

## **Suvojit Choton Basu**

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### **Education**

- Ph.D., University of Memphis, 2000.  
Emphasis/Major: Management Information Systems/Decision Sciences (MIS/DS)
- MBA, University of Tennessee at Chattanooga, 1992.  
Emphasis/Major: Finance
- Bachelor of Commerce, St. Xavier's College/ University of Calcutta, 1989.  
Emphasis/major: Business

### **Professional Licensures and Certifications**

- WHY Discovery Course from the Simon Sinek Institute (2014)
- Growth Wheel Certification (July 2015)
- Wendy Kennedy's - So What? Who Cares? Why You? (April 2015)
- Global Certified Professional Innovator (2017)

### **Professional Memberships**

- InBIA - International Business Innovation Association. (2016 - 2017).
- Madison International Trade Association (MITA). (2004 - 2007).
- Business International Education (BIE) Directors. (2003 - 2008).
- Global Information Technology Management Association. (June 6, 1998 - Present).
- Association of Information Systems (AIS).

## **WORK EXPERIENCE**

### **Professional Positions**

#### **Academic**

- Professor, University of Wisconsin Whitewater. (2001 - Present).  
Full-time faculty. Department of ITSCM. College of Business and Economics

- Irvin L. Young Chair of Entrepreneurship, College of Business & Economics - UW-Whitewater. (2014 - 2017).  
Working on entrepreneurial activities, student organizations, university startups, curriculum, the Entrepreneurship Advisory Board, and consulting with startups at the Innovation Center.
- Assistant Professor. College of Business, Northern Michigan University (1997 to 2001)

## **Professional**

- Founder, Slipstream LLC (2012 to Present)
- Co-Founder, Headfake Innovation LLC
- Partner and Advisor, Digital Measures LLC (2002 - 2018).
- Director, Global Business Resource Center (GBRC) (2003 - 2014).
- Partner, Blackthorne Analytics. (2009 - 2012).
- Co-Director, Emerging Markets Program (EMP). (2004 - 2005).
- Founder, Aikonik LLC (2022 to Present)

## **RESEARCH**

### **Conference Presentations**

A Four-Stage Model of ChatGPT Adoption: Application in Tourism, Healthcare, and Education Industry, International Association for Computer Information Systems. 63rd IACIS Annual Conference. (October 4, 2023).

Blockchain technology in the food supply chain: Influences on supplier relationships and outcomes, International Association for Computer Information Systems. 63rd IACIS Annual Conference. (October 4, 2023).

The Shape of the Cybersecurity Insurance Industry, 2015-2020, International Association for Computer Information Systems. 63rd IACIS Annual Conference. (October 4, 2023).

Women in Analytics: Exploring A Different Path to Increase Female Participation in Computing Careers, International Association for Computer Information Systems. 63rd IACIS Annual Conference. (October 4, 2023).

A Case for Social Entrepreneurship: Results from a Pilot Study in India, Universal Business School, Karjat, Maharashtra, India, in association with Institute of Scholars (InSc), Bangalore, Karnataka, India. UBSIRC-2021 Online International Research Conference on "Reinvigorating Businesses Post Covid-19". (March 26, 2021).

Mobile Geolocation Technologies: A Scalable Solution for Local Business, Universal Business School, Karjat, Maharashtra, India, in association with Institute of Scholars (InSc), Bangalore, Karnataka, India. UBSIRC-2021 Online International Research Conference on "Reinvigorating Businesses Post Covid-19". (March 26, 2021).

Are Driverless Cars Truly a Reality? A Technical, Social, and Ethical Analysis? International Association for Computer Information Systems. 59th Annual IACIS Conference - October 2 - 5, 2019. (October 2, 2019).

Location Aware Technologies - A Paradigm Shift for Tourism Industries, Association of Indian Management Scholars and International Forum of Management Scholars. AIMS International, the Association of Indian Management Scholars International, and IMT Ghaziabad organized the fifteenth AIMS International Conference on Management. (January 6, 2018).

