



## ARIE SEGEV

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<http://haas.berkeley.edu/~segev>

### Summary

- ❑ Professor & Director, [Fisher Center for Information Technology and Marketplace Transformation \(CITM\)](#) . Industry Sponsored Research and Outreach Activities.
- ❑ Research areas: eBusiness models and technologies; enabling eBusiness transformation; information management and quality; eNegotiation, eCoordination and eCollaboration with applications to eProcurement, intelligent manufacturing, CRM and channel integration, and architectural design and construction.
- ❑ Teaching interests include enabling eBusiness transformation, business-to-business eCommerce, information management
- ❑ Editorial boards of major journals
- ❑ Numerous academic and industry invited talks and other presentations
- ❑ Major conference organizing roles
- ❑ Extensive experience in designing, implementing and managing industry-oriented research center's programs and conferences
- ❑ Significant consulting, advisory board memberships, and other collaborative roles with industry and government in the areas of eBusiness and information management

### EDUCATION

- 1984 Ph.D. in Computers and Information Systems, Graduate School of Management, The University of Rochester
- 1981 M.S. in Operations Research, The University of Rochester.
- 1979 M.Sc. in Industrial and Management Engineering, Technion-Israel Institute of Technology, Haifa, Israel (Area of concentration MIS).
- 1977 B.Sc. in Industrial and Management Engineering, Technion-Israel Institute of Technology, Haifa, Israel.

### ACADEMIC APPOINTMENTS

#### **Haas School of Business, University of California, Berkeley:**

- Full Professor (1996 - Present)
- Tenured Associate Professor (1990 - 1996)
- Assistant Professor (1984 -1990)
- Acting Assistant Professor (1983 -1984)

## Lecturer:

- Graduate School of Management, University of Rochester (1981 - 1983)
- School of Technicians and Associate Engineers, Department of Industrial Engineering, Technion, Israel (1978-1979)

## OTHER APPOINTMENTS

- 1994 – Present            Director, The Fisher Center for Information Technology & Marketplace Transformation (formerly The Fisher Center for Management & Information Technology), Haas School of Business, The University of California, Berkeley
- 1988-94                    Director, Information Technology Management Program, Center for Research in Management, The University of California, Berkeley
- 1987-Present            Lawrence Berkeley National Laboratory, research position with the Computer Science Research & Development department

## REFEREED PUBLICATIONS:

1. "Methodologies for the design of negotiation protocols for E-markets" (with Martin Bichler); To appear in *Computer Networks* (Special issue on eBusiness Systems), 2001
2. "Optimal Design of Internet-based Auctions" (with C. Beam and J. Shanthikumar). *Information Technology and Management*, 2, 121-163, 2001.
3. "B2B Procurement and Marketplace Transformation" (with J. Gebauer); *Information Technology and Management*, 2, pp. 241-260, 2000.
4. "Emerging Technologies to Support Indirect Procurement: Two Case Studies from the Petroleum Industry" (with J. Gebauer); *Information Technology and Management*, 1, pp. 107-128, 2000.
5. "On Negotiations and Deal Making in Electronic Markets" (with C. Beam, M Bichler, and R. Krishnan); *Information Systems Frontiers*, 1:3, pp. 241-258, 1999.
6. "Internet-based Electronic Markets" (with J. Gebauer and F. Faerber); *International Journal of Electronic Markets*, 1999.
7. "Brokering Strategies in Electronic Commerce Markets" (with C. Beam). *ACM Electronic Commerce Conference*, Denver, Colorado, November 1999.
8. "Multi-Vendor Electronic Catalogs to Support Procurement: Current Practice and Future Directions" (with M. Ginsburg and J. Gebauer), *Bled Conference on Electronic Commerce*, Slovenia, June 1999.
9. "Multi-attribute auctions for electronic procurement" (with M. Bichler, M. Kaukal, and A. Segev), *IBM Advanced Commerce Institute Workshop on Internet Based Negotiation Technologies*, March 1999.
10. "An Electronic Broker for Business-to-Business Electronic Commerce" (with M. Bichler and C. Beam), *International Journal of Cooperative Information Systems*, 1999..
11. "Emerging Practices in Internet-Based Auctions" (with C. Beam), *International Conference on Telecommunications and Electronic Commerce*, 1999.
12. "A Brokerage Framework for Internet Commerce" (with M. Bichler), *Journal of Parallel and Distributed Databases*, 1999.
13. "A Bigger Picture of Internet Security -- The Case of Bank of America" (with J. Porra and M. Roldan), *Communications of the ACM*, 41:10, pp. 81-87, 1998.

