

Professor John F. Seydel Ph.D.

Arkansas State University
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Education

Ph D, Texas A&M University, 1991.

Major: Business Analysis

Supporting Areas of Emphasis: Management Information Systems, Statistics

Dissertation Title: Multicriteria Optimization in Competitive Bidding

MBA, Boise State University, 1982.

Major: Quantitative Methods

BS, University of Colorado, 1970.

Major: Architectural Engineering

Professional Positions

Academic - Post-Secondary

Professor of Computer & Information Technology, Arkansas State University. (July 1, 2008 - Present).

Visiting Professor of Information Systems, University of Caen (France). (May 1, 2009 - May 31, 2009).

Professor of Computer & Information Technology, Arkansas State University. (July 1, 2006 - July 1, 2008).

Associate Professor and CIT Department Chair, Arkansas State University. (July 1, 2000 - July 1, 2006).

Licensures and Certifications

Engineering Fundamentals (EIT), National Society of Professional Engineers. (December 15, 1976 - Present).

Professional Memberships

ASU student chapter advisor, Association of Information Technology Professionals. (October 1, 2008 - Present).

Association for Information Systems. (May 1, 2003 - Present).

President, Program Chair, Vice President. etc., Southwest Decision Sciences Institute. (October 1, 1990 - Present).

Decision Sciences Institute. (November 1, 1989 - Present).

Development Activities Attended

- Course audit, "Accelerated Elementary & Intermediate Chinese," ASU. (August 22, 2010 - May 1, 2012).
- Conference Attendance, "ARA Smart Infrastructure Symposium," Arkansas Research Alliance. (October 31, 2010 - November 2, 2010).
- Seminar, "Keeping it Legal: Current Issues in Copyright," ASU. (August 5, 2010).
- Webinar, "Tegrity Class Management and Basic Editing," Tegrity. (July 26, 2010).
- Workshop, "Teaching with Technology Symposium," University of Arkansas for Medical Sciences. (July 22, 2010 - July 23, 2010).
- Seminar, "Facebook Privacy Changes and Your Business," ASU Small Business & Technology Development Center. (July 6, 2010).
- Conference Attendance, "2010 Accounting Alumni Appreciation Day," ASU Department of Accounting. (May 21, 2010).
- Webinar, "Teaching Management Science in 2010," Cengage Publishing. (May 12, 2010).
- Presentation, "ARE-ON Campus Visit," Arkansas Research and Education Optical Network. (April 23, 2010).
- Workshop, "Pearson Prentice Hall Microsoft Event," Pearson Publishing. (April 15, 2010 - April 17, 2010).
- Conference Attendance, "SWDSI Annual Meeting," Decision Sciences Institute, Southwest Region. (March 3, 2010 - March 6, 2010).
- Seminar, "Facebook ABCs for Business," ASU Small Business & Technology Development Center. (December 8, 2009).
- Workshop, "dotCMS Intro Class," ASU Department of IT Services. (December 1, 2009).
- Conference Attendance, "2009 DSI Annual Meeting," Decision Sciences Institute. (November 13, 2009 - November 15, 2009).
- Conference Attendance, "2009 Acxiom TResNet Conference," Acxiom Corporation. (November 10, 2009).
- Workshop, "i>Clicker in YOUR Classroom," i>Clicker. (October 31, 2009).
- Workshop, "Basics of Grantsmanship," ASU. (October 2, 2009).
- Workshop, "Management and Basic Editing of Tegrity Classes," Tegrity. (September 15, 2009).
- Workshop, "Mathematica Seminar," Wolfram Research. (September 15, 2009).
- Workshop, "ITTC Summer Institute," ASU. (June 2, 2009 - June 30, 2009).
- Conference Attendance, "SWDSI Annual Meeting," Decision Sciences Institute, Southwest Region. (February 25, 2009 - February 28, 2009).

Workshop, "Teaching with Technology Symposium," University of Arkansas for Medical Sciences.
(July 24, 2008 - July 25, 2008).

Awards and Honors

Beta Gamma Sigma, AACSB. (April 1, 2010).

TEACHING

Teaching Experience

Arkansas State University

CIT 1503, Microcomputer Applications, 2 courses.
CIT 2033, Visual Basic Programming, 2 courses.
CIT 3013, Management Information Systems, 5 courses.
CIT 3033, Advanced VB Programming, 2 courses.
CIT 3353, Website Development, 4 courses.
CIT 3403, Database Management, 2 courses.
CIT 3523, Operations Management, 1 course.
CIT 4863, Current Issues: Linux Admin Fundamentals, 1 course.
MIS 6413, Management Information Systems, 1 course.

Non-Credit Instruction

Continuing Education, Moore Stephens Frost, CPAs, 12 participants. (November 7, 2008).