Old Paradigm, New Paradigm: Business Transformation in the Information Age, Association of Indian Management Scholars and International Forum of Management Scholars. AIMS International, the Association of Indian Management Scholars International, and IMT Ghaziabad organized the fifteenth AIMS International Conference on Management. (January 6, 2018).

Shark Tanks and Water technologies, UWW. Water Research Conference. (September 2017).

Building a Global Collaborative Culture, GITMA. 15th Annual Global IT Management Association 2014. (June 22, 2014).

Comparing the Velocity of Start-ups across the World, GITMA. 15th Annual Global IT Management Association 2014. (June 22, 2014).

A Descriptive Study of Taiwanese Women Entrepreneurs: Their Networks and Concerns, Society of Marketing Advances. Society of Marketing Advances 2012. (October 31, 2012).

Case Studies in the Use of IT for Social Causes, GITMA. 12th Annual Global IT Management World Conference. (June 5, 2011).

Creating the Next Generation of Global Education Platforms for Higher Education, GITMA. 11th Annual Global IT Management Association Conference. (June 21, 2010).

Education 360: A Vision of a Global Project-Based Education Model, Global IT Management Association. 10th GITMA World Conference - Mexico City. (June 15, 2009).

What Makes Born-Globals Innovative? A Customer Relationship Perspective, NASMEI. Great Lakes – NASMEI International Conference in Marketing. (December 23, 2008).

Globalization of the Gaming Industry, Academy of Business Administration. Academy of Business Administration 2008 International Conference. (August 8, 2008).

Impact of Online Travel Blogs as a Marketing Medium for Global Tourism. Global IT Management Association. 9th GITMA World Conference - Atlanta. (June 22, 2008).

Social Networks, P2P, and the Metaverse – The Next Business Frontier. Global IT Management Association. 9th GITMA World Conference - Atlanta. (June 22, 2008).

Role of IT among small and medium importers in India. GITMA. 8th Annual GITMA Annual Conference – Boston. (June 17, 2007).

Comparing Project Management needs in Emerging Markets: A case of India. GITMA. 8th Annual GITMA World Conference – Boston. (June 17, 2007).

Evolution of Casino Tourism in the Asia-Pacific Region, Association of International Business. AIB Regional Conference in Bangkok. (December 13, 2006).

Information Technology Management: A comprehensive framework for running an effective IT organization, GITMA - Global IT Management Association. Seventh Annual GITMA World Conference. (June 12, 2006).

Student Perception on e-Gambling, Global IT Management Association. Seventh Annual Global Information Technology Management (GITM) World Conference. (June 12, 2006).

PIPE, Dept of Education. BIE-Directors Meeting. (June 2005).

E-Voting: Issues of Privacy, Security and Trust, GITMA. GITMA 2005. (June 6, 2005).

The Role of Family Conglomerates in Globalization of Emerging Markets: The Case of India, IIMK-NASMEI. IIMK-NASMEI Conference on Marketing Strategies for Firms in Emerging Markets. (December 21, 2004).

Globalization of e-Gambling: Challenges and Opportunities, Associate for Global Business. Sixteenth International Conference of the Association for Global Business. (November 18, 2004).

Systems Integration in the Realm of the On-Demand Era. Fourth Annual Global Information Technology Management (GITM) World Conference. (June 2003).

Knowledge Management Critical Success Factors: Alignment with Business Processes Fourth Annual Global Information Technology Management (GITM) World Conference. (June 2003).

Managing the Impact of Cultural Factors in the Development of Global. International Association of Computer. (October 2002).

Emergence of International Networked Organizations (INO): Identification of Factors and the Development of a Research Framework. Third Annual Global Information Technology Management (GITM) World Conference. (June 25, 2002).

Business Typologies and Factors Impacting Transition Strategies. Third Annual Global Information Technology Management (GITM) World Conference. (June 23, 2002).

Student Perceptions of Virtual Education: An Exploratory Study. 2001 IRMA International Conference. (2001).

Global Business Process Management - Case Studies Tell the Truth. Second Annual Global Information Technology Management (GITM) World Conference 2001. (2001).