14. "Impact of the Internet on Purchasing Practices" (with C. Beam & J. Gebauer), *Acquisition Review Quarterly (ARQ) Special Issue on Managing Radical Change*, 5:2, pp. 167-184, Spring 1998.
15. Bichler, M.; Beam, C.; Segev, A.: "OFFER: A Broker-centered Object Framework for Electronic Requisitioning, *IFIP Workshop on Trends in Distributed Systems*, Hamburg, Germany, 1998.
16. "The Architecture and Construction of a Business Event Manager" (with A. Patankar). *Temporal Databases: Research and Practice* (Etzion, Jajodia, and Sripada, eds.), Springer-Verlag, 1998.
17. "Automated Negotiation in Electronic Commerce: Electronic Catalogs and Auctions" (with C. Beam), *Proceedings of the 3d International Workshop on Next Generation Information Technology & Systems (NGITS)*, 1997.
18. "Internet-Based EDI Strategy" (with J. Porra & M. Roldan), *Decision Support Systems*, Vol 21, No. 3, pp. 157-170, November 1997.
19. "Business Transformation in Electronic Commerce: A Study of Sectoral and Regional Trends", (with S. Dutta & S. Kwan), *European Management Journal*, October 1997.
20. "Automated Negotiations: A Survey of the State of the Art" (with C. Beam), Special Issue on Electronic Commerce and Networks, *The German Information Systems Journal*, 1997.
21. "The Impact of Electronic Commerce on the Travel Industry" (with M. Bloch). HICCS '97.
22. "Data Management in CIM Systems-- A Mobile Object Approach" (with A. Patankar). *The Journal of Integrated Computer-Aided Engineering*. 1996.
23. "A Framework for Join Indexing Techniques in Expert Database Systems" (with L. Zhao). *IEEE Transactions on Knowledge & Data Engineering*. 1996.
24. "A Scalable Directory Service for a Federation of CIM Databases with Migrating Objects" (with A. Patankar & G. Shanthikumar). *Proceedings of IEEE International Conference on Data Engineering*. Feb 1996.
25. "TALE --- A Temporal Active Language and Execution Model" (with A. Gal and O. Etzion). *Proceedings of CAiSE'96*, Crete, Greece, May 1996.
26. "Rule Activation Techniques in Active Database Systems (with L. Zhao), Special Issue on Active Database Systems, *Journal of Intelligent Information Systems*, Vol 7, No. 2, pp. 173-194, 1996.
27. "On Information Quality and the WWW Impact", *Proceedings of the 1996 Information Quality Conference*, MIT, Oct 1996.
28. "Incorporating Negotiation into Electronic Catalogs Technology" (with C. Beam), *Proceedings of the 1996 International Workshop on Information Technology & Systems (WITS)*.
29. "A Framework for Object Matching in Federated Databases & its Implementation" (with A. Chatterjee), *Journal of Intelligent & Cooperative Information Systems*, 1996.
30. "Modeling Time-Performance Trade-off in Federated Databases" (with A. Chatterjee and R. Chandra). *Journal of Organizational Computing*, Vol. 5, No. 2, pp. 139-166, 1995.
31. "Rule based joins in Heterogeneous Databases" (with A. Chatterjee). *Decision Support Systems*. 1995.
32. "Schema Versioning in a Temporal Object Oriented Data Model" (with E. Rose). *The Journal of Computer & Software Engineering*. 1995.
33. "A Universal Relation Approach to Federated Database Management" (with L. Zhao and A. Chatterjee), *Proceedings of the 11th IEEE International Conference on Data Engineering*, pp. 261-270, 1995.
34. "An Implementation of a CIM System Using an Active Object-Relational Database" (with M. Mendel & A. Patankar) *International Conference on Applications of Database Technology (ADB)*, Dec 1995.