Continuing Education, Moore Stephens Frost, CPAs, 40 participants. (November 16, 2007).

Workshop, Black River Technical College, 12 participants. (October 15, 2007 - November 15, 2007).

Directed Student Learning

Undergraduate Honors Thesis, "The Arkansas Early Childhood Professional Development System Registry as a Tool to Further the Status of the Early Childhood Profession in Arkansas," Other (Within Arkansas State University).
Advised: Jama Summers

Supervised Research, "Comparative Study of Rapid Application Development Tools for Website Development," Other (Within Arkansas State University). (August 15, 2010 - December 15, 2010).
Advised: Samin Atiff

Supervised Research, "An Critical Examination of Popular Content Management Systems," Other (Within Arkansas State University). (August 15, 2010 - December 15, 2010).
Advised: Siti Mardiana

Supervised Research, "Web Server Alternatives Available for eCommerce Deployment," Other (Within Arkansas State University). (August 15, 2010 - December 15, 2010).
Advised: Talat Munir

Supervised Research, "Critical Analysis of Web Application Development Languages," Other (Within Arkansas State University). (January 15, 2010 - May 15, 2010).
Advised: Srinivasa Bhutta

Master's Thesis Committee Chair, "Linked Data: A New Frontier for Business Communications,"
Other (Within Arkansas State University). (August 15, 2009 - December 15, 2009).
Advised: John Hines

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

- Fish, K., Seydel, J. (2006). Where IT Outsourcing Is and Where It Is Going: A Study Across Functions and Department Sizes. *The Journal of Computer Information Systems*, 96-103.
- Seydel, J. (2005). Data Envelopment Analysis for Decision Support. *Industrial Management & Data Systems*, 106(1), 81-95.
- Seydel, J. (2005). Supporting the Paradigm Shift In Vendor Selection: Multicriteria Methods for Sole-Sourcing. *Managerial Finance*, 31(3), 49-66.
- Cao, M., Zhang, Q., Seydel, J. (2005). B2C eCommerce Website Quality: An Empirical Examination. *Industrial Management & Data Systems*, 105(5), 645-661.
- Seydel, J. (2003). Evaluating & Comparing Bidding Optimization Effectiveness. *Journal of Construction Engineering & Management*, 129(3), 285-292.
- Hawkins, N., Seydel, J. (2002). The Impact of Deregulation on Electric Utility Information Systems. *Communications of the IIMA*, 2(4), 61-75.
- Williams, D., Seydel, J. (2002). XML Adoption and Usage in Arkansas. *Communications of the IIMA*, 2(1), 61-72.
- Seydel, J., Olson, D. L. (2001). Multicriteria Support for Construction Bidding. *Mathematical & Computer Modelling*, 34(6), 285-292.
- Corder, S., Seydel, J. (1999). Change in Education: A Practical Look at Web Instruction. *AABSS Perspectives Journal*, 2(1), n/a.
- Robinson, R. K., Seydel, J. (1998). Affirmative Action: The Facts, The Myths, and The Future. *Employee Responsibilities and Rights Journal*, 11(2), 99-115.
- Aiken, M., Seydel, J., Hawley, D. (1995). Competitive Intelligence and Group Decision Support Systems. *Competitive Intelligence Review*, 6(n/a), 62-66.
- Robinson, R. K., Seydel, J., Sloan, H. (1995). In re Birmingham Reverse Discrimination Employment Litigation: Defining the Limits of Preferential Promotion. *Labor Law Journal*, 46(n/a), 131-141.
- Seydel, J., Olson, D. L. (1990). Bids Considering Multiple Criteria. *Journal of Construction Engineering & Management*, 116(n/a), 609-623.

Conference Proceedings

- Seydel, J., & Yu, Q. (2013). *Awarding Scholarships: There's an App for That!* (vol. 40, 10 pages). Albuquerque, NM: Proceedings of the Southwest Decision Sciences Institute 2013 Annual Meeting.