Mandatory Laptop Computers for all students: Lessons Learned from the. The First International Conference on Electronic Business. (December 19, 2001).

Teaching Concurrent Sections of Marketing and Information Systems Courses Focused on E-Commerce: A Synergistic Approach. 10th Bicentennial World Marketing Congress. (June 27, 2001).

#### **Certification Presentations (selected)**

- e-Business Strategy, GBRC. (August 2004).
- e-Business Strategy, GBRC. (April 2004).
- Introduction to e-Business, GBRC. (March 2004).

## PUBLICATIONS

### Journal Article, Academic Journal

- Fard Bahreini, A., Basu, C., Madan, M., Platt, A. J., Sankaranarayanan, B. (2023). A Four-Stage Model of ChatGPT Adoption: Application in Tourism, Healthcare, and Education Industry. *Issues in Information Systems (IIS)*, Volume 24. (2023)
- Schilhabel, S., Sankaranarayanan, B., Basu, C., Madan, M., Glennon, C., McSherry, L. (2023) Blockchain technology in the food supply chain: Influences on supplier relationships and outcomes. *Issues in Information Systems (IIS)*, Volume 24. (2023)
- Basu, C., Sankaranarayanan, B., and Kashian, A. (2023). The Shape of the Cybersecurity Insurance Industry, 2015-2020. *Issues in Information Systems (IIS)*, Volume 24. (2023)
- Bhatia, A., Guruprasad, M., Basu, C., and Pathak, A. (2023). Sustainable Innovations and Impact of Artificial Intelligence (AI) in the Indian Healthcare Industry. *Korea Review of International Studies*, 16 (06).
- Kashian, R., Basu, C. (2020). Effect of Tourism Taxes on Local Hotels and Government. *State Tax Notes*, 98(10), 1017-1027.
- Basu, C., Madan, M., Sankaranarayanan, B. (2019). Are Driverless Cars Truly a Reality? A Technical, Social, and Ethical Analysis. *Issues of Information Systems*, 20, 2019.
- Basu, C. (2017). Future of Privacy and Security - The Four Horsemen. *Journal of Information Privacy and Security*, 13(4), 164-168.
- Chiu, K. K., Chen, S.-C., Basu, C., Sean, P.-H. K. (2013). Symbolic Effects of Party Identification for Market Segmentation. *International Journal of Business and Behavioral Sciences*, 3(9), 52-60.
- Ambrose, P., Basu, C. (2012). Interpreting the Impact of Perceived Privacy and Security Concerns in Patients' Use of Online Health Information Systems. *Journal of Information Privacy and Security*, 8(1), 38-50.
- Daekwan, K., Basu, C., Naidu, G., Cavusgil, E. (2011). The Innovativeness of Born-Globals and Customer Orientation: Learning from Indian Born-Globals. *Journal of Business Research*, 64(8), 879-886.

Huang, M., Basu, C., Hsu, M. (2010). Exploring Motivations of Travel Knowledge Sharing on Social Network Sites: An Empirical Investigation of U.S. College Students. *Journal of Hospitality Marketing and Management*, 19(7), 717-734.

Basu, C. (2009). Quest for Universal Identification - A Commentary. *Journal of Information Privacy and Security*, 5(3), 44-54.

Huang, M., Hsu, M., Basu, C., Fucai, H. (2009). Toward Developing a Social Network Site-Based Model for Knowledge Sharing in the Travel Industry. *Issues In Innovation*, 3(1), 57-78.

Parboteeah, V., Parboteeah, P., Basu, C. (2005). Perceived Usefulness of Technology: A Cross-National Model. *Journal of Global Information Technology Management*, 8(4).

Korotka, M., Yin, L.-C. R., Basu, C. (2005). Information Assurance Technical Framework and End User Information Ownership: A Critical Analysis. *Journal of Information Privacy and Security*, 1(1).

#### **Journal Article, Professional Journal**

Basu, C., Kumar, A., Sargent, G., Munro, D. (2002). Managing the Impact of Cultural Factors in the Development of Global Decision Support Systems. *Issues in Information Systems, IIS*.