35. "Electronic Catalogs: a Technology Overview and Survey Results", Proceedings of 4th International Conference on Information & Knowledge Management, 1995.
36. "Rule Management in Expert Database Systems" (with L. Zhao). Management Science, vol. 40, number 6, June 1994, pp. 685-707.
37. "Active Databases for Financial Applications" (with R. Chandra). Proceedings of the 4th International Workshop on Research Issues in Data Engineering, RIDE-ADS, February 1994.
38. "Retroactive and Proactive Database Processing" (with O. Etzion, and A. Gal) Proceedings of the 4th International Workshop on Research Issues in Data Engineering, RIDE-ADS, February 1994.
39. "Approximate Matching in Scientific Databases" (with A. Chatterjee). Proceedings of the 27th Annual Hawaii International Conference on System on System Sciences, January 1994, pp. 448-457.
40. "Implementing Calendars and Temporal Rules in Next Generation Databases" (with R. Chandra and M. Stonebraker). Proceedings of the 10th IEEE International Conference on Data Engineering, pp. 264-273, 1994.
41. "Representation of Highly-Complex Knowledge in a Database" (with A. Gal and O. Etzion). Journal of Intelligent Information Systems, No. 3, pp. 185-203, 1994.
42. "Optimal Arrangements of Cartridges in Mass Storage Systems" (with S. Seshadri & D. Rotem). The British Computer Journal, Vol 37, No. 10, pp. 883-887, 1994.
43. "Database Interoperability: An Application In Manufacturing" (with A. Chatterjee, and A. Patankar). Proceedings of the 4th International Conference on Data and Knowledge Systems for Manufacturing and Engineering (DKSME), Shatin, Hong Kong, May, 1994, pp. 636-644.
44. "Using Next Generation Databases to develop Financial Applications" (with R. Chandra). International Conference on Applications of Database Technology (ADB), Vadstena, Sweden, pp. 190-203, 1994.
45. "Supporting Statistical Operations in Extensible Databases: A Case Study" (with A. Chatterjee). The 7th International Working Conference on Scientific and Statistical Database Management; Charlottesville, Virginia, pp. 54-63, 1994.
46. "Metadata Coordination and Query Processing in Federated Database Systems" (with L. Zhao and A. Chatterjee). Proceedings of the 1994 International Workshop on Information Technology & Systems (WITS).
47. "Cost and Availability Tradeoffs in Replicated Data Concurrency Control" (with A. Kumar), ACM Transactions on Database Systems, 18:1 (1993), pp. 102-131.
48. "Efficient Indexing Methods for Temporal Relations" (with H. Gunadhi). IEEE Transactions on Knowledge & Data Engineering, Vol. 5, No. 3, pp. 496-509, 1993.
49. "Data Allocation Algorithms for Multi-Disk Databases" (with D. Rotem and G. Schloss). IEEE Transactions on Knowledge & Data Engineering, Vol 5, No. 5, pp. 882-887, 1993.
50. "Selectivity Estimation of Temporal Data Manipulations" (with H. Gunadhi, R. Chandra, and J. Shanthikumar), Information Sciences, Vol 74, No. 1&2, pp. 111-149, 1993.
51. "TOOSQL - A Temporal Object-Oriented Query Language" (with E. Rose). Proceedings of the 12th International Conference on the Entity Relationship Approach, Arlington, Texas, pp. 122-136, 1993.
52. "TOOA: A Temporal Object-Oriented Algebra" (with E. Rose). Proceedings of the European Conference on Object-Oriented programming, Germany, 1993.
53. "Managing Temporal Financial Data in Extensible Databases" (with R. Chandra). Proceedings of the 19th International Conference on Very Large Data Bases (VLDB), pp. 302-313, 1993.
54. "A Data Model for Time-Series Analysis" (with R. Chandra). Lecture Notes in Computer Science, Springer-Verlag, pp. 191-212, 1993.

