Tree-Star Access Networks*”, presented at the 6th International Conference on Telecommunication Systems, Nashville, TN, March 5-8, 1998.
- P45. “*Optimizing Water Management Operations*”, presented at the INFORMS CSTD meeting in Monterey, CA, January 1998.
- P46. “*Memory Based Heuristics and Grasp for Audit Scheduling*”, presented at the INFORMS CSTD meeting in Monterey, CA, January 1998.
- P47. “*New Heuristics for the Capacitated Minimum Spanning Tree Problem*”, presented at the INFORMS CSTD meeting in Monterey, CA, January 1998.
- P48. “*The CMST Tree-Star Problem*”, presented at the INFORMS meeting in Dallas, TX, November 1997.
- P49. “*ART, GRASP and Audit Scheduling*”, presented at the INFORMS meeting in Dallas, TX, November 1997.
- P50. “*Memory Adaptive Reasoning and Greedy Assignment Techniques for the CMST*”, presented at the Second Metaheuristics International Conference, Antibes, France, July 1997.
- P51. “*New Heuristics for the Capacitated Minimum Spanning Tree Problem*”, presented at the EURO-INFORMS Joint International Conference, Barcelona, Spain, July 1997.
- P52. “*Path Assignment in Call Routing*”, presented at the INFORMS meeting in San Diego, CA, May 5, 1997.
- P53. “*A Memory Based Constraint Addition Heuristic for the Capacitated Minimum Spanning Tree Problem*”, presented at the INFORMS meeting in San Diego, CA, May 5, 1997.
- P54. “*A Memory Adaptive Reasoning Technique for Solving the Audit Scheduling Problem*”, presented at the Workshop on Scheduling & Heuristic Search, AGSM, University of California, Riverside, CA, May 8, 1997.
- P55. “*The Role of Quantitative Methods in Satellite Communications Management*”, presented at The Department of Statistics, Ph.D. Seminar Series, University of California, Riverside, CA, April 29, 1997.
- P56. “*Memory Based Constraint Addition for the Capacitated Minimum Spanning Tree Problem*”, presented at the 5th International Conference on Telecommunication Systems, Nashville, TN, March 20-23, 1997.
- P57. “*Models and Heuristic Solution Procedures for Satellite Customer Assignment*”, presented at Accounting & MIS Departmental Research Seminar Series, Fisher College of Business, Ohio State University, Columbus, OH, February 1997.
- P58. “*An Efficient Real-Time Algorithm for Diagnostic Reasoning in Expert Systems*”, presented at International Association for Information Systems, Las Vegas, NV, September 1996.

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- P59. “*New Linkages Between GIS and Combinatorial Optimization*”, presented at the Second Americas Conference for Information Systems (AIS), Phoenix, Arizona, August 1996.
- P60. “*A Tabu Search Method for Constrained Real-Number Search: Applications to Portfolio Selection*”, presented at the School of Management, University of Texas at Dallas, June 1996.
- P61. “*Tabu Search for Audit Scheduling*”, presented at the INFORMS Conference in Washington, DC, May 1996.
- P62. “*Alternative Leadership Strategies for Information Systems Management*”, presented at the First INFORMS Conference on Information Systems & Technology, Washington, DC, May 1996.
- P63. “*A Strategic Model for Satellite Customer Assignment*”, presented at the INFORMS Conference in Washington, DC, May 1996.
- P64. “*Tabu Search for Set-Covering Problems*”, presented at the INFORMS Computer Science Technical Section Conference in Dallas, Texas, January 1996.
- P65. “*Tabu Search for Audit Scheduling*”, presented at the INFORMS (ORSA/TIMS) in New Orleans, Louisiana, October 1995.
- P66. “*Tabu Search and algorithm Animation: the case of the p-median problem*”, presented at the Bourns College of Engineering, Computer Science Colloquium, October 1995.
- P67. “*A Tabu Search Method for Constrained Real Number Search*”, presented at the First Metaheuristics International Conference, Breckenridge, Colorado, July 1995.
- P68. “*Visualization in Optimization*”, presented at the Graduate School of Management, University of California at Irvine, February 1995.
- P69. “*Visual vs. ‘Real’ Optimization*”, presented at the International Federation of Operations Research Society SPC-3 meeting (IFORS - SPC3), Santa Monica, California, January 1995.
- P70. “*Heuristic Search Techniques Applications in Finance*”, presented at the Norwegian Institute of Technology, Trondheim, Norway, November 1994.
- P71. “*Diagnostic Reasoning & Expert Systems Applications*”, presented at Computas Expert Systems, Oslo, Norway, November 1994.
- P72. “*Abstract Heuristic Search for Financial Applications*”, presented at the Fall ORSA/TIMS meeting in Detroit, Michigan, October 1994.
- P73. “*Constrained Genetic Search for Real Numbers: Applications to Portfolio Selection Problems with Higher Moments*”, presented at the Mathematical Programming Society’s International Symposium, Ann Arbor, Michigan, August 1994.
- P74. “*Skewness and the Mean-Variance Frontier: A Genetic Algorithm Approach*”, research seminar at the A. Gary Anderson Graduate School of Management, May 1994.
- P75. “*Information Technology: Vertical & Horizontal Integration in Health Care Organizations*”, presented at the 3rd Annual Inland Empire Health Care Management Conference, Riverside, California, May 1994.
- P76. “*Skewness and the Mean-Variance Frontier: A Genetic Algorithm Approach*”, presented at the fall ORSA/TIMS meeting in Phoenix, Arizona, November 1993.
- P77. “*Heuristic Search Applications in Location Analysis and Modeling*”, presented at the International Federation of Operations Research Society (IFORS), Lisbon, Portugal, July 1993.
- P78. “*Interactive Heuristic Search Methods*”, ORSA/TIMS, Chicago, Illinois, May 1993.
- P79. “*Automated Reasoning and Abstract Heuristic Search: Applications in Diagnosis*”, presented at the Claremont Graduate School, Claremont, California, February 1993.
- P80. “*A Computationally Efficient Approach to Test Ordering and Diagnosis*”, presented at the Fall ORSA/TIMS meeting in San Francisco, California, November 1992.