Basu, C., Kumar, A. (2002). Toward a Deeper Examination of Global IT Theory and Frameworks. *Journal of Global Information Technology Management*.

Basu, C., Poindexter, S., Kurenez, S. (2001). Technology, Teamwork, and Teaching Meet in the Classroom. *EDUCAUSE*, 3.

Basu, C., Angeles, R., Corritore, C. L., Nath, R. (2001). Success Factors for Domestic and International Electronic Data Interchange for US Firms. *International Journal of Information Management*.

Palvia, P. C., & Basu, S. C. (1999). Information Systems Management Issues: Reporting and Relevance\*. *Decision Sciences*, 30(1), 273-290.  
<https://doi.org/10.1111/j.1540-5915.1999.tb01610.x>

#### **Book, Chapter in Scholarly Book-New**

Kashian, R., Basu, C., Samaranayake, P. (2021). *The Impact of the County Fair: Building an Economic Toolbox* (pp. 259-275). Springer: Regional Science Perspectives in Tourism and Hospitality.

Pollard, C., Basu, C., Palvia, P., Lind, M. (2007). *Encyclopedia of Portal Technology and Applications* (pp. 341-347). Hershey, PA: IDEA Publishing Group.

Basu, S. C., Chen, L., Palvia, P. (2003). *Business Process Management*. Marcel Dekker.

### **Expert Opinion Interview (selected)**

Basu, C. (2013). *Expert Opinion Interview: James Jackson, CEO, Slipstream LLC* (2nd ed., vol. 9, pp. 60-61). Atlanta, GA: Journal of Information Privacy and Security.

Basu, C. (2013). *Expert Opinion Interview: Satish Kumar, Senior Manager, Cognizant Technology Solutions* (1st ed., vol. 9, pp. 68-69). Atlanta, GA: Journal of Information Privacy and Security.

Basu, C. (2012). *Expert Opinion Interview: Joseph Neuman, CEO, GotApps.com* (4th ed., vol. 8, pp. 79-80). Atlanta, GA: Journal of Information Privacy and Security.

Basu, C. (2012). *Expert Opinion Interview: Sanjib Sahoo, CTO, tradeMonster and OptionMaster* (1st ed., vol. 8, pp. 51-55). Atlanta, GA: Journal of Information Privacy and Security.

Basu, C. (2011). *Expert Opinion Interview: Hem Naidu, Senior Manager, Cap Gemini Sogeti* (4th ed., vol. 7, pp. 70-71). Atlanta, GA: Journal of Information Privacy and Security.

Basu, C. (2011). *Expert Opinion Interview: Ntoh O. Etta, Director of Strategic Projects* (3rd ed., vol. 7, pp. 64-66). Atlanta, GA: Journal of Information Privacy and Security.

Basu, C. (2010). *Expert Opinion Interview: Antonio Fernandez, Senior Program Manager, Supersaver* (3rd ed., vol. 6, pp. 72-73). Atlanta, GA: Journal of Information Privacy and Security.

Basu, C. (2010). *Expert Opinion Interview: Peter Ells, Director of Strategic Alliances, SoftwareOne* (1st ed., vol. 6, pp. 72-74). Atlanta, GA: Journal of Information Privacy and Security.