55. "Optimizing Mass Storage Organization and Access for Multi-Dimensional Scientific Data" (with R. Drach et al). Proceedings of the 12th IEEE Symposium on Mass Storage Systems, pp. 215-219, 1993.
56. "Efficient Maintenance of Rule-Derived Data through Join Pattern Indexing" (with J. L. Zhao). Proceedings of the International Conference on Knowledge and Data Management (CIKM), Washington, D.C., Nov 1-5, 1993.
57. "Data Driven and Temporal Rules in PARDES" (with A. Gal and O. Etzion). Proceedings of the Workshop on Rules in Databases, Edinburgh, Scotland, Aug 30-31, 1993.
58. "Performance Optimization of Financial Database Applications" (with R. Chandra). Proceedings of the 3rd Workshop on Information Technologies and Systems (WITS), Orlando Florida, December 1993.
59. "A Partitioning Strategy for Approximate Joins" (with A. Chatterjee and S. Seshadri). Proceedings of the 3rd Workshop on Information Technologies and Systems (WITS), pp. 11-20. Orlando, Florida, December 1993.
60. "Resolving Data Heterogeneity in Scientific and Statistical Databases" (with A. Chatterjee). Proceedings of the Sixth International Working Conference on Scientific and Statistical Database Management, June 1992, pages 145-159.
61. "Graph Theoretic Models for Approximate Joins in Federated Databases" (with A. Chatterjee). Proceedings of the Second Workshop on Information Technologies and Systems (WITS), December 1992.
62. "Temporal Support in Active Databases" (with A. Gal and O. Etzion). Proc. of the Second Workshop on Information Technologies and Systems (WITS), Dec 1992.
63. "Strategies for Distributed Query Optimization", Information Sciences, vol. 54, 1&2, March 1991.
64. "Optimal Update Policies for Distributed Materialized Views" (with W. Fang). Management Science, Vol. 37, No. 7, July 1991.
65. "Query Processing Algorithms for Temporal Intersection Joins" (with H. Gunadhi). Proceedings of the 7th IEEE International Conference on Data Engineering, April 8-12, 1991, Kobe, Japan.
66. "Evaluation of Rule Processing Strategies in Expert Databases" (with L. Zhao). Proceedings of the 7th IEEE International Conference on Data Engineering, April 8-12, 1991, Kobe, Japan.
67. "Data Management for Large Rule Systems" (with J. L. Zhao). Proceedings of the 17th International Conference on Very Large Data Bases (VLDB), September 3-6, 1991, Barcelona, Spain, pp. 297-307.
68. "TOODM - A Temporal Object-Oriented Data Model with Temporal Constraints" (with E. Rose). Proceedings of the 10th International Conference on the Entity Relationship Approach October 23-25, 1991, San Mateo, California, pp. 205-229.
69. "A Probabilistic Approach to Information Retrieval in Heterogeneous Databases" (with A. Chatterjee). Proceedings of the First Workshop on Information Technologies and Systems (WITS), December 1991, pages 107-124.
70. "Data Manipulation in Heterogeneous Databases" (with A. Chatterjee). ACM SIGMOD Record, special Issue: Semantic Issues in Multi-database Systems, volume 20, number 4, December 1991, pages 64-68.
71. "A Framework for Query Optimization in Temporal Databases" (with H. Gunadhi). 5th International Conference on Statistical and Scientific Database Management, pp. 131-147, 1990.
72. "Currency-Based Updates to Distributed Materialized Views" (with W. Fang). IEEE 6th International Conference on Data Engineering, pp. 512-520, 1990.
73. "SQL Query Modification Algorithms" (with D. Chou). The 5th Jerusalem Conference on Information Technology, pp. 551-559, 1990.