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- P81. "New Heuristics for the Set-Covering Problem", presented at the Fall ORSA/TIMS meeting in San Francisco, California, November 1992.
- P82. "Visual Optimization - An Interactive, Cognitive Approach", presented at the EURO XII/TIMS XXXI meeting in Helsinki, Finland, July 1992.
- P83. "Tabu Search for Diagnosis and Covering Problems", presented at the Graduate School of Management, University of California-Riverside, June 1992.
- P84. "Heuristic Solution Procedures for the Graph Partitioning Problem", presented at the ORSA Computer Science Technical Section's Conference in Williamsburg, Virginia, January 1992.
- P85. "Abstract Heuristic Search Methods for Diagnosis and Covering Problems", presented at the Fall ORSA/TIMS meeting in Anaheim, California, November 1991.
- P86. "Abstract Heuristic Search for the Multiple Graph Partitioning Problem", presented at the Fall ORSA/TIMS meeting in Anaheim, California, November 1991.
- P87. "Heuristic Search: Mathematical Programming vs. Genetic Algorithms", presented at the Spring ORSA/TIMS meeting in Nashville, Tennessee, May 1991.
- P88. "Problem Abstraction in Model Management", ORSA/TIMS meeting in New York, New York, October 1989.

EDITORIAL POSITIONS:

Editor-In-Chief:

2012 – *The Journal of Information Technology and Management* (Springer)

Associate Editor:

1997 – 2012 *Information Technology and Management*
2011 – 2014 *Decision Sciences*
2005 – *International Journal of Business Information Systems*
2001 – *Electronic Commerce Research and Applications (ECRA)*
2001 – *Electronic Journal On E-Commerce Tools and Applications*
2000 – 2002 *Operations Research (INFORMS)*
2000 – 2003 *Journal of Intelligent Sys. in Accounting Finance & Management*
1995 – 2000 *Journal on Computing (INFORMS)*
1994 – 2001 *Journal of Heuristics*
1995 – 1997 *International Journal of Computational Intelligence and Organizations*

RESEARCH GRANTS:

1. 2014: PI, NSF-RED In Process
2. 2014: PI, State of California, California Parks Institute Granted, \$735,000
3. 2013: co-PI, The Blackstone Charitable Foundation, *Entrepreneurship and Innovation for Regional Growth* Applied \$197,500
4. 2012: co-PI, US Economic Development Administration, I6 Challenge Grant, UC Davis, UC Merced, Applied \$1.2 million
5. 2012: co-PI, NSF IGERT, *Managing Global Energy Markets: From Basic Science to Entrepreneurial Activity*, UC Solar, UC Merced, Applied \$2.1 million
6. 2012: Collaborator, NFS Research Collaboration Networks Grant, Dr. Mark Brown, Molecular Oncology, Colorado State University. Not Funded

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7. 2011: IBM Faculty Research Award	Granted \$10,000
8. 2008-2009: AICPA, Management Accounting Award	Granted \$13,000
9. 2000: Software Grant, ESRI (\$7,000)	Granted \$7,000
10. 2000: Software Grant, Orenberg International	Granted \$577,000
11. 2000-2001: Project Grant, Spinway Communications	Completed
12. 1997-1998: The Ohio State University Seed Grant	Granted \$13,000
13. 1997: Riverside County Transportation Commission	Granted \$10,000
14. 1996-1997: Riverside County Economic Development Agency	Granted \$55,000
15. 1995-1996: California Department of Conservation	Granted \$100,000
16. 1994-1995: Los Angeles County Metropolitan Transport Authority	Granted \$25,000
17. 1995-1996: Regent's Faculty Fellowship, University of California	
18. 1991-2011: Academic Senate Research Grants, UC Riverside annually	\$1,500-\$3,000

SERVICE TO THE PROFESSION:

Offices held (non-editorial):

- Secretary/Treasurer, *INFORMS Information Systems Society*, 1997 - 2000.
- Vice President, Special Initiatives, *INFORMS Information Systems Society*, 2000-2002.
- Board Member, *INFORMS Computing Society*, 1999 – 2002.