## **CONSULTING (selected)**

- Blueline Batteries, Whitewater University Technology Park. (2017 – 2019)
  - Support Blueline Batteries via the incubator center in the University Technology Park.
- Corncob Inc., Waukesha, WI. (2017 - 2021)
  - Business and investment advisor for Corncob Inc.
- Combat Blindness International (CBI), Madison, WI. (2016 – 2024).
  - Board Member to support this non-profit organization that fights blindness through cataract surgeries.
- iButtonLink, University Technology Park. (2015 - 2017).
  - Support activity for business under the University Technology Park
- Tomorrow's Hope, Jefferson, WI. (2013 - 2019).
  - Support this non-profit in helping raise funding to fight cancer.
- Ratewatch, Fort Atkinson, WI. (2007 - 2009).
  - Helped the company analyze business processes.
- Blackthorne Trader, Whitewater. (2009 - 2013).
  - Assisting Blackthorne Trader in finding funding and resources to launch the new company. Setting up a global research team for the company.
- Fotokleen, Madison. (2009 - 2011).
  - Helped Fotokleen redo their Business Plan
- ICE - Cold Chain Alliance, New Delhi, India. (May 3, 2008 - July 10, 2011).
  - Start to design a new training and education program for the Cold Chain industry in India.
- ICTECT, Racine, WI. (2010 - 2011).
  - Helping them rebrand and launch their product.
- Alliance Laundry, Ripon, WI. (2008 - 2009).
  - Competitor analysis for Alliance Laundry in India.

## **SERVICE**

### **Professional Activities**

#### **University/College (selected)**

- Strategic Planning Committee – College of Business and Economics (2004 to 2024)
- Promotion and Tenure Committee – multiple periods, Chair (2023-2024)
- Chancellor Innovation Team (2018-2021)
- Diversity Inclusion Equity and Belonging Task Force (2023)
- Hiring Committee (multiple positions and years)
- Committee Chair, Northern Michigan University. Outcomes Assessment Committee (1998-2000).

#### **Professional (selected)**

- Editor, Journal of Information Privacy and Security. (2006 - 2009).
- Editorial Board Member, Global IT Management International Association. (2001 - Present).
- Editorial Board Member, Journal of Global IT Management (JGITM). (2001 - Present).

### **Grants**

- A Data-driven Approach to Evaluating Shark Tank Bias, UW-Whitewater College of Business and Economics, \$5000. (April 20, 2017 - Present).
- Men's Health Initiative (MHI), Tomorrow's Hope, \$5000. (September 1, 2017 - May 30, 2018).
- State of Ingenuity - EDA Grant, Economic Development Administration, \$276,861. (June 1, 2009 - July 30, 2012).
- Project ATLAS, Department of Education - Business International Education, \$634,800. (June 1, 2009 - July 15, 2011).
- WIRED Initiative - Building the Water Generation, Milwaukee Water Council, \$40,000. (February 12, 2009 - January 1, 2010).
- Programs and Research on International Studies for Minorities, Department of Education - Business International Education, \$528,314. (July 1, 2006 - June 30, 2008).

- Just-in-Time Grant Program, UWW-ORSP, \$3500. (March 1, 2007 - February 1, 2008).
- Emerging Markets Program - India, Foreign Agricultural Services, \$202,000. (July 1, 2006 - July 30, 2007).
- Program for International Partnership and Education (PIPE), Department of Education, \$173,000. (July 1, 2004 - June 30, 2006).
- UWW Excellence Grant, UW-Whitewater, \$10,000. (February 15, 2005 - February 15, 2006).
- Emerging Markets Grant - India, U.S. Department of Agriculture, \$221,000. (August 1, 2004 - October 1, 2005).
- FIPSE - Portion Allocation, U.S. Department of Education, \$73,000. (March 3, 2004 - September 30, 2004).

#### **Honors and Awards (selected)**

- Faculty Award – Community-Based Learning, UWW Community-Based Learning. (April 2023).
- Robert Gruber Outstanding Service Award, UWW College of Business and Economics. (September 2022).
- Enactus National Champion, Enactus USA. (2021). Runner up 2022. Current Champion – 2025.
- Inducted into Enactus Hall of Fame for Sam M. Walton Free Enterprise Fellows (2019)
- Best Paper Award, Universal Business School, Karjat, Maharashtra, India, in association with Institute of Scholars (InSc), Bangalore, Karnataka, India. (March 27, 2021).
- Governor's Service Award, Emerging Market Program. (July 17, 2005).
  - Received the Governor's Service Award for Agriculture.
- Best Paper Award, Global IT Management Association. (June 7, 2005).
  - Received best paper award at the GITMA International Conference in Alaska, 2005.
- Wisconsin Idea Fellow 2004, University of Wisconsin System. (July 3, 2004).