74. "A Global Heuristic for Distributed Join Operations". *INFOR* 1:3, pp. 154-165, 1990.
75. "Maintaining Materialized Views in Distributed Databases" (with J. Park), 5th International Conference on Data Engineering, 1989.
76. "Optimizing and Evaluating Algorithms for Replicated Data Concurrency Control" (with A. Kumar). 9th International Conference on Distributed Computing Systems, pp. 101-109, 1989.
77. "Updating Distributed Materialized Views" (with J. Park). *IEEE Transactions on Knowledge and Data Engineering*, 1:2, pp. 173-184, 1989.
78. "Event-Join Optimization in Temporal Databases" (with H. Gunadhi). 15th International Conference on Very Large Data Bases (VLDB), pp. 205-215, 1989.
79. "Analysis of a Flow Problem with Fixed Charges" (with D. Hochbaum). *Networks*, Vol. 19, pp. 291-312, 1989.
80. "Using Common Sub-expressions to Optimize Multiple Queries" (with J. Park), 4th International Conference on Data Engineering, Los Angeles, Feb 1988, pp. 311-319.
81. "Optimizing Voting-Type Algorithms for Replicated Data" (with A. Kumar), *Lecture Notes in Computer Science*, Vol. 303, Edited by J.W. Schmidt, S. Ceri and M. Missikoff, Springer-Verlag, 1988, pp. 428-42.
82. "The Representation of a Temporal Data Model in the Relational Environment" (with A. Shoshani). *Lecture Notes in Computer Science*, Vol 339, M. Rafanelli, J.C. Klensin, and P. Svensson (eds.), pp 39-61, Springer-Verlag, 1988.
83. "Functionality of Temporal Data Models and Physical Design Implications," (with A. Shoshani). *IEEE Data Engineering, Special Issue on Temporal Databases*, vol. 11, 4 (Dec. 1988), pp. 38-45.
84. "Algorithms for Multidimensional Partitioning of Static Files" (with D. Rotem), *IEEE Transactions on Software Engineering*, 14:11 (1988), pp. 1700-1710.
85. "Modeling Temporal Semantics" (with A. Shoshani). *Temporal Aspects in Information Systems*, Edited by C. Rolland, F. Bodart, and M. Leonard, North-Holland Publishing, 1988, pp. 47-57.
86. "Transitive Dependencies," *Surveyors' Forum, ACM Computing Surveys*, 19:2 (1987).
87. "Logical and Physical Temporal-Database Design," *Proceedings of 8th International Conference on Information Systems*, 1987, pp. 97-106.
88. "Logical Modeling of Temporal Data" (with A. Shoshani), *Proceedings of the ACM SIGMOD*, San Francisco (May 1987), pp. 454-466. Best-Paper Award.
89. "Optimizing Two-Way Joins in Horizontally Partitioned Database Systems." *The Computer Journal*, 30:5 (1987), pp. 458-468.
90. "Physical Organization of Temporal Data" (with D. Rotem). *Third International Conference on Data Engineering*, 1987, pp. 547-553.
91. "Algorithms for Distributed Data Processing," *Computers and Operations Research*, 14:2 (1987), pp. 145-162.
92. "The Node-Weighted Steiner Tree Problem." *Networks*, 17:1 (1987), pp. 1-17.
93. "Global Heuristics for Distributed Query Optimization." *Proceedings of the IEEE INFOCOM*, 1986, pp. 388-394.
94. "Set Query Optimization in Distributed Database Systems" (with B. Gavish). *ACM Transactions on Database Systems*, 11:3 (1986), pp. 265-293.
95. "Optimization of Join Operations in Horizontally Partitioned Database Systems." *ACM Transactions on Database Systems*, 11:1 (1986), pp. 48-80.
96. "Optimizing Fragmented Two-Way Joins." *Proceedings of the Fourth International Conference on Distributed Computing Systems*, San Francisco, May 1984, pp. 378-388.
97. "Query Optimization in Distributed Computer Systems" (with B. Gavish). In J. Akoka (ed.), *Management of Distributed Data Processing*, North-Holland Publishing, 1982.

