

MIND Matters Conference Keynote Speaker



Dr. Lakshmi S. Iyer is Professor of Information Systems and Director of the Applied Data Analytics Graduate Programs in the Walker College of Business at Appalachian State University, Boone, NC. Her research interests are in the area of emerging technologies & its impact on organizations and users, and social inclusion in computing. Her research work has been published in or forthcoming in *Communications of the AIS*, *Journal of Association for Information Systems*, *European Journal of Information Systems*, *Communications of the ACM*, *Decision Support Systems*, *eService Journal*, *Journal of Electronic Commerce Research*, *Journal of Computer Information Systems*, *Information Systems Management*, *Journal of Global Information Technology and Management*, and others. She is a Board member of Teradata University Network, recent past-chair of the Special Interest Group in Decision Support and Analytics (SIGDSA, formerly SIGDSS). She

has served as a Guest Editor for *Communications of the ACM*, the *Journal of Electronic Commerce Research*, and *Information Systems Frontier*. She is also co-editor of *Annals of Information Systems Special Issues* (2015 and 2017) on “Reshaping Society through Analytics, Collaboration, and Decision Support: Role of BI and Social Media” and “Analytics and Data Science: Advances in Research and Pedagogy”.

She has been involved in community engaged outreach and scholarship that furthers the role of women in IT (wiit.uncg.edu). She is the founder and Director of the “IT is for Girls” at UNCG, an outreach program for middle and high-school girls that aims to increase their awareness about education and career paths in computing. She has received funding from the American Association of University Women (AAUW), National Center for Women in IT, Lincoln Financial and from other foundations to offer STEM events for young women. Related initiative also includes the Triad Tech Savvy event (<http://greensboro-nc.aauw.net/techevents/triad-techsavvy/>) sponsored by AAUW which expanded to the STEM3 program (in 2017) to include the medical/healthcare and music fields. The “IT is for Girls” and “Triad Tech Savvy” programs have served over 900 girls in middle and high-school in the Triad area and beyond since the women in IT inception in 2009. She is a member of the American Association of University Women (AAUW) and received the Dr. Shirley Hall Award from AAUW Greensboro Branch in April 2011 for exemplary contribution to enrich STEM education for women. She serves as the STEM coordination for AAUW Greensboro and also served as a co-chair of the Association of Information Systems’ (AIS) task force on Women in IS to enhance the outreach efforts of AIS to women in Information Systems (IS) based on systematic assessment of the current status of women in IS, globally, including students (both current and potential) and professionals in academia, corporate, and non-profit organizations with the intent to creating a nurturing, supporting environment conducive to enhancing the growth and success of women in IS field. She was awarded the National Center for Women in IT’s 2015 Educator Award. In 2017, AAUW Greensboro Branch established the “Iyer Award” to recognize a member whose work has enabled the Branch to make a lasting difference in its mission of service on behalf of women and girls.

Tech Savvy is a daylong science, technology, engineering, and math (STEM) career conference designed to attract girls in sixth through ninth grade to these fields and to inform families about STEM education and careers. The Tech Savvy program will help improve girls' confidence in STEM education and careers so that more girls will consider STEM-related classes in high school, college, and subsequently, STEM careers in their future. In the workshops, girls are guided by female role models in a professional environment. In the college and career corner, girls meet young women who tell their personal stories so that girls can develop a vision of their own success.

IT is for Girls (<http://wiit.uncg.edu>) is a week-long summer camp offered for girls in grades 6 to 8 that aims to:

1. increase awareness about IT/Computing education and career opportunities,
2. increase confidence in accomplishing specific IT based skills and in understanding how it can be applied in other fields,
3. provide opportunities to interact with women IT professionals and Engineers who will share personal experiences and answer questions regarding diverse career opportunities in the computing area, and
4. enhance their leadership skills through sessions in conflict resolution, decision making, communication and building community awareness.

High-school girls participate as near peer-mentors during the program. In turn, they are mentored by Faculty, undergrad and graduate students, and working women IT professionals.

Typically, the program is offered during the 2nd or 3rd week of July.