- Seydel, J., Wang, X., Ge, Y., Syamil, A., Zhang, Q., & Moeeni, F. (2013). *Using Automatic Identification and Data Capture Technology for Improving Efficiency in Virtual Organizations Created by Tourism Supply Chains* (vol. 40, 10 pages). Albuquerque, NM: Proceedings of the Southwest Decision Sciences Institute 2013 Annual Meeting.
- Seydel, J. (2012). *A Decision Support Framework for Business Coursework* (vol. 39, 10 pages). New Orleans, LA: Proceedings of the Southwest Decision Sciences Institute 2012 Annual Meeting.
- Le, C., & Seydel, J. (2012). *Data Mining Across the Business Curriculum* (vol. 39, 10 pages). New Orleans, LA: Proceedings of the Southwest Decision Sciences Institute 2012 Annual Meeting.
- Hines, John, Seydel, J. (2011). *The Potential of RDF/RDFa for eCommerce Applications* (vol. 38, 10 pages). Houston, TX: Proceedings of the Southwest Decision Sciences Institute 2011 Annual Meeting.
- Seydel, J., Sinclair, J., Fish, K., Segall, R. (2010). *Assessing Technology Skills of Business Students* (vol. 37, 10 pages). Dallas, TX: Proceedings of the Southwest Decision Sciences Institute 2010 Annual Meeting.
- Seydel, J. (2009). *OpenOffice.org: When Will It Be Ready for Prime Time?* (vol. 36, pp. 388-398). Oklahoma City, OK: Proceedings of the Southwest Decision Sciences Institute 2009 Annual Meeting.
- Fish, K., Seydel, J., Jones, R. (2006). *New Trends in the Perceived Importance* (pp. 524-530). Oklahoma City: Southwest Decision Sciences Institute Annual Conference.
- Segall, R., Seydel, J. (2000). *"The Impact of Telecommunications and Electronic Commerce on Electronic Data Interchange and Supply Chain Management in Northeast Arkansas;"*. San Antonio, TX: Proceedings of the Thirty-First Conference of the Southwest Decision Sciences Institute.
- Segall, R., Seydel, J. (1999). *"Supply Chain Management via ElectronicCommerce;"* (vol. 8). Orlando, FL: Concepts and Applications of Systemics, Cybernetics and Informatics.

Other

- Seydel, J. (2010). *Henry Books: Prototype Web-Enabled Database Application*. State University, AR: ASU College of Business. www.suse1.astate.edu/~bozo_b/HenryBooks
- Seydel, J., John, H. (2009). In n/a (Ed.), *Linked Data: A New Frontier for Business Communications* (n/a ed., vol. n/a, pp. 75). State University, AR: ASU.
- Seydel, J. (2009). *Web-Enabled Database Application for Managing Grad Student Data*. State University, AR: ASU College of Business. www.suse1.astate.edu/~business
- Seydel, J. (2008). *Information Portal for the APPLE Group for Dyslexia*. Jonesboro, AR: The APPLE Group for Dyslexia. www.theapplegroupfordyslexia.org
- Dasgupta, D., Seydel, J. (2008). In Dipankar Dasgupta (Ed.), *Business Information Continuity (online course AWR-176-W)* (n/a ed., vol. n/a, pp. 200 (approximately)). Nashville, TN: ACTOnline Cyber Security Training. www.act-online.net

Segall, R., Seydel, J. (2004). *"Horizon Institute Funds Research Awards to 3 CoB Faculty,"* (9th ed., pp. 7). ASU College of Business Publication.

Presentations Given

Seydel, J., Decision Sciences Institute 2011 Annual Meeting, "Improving IT/IS Subject Matter Knowledge: the Case for On-the-Job Sabbaticals," Decision Sciences Institute, Boston, MA. (November 15, 2011).

Hines, J. (Author Only), Seydel, J. (Presenter & Author), Southwest Decision Sciences Institute 2011 Annual Meeting, "The Potential of RDF/RDFa for eCommerce Applications," Decision Sciences Institute, SW Region, Houston, TX. (March 3, 2011).

Seydel, J., Fish, K., Sinclair, J., Segall, R., Southwest Decision Sciences Institute 2010 Annual Meeting, "Assessing Technology Skills of Business Students," Decision Sciences Institute, SW Region, Dallas, TX. (March 3, 2010).

Seydel, J., Fish, K., Sinclair, J., Segall, R., Decision Sciences Institute 2009 Annual Meeting, "Assessing Technology Skills of Business Students (Part I)," Decision Sciences Institute, New Orleans, LA. (November 15, 2009).

Seydel, J., Southwest Decision Sciences Institute 2009 Annual Meeting, "OpenOffice.org: When Will It Be Ready for Prime Time?," Decision Sciences Institute, SW Region, Oklahoma City, OK. (February 28, 2009).

Seydel, J., 2008 Computer Culture Festival, "Web Technology Choices for eCommerce," Shandong University of Finance, Jinan, China. (June 3, 2008).

Seydel, J., 2008 Computer Culture Festival, "Approaching Electronic Commerce Decision-Making from a Multicriteria Perspective: Websites," Shandong University of Finance, Jinan, China. (June 2, 2008).

Fish, K., Seydel, J., Jones, R., Southwest Decision Sciences Institute Annual Conference, "New Trends in the Perceived Importance," Southwest Decision Sciences Institute, Oklahoma City, Oklahoma. (2006).

Moeeni, F., Seydel, J., Fales, J., Decision Sciences Institute 35th Annual Meeting, "The Role of Input Technologies Quality Decision Making and IT Education," Decision Sciences Institute, Boston, MA. (November 2005).