## **INDUSTRY STUDIES & OTHER REPORTS**

1. "The Market for Internet-based Procurement Systems", (with J. Gebauer) CITM Research Report WP1040 1999-2001. The following parts are included.  
*Part I: Introduction*  
*Part II: Desktop Procurement Systems*  
*Part III: Content Management and Electronic Catalogs*  
*Part IV: Payment Systems*  
*Part VI: Outsourcing and Application Hosting*
2. "Object Frameworks for Electronic Commerce - Using Distributed Objects for Brokerage on the Web (with C. Beam and M. Bichler), Position Paper for the OMG/DARPA/MCC Workshop on Compositional Software Architectures, Monterey, California, January 6-8, 1998.
3. "Internet-Based Financial EDI: The Case of Bank of America and Lawrence Livermore National Laboratory Pilot (with J. Porra, and M. Roldan). CITM 96-WP-1018. 1996.
4. "Internet-Based Financial EDI -- A Case Study" (with D. Wan et. al.). CITM 95-WP-1005. 1995.
5. "Designing Electronic Catalogs for Business Value". CommerceNet Pilot (with D. Wan et. al.). CITM 95-WP-1006. 1995
6. "Apparel Distribution Systems -- A Methodology for the Identification of Size Bias" (project report for the GAP). 1995.
7. "Business Issues of the Information Superhighway: A Research Agenda" (with C.J. Johnson et. al.). CITM 94-WP-1001. 1994.
8. "Towards an Infrastructure for Temporal Databases: Report of an Invitational ARPA/NSF Workshop" (with N. Pissinoi et al). SIGMOD RECORD, Vol 23, No 1, 1994, pp. 35-51.
9. "A Consensus Glossary of Temporal Database Concepts" (with C. Jensen et al). SIGMOD RECORD, Vol 23, No 1, March 1994, pp. 52-64.
10. "TSQL2 Language Specification" (with T. Snodgrass et al). SIGMOD RECORD, Vol 23, No 1, March 1994, pp. 65-86.
11. "A TSQL2 Tutorial" (with T. Snodgrass et al). SIGMOD RECORD, Vol 23, No 3, September 1994, pp. 65-86.

## **BOOKS**

1. Digital Procurement and Marketplace Transformation. In preparation
2. "Component-based Electronic Commerce" (with M. Bichler). In: Electronic Commerce Handbook", Edited by M. Shaw et al., Springer Verlag, 1999
3. "Temporal Databases: Theory, Design and Implementation". Benjamin/Cummings 1993. Co-Editor with Tansel et al, and contributor of two chapters.