Conference Chairs:

- Conference Co-Chair, *WITS 2010*, St. Louis Missouri, December 2010.
- Conference Co-Chair, *Annual Workshop on IT Security*, Edmonton, AB, Canada, April 2010.
- Research Papers Chair, *4th International Conference, Association for Information Systems (AMCIS)*, Long Beach, CA, August 2000.
- Conference Chair, *INFORMS 4th Joint Conference on Information Systems and Technology (CIST)*, INFORMS, Cincinnati, Ohio, May 1999.
- Workshop Organizer/Chair, *International Workshop on Scheduling & Heuristic Search, AGSM*, University of California, Riverside, CA, May 8, 1997.

Program Committees:

- Program Committee, *Workshop On Information Technologies And Systems (WITS)*, 1999 - 2005, 2009 - 2014.
- Program Committee Member, *INFORMS Conference on Information Systems and Technology*, 1996 - 2006, 2010-2013.
- Program Committee Member, *INFORMS Computing Society Conference*, 1998-2005, 2013.
- International Program Committee Member, *International Conference on e-Business*, Seville, Spain, 2011 - 2014.
- International Program Committee Member, *International Conference on Electronic Commerce*, 1998 - 2003, 2007, 2011, 2014.
- Scientific Program Committee Member, *e-Society*, 2004 – 2014.
- Program Committee Member, *The Second Conference of the Business, Information and Management Academy (BIMA 2008)*, Sharjah, United Arab Emirates, March 2008.

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- Program Committee Member, Symposium on E-Commerce and E-Business in China (SEEC), At the Ninth International Conference on E-Commerce (ICEC 2007), Minneapolis, MN, USA, August 19-22, 2007
- Program Committee Member, *International Conference Information Systems (ICIS)*, 1999.

Program Cluster Chair:

- Cluster chairperson for Artificial Intelligence cluster at the INFORMS meeting in New Orleans, Louisiana, October 1995.
- Cluster chairperson for Management Science & Computer Science cluster at the International TIMS meeting in Anchorage, Alaska, June 1994.

Session Chair:

- Session Chairperson for Heuristic Search, *INFORMS*, Seattle, WA, November 1998.
- Session Chairperson for Systems Analysis & Design, *INFORMS*, Montreal, Canada, April 1998.
- Session Chairperson for New Advances in Memory-Based Search, *INFORMS Computer Science Technical Section's Conference*, Monterey, California, January 1998.
- Session Chairperson for Heuristic Search, *INFORMS*, Dallas, Texas, November 1997.
- Session Chairperson for Heuristic Search, *INFORMS*, San Diego, CA, May 1997.
- Session Chairperson for OR and Telecommunications, *EURO-INFORMS*, Barcelona, Spain, July 1997.
- Session Chairperson for the GIS Sub track, *Association for Information Systems Conference* in Phoenix, AZ, August 1996.
- Session Chairperson for IS/T Strategy, *First INFORMS Conference on Information Technology*, Washington D.C., May 1996.
- Session Chairperson for the Heuristic Search for Assignment & Scheduling at the *INFORMS* conference in Washington D.C., May 1996.
- Session Chairperson for the Heuristic Search Applications in Finance at the *INFORMS (ORSA/TIMS)* in New Orleans, Louisiana, October 1995.
- Session Chairperson for the Modeling Languages session at the *ORSA Computer Science Technical Section's Conference* in Williamsburg, Virginia, January 1994.
- Session Chairperson for the Abstract Heuristic Search session at *ORSA/TIMS* in Phoenix, Arizona, November 1993.
- Session Chairperson for the Abstract Heuristic Search session at *ORSA/TIMS* in Chicago, Illinois, May 1993.
- Session Chairperson for the Heuristic Search session at *ORSA/TIMS* in San Francisco, California, November 1992.
- Session Chairperson for the Geographic Information Systems and Management Support session at *EURO TIMS* in Helsinki, Finland, June 1992.
- Session Chairperson for the Intelligent Systems session at *ORSA/TIMS* in Anaheim, California, November 1991.
- Session Chairperson for the AI/OR Interfaces session at *ORSA/TIMS* in Nashville, Tennessee, May 1991.

TEACHING EXPERIENCE:

Undergraduate:

1. Information Systems/Introduction to MIS
2. Business Models
3. Electronic Commerce
4. Decision Modeling
5. Systems Analysis
6. Database Management
7. Information Technology Management
8. Telecommunications Management
9. Statistics for Management
10. Operations & Supply Chains
11. Expert Systems

Graduate:

1. Information Systems
2. Business Analytics
3. Business Models
4. Management Capstone (integration course)
5. Systems Analysis
6. Entrepreneurship
7. Database Management
8. Project Management
9. Telecommunications Management
10. Visualization & Management Decision Making
11. Entrepreneurship (including seminars, various courses)

Executive MBA:

1. Business Model Innovation
2. Project Management
3. Leadership
4. Resource Management
5. Risk Management
6. Technology Management & Strategy

Ph.D.:

1. Seminars in Business Analytics
2. Seminars in Information Systems Research
3. Seminars in Heuristic Search