Moeeni, F. (Presenter Only), Seydel, J. (Presenter Only), Flan, J. (Presenter Only), Silver, R. (Presenter Only), Revere, L. (Presenter Only), Decision Sciences Institute Southwest Annual Meeting, "Panel Discussion: Putting Decision Sciences On-Line: A Digital Roller Coaster." (March 2005).

Ruby, Jr., R., C. S., Seydel, J., Decision Sciences Institute (Southwest Region), "A comparison of Internet Based Lecture Approaches," Decision Sciences Institute. (1999).

Contracts, Grants and Sponsored Research

Grant

Moeeni, Farhad (Principal), Segall, Richard (Co-Principal), Talburt, John (Co-Principal), Seydel, John (Supporting), Chan, Yupo (Co-Principal), "A New Paradigm in Sustaining Information

Quality Through Automatic Identification", " Sponsored by National Science Foundation (NSF) Division of IIS, Federal, \$468,654.00.

Seydel, John (Principal), "An Exploration into Open Source Productivity Software at the Enterprise Level," Sponsored by ASU College of Business, Arkansas State University, \$10,000.00. (July 31, 2009).

Seydel, John (Principal), "Eleanor Lane International Travel (China)," Sponsored by Eleanor Lane Foundation, Arkansas State University, \$966.00. (May 20, 2008 - June 30, 2008).

Fish, Kelly, Seydel, John, "one-year grant for the study of outsourcing and MIS graduate needs for US firms," Sponsored by Horizon Institute of Technology, \$4,400.00. (2004).

Other

Segall, Richard (Co-Principal), Moeeni, Farhad (Principal), Seydel, John (Supporting), Talburt, John (Co-Principal), Chan, Yupu (Co-Principal), ""A New Paradigm in Sustaining Information Quality Through Automatic Identification", " Sponsored by National Science Foundation (NSF) Division of IIS, \$468,654.00.

Segall, Richard (Co-Principal), Moeeni, Farhad (Principal), Talburt, J (Co-Principal), Chan, Y (Co-Principal), Seydel, John (Supporting), ""A Paradigm Shift in Data Cleansing Process through Automatic Identification", " Sponsored by National Science Foundation (NSF), \$449,529.00.

Sponsored Research

Seydel, John (Principal), "Practical Issues Faced by Today's IT Professionals," Sponsored by Acxiom Corporation, Arkansas State University, \$0.00. (January 10, 2010 - May 15, 2010).

Intellectual Contributions in Submission

Refereed Journal Articles

Wang, X., & Seydel, J. Channel Performances Under Vendor Managed Inventory and Retailer Managed Inventory Environments. *European Journal of Operational Research*.

SERVICE

Department Service

Committee Chair, Promotion, Retention, & Tenure. (August 2010 – August 2011).

Committee Member, Promotion, Retention, & Tenure. (August 2008 - Present).

Department Chair, Econ & Decision Sciences Dept; CIT Dept. (June 2000 – December 2007).

College Service

Faculty Advisor, Student Infrastructure Planning. (July 2000 – May 2012).

Site administrator, Data Management. (July 1, 2008 - June 1, 2011).

Professional Service

Reviewer, Ad Hoc Reviewer, University of Texas - Arlington, Dallas, TX. (October 15, 2010 - November 15, 2010).

Reviewer, Ad Hoc Reviewer, Creighton University, Omaha, NE. (August 31, 2010 - September 15, 2010).

Reviewer, Ad Hoc Reviewer, Purdue University, West Lafayette, IN. (July 31, 2010 - August 15, 2010).

Reviewer, Ad Hoc Reviewer, National University, School of Business Administration, La Jolla, CA. (June 1, 2010 - July 15, 2010).

Committee Member, Decision Sciences Institute. (January 2007 - December 2008).

Officer, President/Elect/Past, Southwest Decision Sciences Institute. (March 2002 - March 2007).

Reviewer, Ad Hoc Reviewer, New Mexico State University, Las Cruces, NM. (August 31, 2006 - September 15, 2006).

Reviewer, Ad Hoc Reviewer, Purdue University, West Lafayette, IN. (July 31, 2006 - August 15, 2006).

Consulting

Proposal for and development of computer system, Helping Neighbors Food Pantry, Jonesboro, AR. (January 2010 – July 2012).

Website development for nonprofit organization, The Apple Group for Dyslexia, Jonesboro, AR. (September 2008 – July 2013).

For Profit Organization, FROST, PLLC, Little Rock, AR. (November 15, 2007 - November 15, 2008).

Academic, University of Memphis, Memphis, TN. (December 2007 - April 2008).

Awards and Honors

Service, University

Excellence in Internal Service (2010), ASU College of Business. (April 1, 2010).