## **SELECTED LIST OF PRESENTATIONS**

1. Keynote Speaker. Korean MIS National Conference, Seoul Korea, November 20, 2001
2. "eBusiness Transformation: The Case of Trade-e Vs. e-Trade", Fisher CITM Conference on Enabling eBusiness, November 7, 2001
3. Luncheon Speaker. "Data Quality Challenges in Enabling eBusiness Transformation", IQ-2001, MIT Sloan, November 3, 2001
4. Keynote Speaker. "From Supply Chains to Supply Webs: the Case of Architecture & Construction", 6th International Symposium on Logistics (ISL), Salzburg, Austria, July 2001
5. Invited plenary speaker. "Business-to-Business E-commerce", IBM Global Services' e-Business Conference, August 10 1999
6. "The OFFER Project - Brokering and Intermediation in Electronic Commerce", invited lecture at the IBM Electronic Commerce Conference, Zurich, November 3, 1998.
7. Invited talk. "The OFFER Project", Wharton, University of Penn., November 13, 1998.
8. Invited talk. "Brokering and Intermediation in Electronic Commerce", University of Texas, Austin, December 4, 1998.
9. "Issues in electronic Commerce", Technion, and IBM, Haifa, Israel, July 1998
10. "The WITS '97 Web Based Conference Systems - Lessons Learned", 7th Workshop on Information Technologies and Systems, Atlanta, December 14, 1997.
11. Invited Speaker. "On Internet-Based Business-to-Business Commerce", IFIP WG 8.7 Global Electronic Commerce Workshop, Atlanta, December 13, 1997.
12. "Advanced Brokerage in Electronic Commerce", Bay Area Information Systems Research Symposium, Berkeley, California, November 21, 1997.
13. "Internet-Based Procurement", Cambridge Technology Partners and University of California, Berkeley Web Centric Application Development Knowledge Sprint, November 13, 1997.
14. "E-Commerce Reference Business Models and Architectures", Fisher Center Management Workshop, Berkeley, California, September 26, 1997.
15. "The Impact of the Internet on Purchasing Practices and Supplier Relations", Information Leadership Forum, Berkeley, California, September 18, 1997.
16. "The Strategic Marketing and Customer Relationship in Electronic Commerce", Decision Support Systems and Electronic Commerce, Lausanne, Switzerland, July 21, 1997.
17. "The Impact of the WWW on Business-to-Business Procurement", INSEAD, France, July 11, 1997.
18. "Automated Negotiation in Electronic Commerce: Electronic Catalogs & Auctions", International Workshop on Next Generation Information Technologies & Systems, Israel, June 30, 1997.
19. "web-based Information Systems Design Methodologies", Tutorial, WWW6 Conference, Santa Clara, California, April 7, 1997.
20. "Electronic Commerce and Negotiations", CommerceNet, November 12, 1996.
21. Keynote Speaker. "The Impact of the WWW on Electronic Commerce", *AusWeb '96*, Gold Coast, Australia, July 8, 1996.
22. "The Impact Of Electronic Commerce Technology on Business Strategy", *CIO 2000*, May 10, 1996.
23. "A Scalable Directory Service for a Federation of CIM Databases with Migrating Objects", *IEEE International Conference on Data Engineering*. New Orleans, Feb 1996.
24. "Designing Electronic Catalogs for Business Values", a Report on CITM's Pilot Project, CommerceNet Meeting, Palo Alto, June 1995.
25. "Internet-Based Electronic Catalogs", a CITM/Computer Power Group, Executive Seminar on "Doing Business on the Internet -Now!", Berkeley, May 5, 1995.
26. "A Universal Relation Approach to Federated Database Management", the 11th IEEE International Conference on Data Engineering, Taiwan, March 1995.

27. "The Information Superhighway and Electronic Commerce", Hong Kong University of Science and Technology, Feb 1995.
28. "Research Issues on the Information Superhighway", CITM Annual Conference on "Business at the Dawn of the Information Superhighway Era: Challenges, Opportunities & Strategies", San Francisco, January 1995.
29. "Implementing Calendars and Temporal Rules in Next Generation Databases", the 10th IEEE International Conference on Data Engineering, February 1994, Houston, Texas.
30. Invited Talk. "Temporal Databases, It's About Time!". International Conference on Information & Knowledge Management, Arlington, Virginia, November 1993.
31. "Semantic Integration of Heterogeneous Data", Scopus Corporation, August 1993.
32. "Managing Temporal Financial Data in Extensible Databases", The 19th International Conference on Very Large Data Bases (VLDB), August 1993, Dublin, Ireland.
33. "Advanced Database Technologies and their Application to the Financial Industry", Wells Fargo Bank, San Francisco, June 1993.
34. "Temporal Data Management", National Institute of Standards & technology (NIST), Washington, D.C., May 1993.

## **ACADEMIC ACTIVITIES**

### **Program development:**

- Developed the MBA and Ph.D programs in MIS at the Haas School of Business, the University of California at Berkeley, from 1983-1986; overseeing the Information Systems program at the undergraduate and graduate levels since then.
- Organized numerous lectures by IT executives at various classes and student events..
- Organized bi-annual Executive Seminars with Interim Technology (formerly the Computer Power Group), and other industry-oriented programs and conferences from 1989-1994.
- Started (1994) and developed a major research center with significant corporate sponsorship (The Fisher Center for Management & Information Technology). Organized and participated in numerous industry-oriented workshops, forums and conferences since then. Current Center's activities can be found at <http://haas.berkeley.edu/citm> .

### **Academic Advising:**

- Served as MBA and Ph.D MIS Field Adviser.
- Supervised numerous MBA Applied Management Projects.
- Served on dissertation committees of many Ph.D students in Business, Computer Science, Industrial Engineering & Operations Research, as well as dissertation adviser of ten Ph.D. students.

## **GRANTS/AWARDS**

- Fisher Center for Information Technology & Management, Average industry funding of more than \$500,000 a year (1994-2002)
- \$80,000 DoD Grant, \$57,000, Content Management Issues in Business-to-Business Acquisition, 2000-2201

- DoD Grant, \$57,000, Assessment of Electronic Catalog Strategies to Support Acquisition Processes, 1999-2000
- IBM UPP Award, \$70,000, Negotiation & Intermediation in E-Commerce, 1998-2000
- Grant to the Data Management Group of the Computer Science Research & Development Department, Lawrence Berkeley Laboratory from the Applied Mathematics Sciences Research Program of the Office of Energy Research U.S. Department of Energy under contract DE-AC03-76SF00098. (~\$0.5 million a year for 1987 through 1997; Co-PI)
- National Science Foundation Grant, Resolving Semantic Heterogeneity in Statistical and Scientific Databases, \$225,000, (1992-1996).
- National Science Foundation Grant, Query Optimization in Temporal Databases, \$126,000, (1990-1992).
- Best-Paper Award, ACM Special Interest Group on Management of Data (SIGMOD), 1987
- Grant from the U.S. Army Information Systems Engineering Command via an interagency agreement with the U.S. Department of Energy Applied Mathematics Sciences Research Program of the Office of Energy Research under contract DE-AC03-76SF00098. (~\$1.6 million a year for 1987-1988; group grant; Co-PI).
- Institute for Business and Economic Research, 1984-1986, 1988-1990; \$5,000/yr
- University of California Regents' Junior Faculty Fellowship (Summer 1986).
- IBM Fellowship (1982-1983).
- Fellowship from the Graduate School of Management, University of Rochester (1979-1982).

### **PROFESSIONAL (ACADEMIC) ACTIVITIES**

- Editorial Board, Journal of Electronic Markets
- Editorial Board, Information Systems Research (1997-2001)
- Associate Editor, INFORMS Journal on Computing (1997-2001)
- Editorial Board, IEEE Transactions on Knowledge & Data Engineering (1992-2000)
- Editor-In-Chief, ACM SIGMOD RECORD (1989 - 1995)
- ACM SIGMOD Advisory Board (1989 - 1995)
  
- Conference Chair/Co-Chair:
  - 1998 International Workshop on Component-Based Electronic Commerce (CEC98)
  - 1997 International Workshop on Information Technologies & Systems (WITS)
  - 1995 International Workshop on Next Generation Information Technologies & Systems (NGITS '95)
  - 1993 International Workshop on Next Generation Information Technologies & Systems (NGITS '93)
  
- Steering Committee:
  - (1996-Now) International Workshop on Information Technologies & Systems (WITS).
  - (1993-Now). International Conference on the Object Orientation & Entity-Relationship Approach (formerly ER Conference)
  - (1996-Now). International Workshop on Next Generation Information Technologies & Systems (NGITS)
  - 1993 International Workshop on Infrastructure for Temporal Databases

- Chair, 1995 VLDB Workshop on Temporal Databases
- Publicity Chair, Tutorial Chair, Panel Chair and Program Committee member of numerous conferences
- Referee to major journals, foundations and government Agencies

### **PERSONAL**

- Citizenship: USA
- Date of birth: January 2, 1954
- Marital status: Married, three children
- Interests: Traveling, fishing