PALASH BERA

Father Davis Professor, Professor, Richard A. Chaifetz School of Business, Saint Louis University,
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APPOINTMENTS

Saint Louis University	Professor 2022- Interim Associate Dean Graduate Studies 2022 Father Davis Professorship 2017- Associate Professor, August 2016-2022 Assistant Professor- 2012-2016 One Year MBA Practicum Director, August 2018-
Texas A&M International University	Assistant Professor 2008-2012
Sauder School of Business, University of British Columbia	Post Doctoral Fellow (2007- 2008)
Isvor Fiat India Private Limited, New Delhi, India (A Consulting & Training Company of Fiat India)	Senior Executive – Projects & Administration (2000-2001) Executive – Projects & Administration (1998- 2000) Responsibilities: (1) executed consulting projects for Fiat India clients (2) led business process redesign project for Case New Holland Tractors, developed business process models for ERP implementation (Baan ERP) at Case New Holland Tractors
Brindavan Beverages Private Limited (a Coca-Cola Bottler), Bangalore, India	Marketing Executive (1997-1998) Responsibilities: applied Geographical Information Systems (GIS) to analyze sales and marketing activities and to provide delivery route planning.
Advisory Resources in Marketing, New Delhi, India	Junior Consultant (1996-1997) Responsibilities: Developed sales and marketing plan for Blossom Kochhar Beauty Products Ltd., New Delhi.

Journal Publications

1. Gupta, A., Poels, G., and **Bera, P.** (2023) Generating multiple conceptual models from behavior-driven development scenarios, **Data and Knowledge Engineering**, 145, pp. 1-29. (Gold journal)
2. Gupta, A., Poels, G., and **Bera, P.** (2022) Using Conceptual Models in Agile Software Development: A Possible Solution to Requirements Engineering Challenges in Agile Projects, **IEEE Access**, 10, pp. 119745-119766 (Silver journal)

3. **Bera, P.** (2021) Interactions Between Analysts in Developing Collaborative Conceptual Models, 23, pp. 561-573, **Information Systems Frontiers** (Gold journal)
4. **Bera, P.**, Soffer, P., and Parsons, J. (2019) Using Eye Tracking to Expose the Cognitive Processes of Understanding Conceptual Models, 43(4), **MIS Quarterly**, pp. 1105-1126 (Diamond Journal)
5. **Bera, P.** and Poels, G. (2019) How quickly do we learn conceptual models? 28(4), pp. 663-680 **European Journal of Information Systems** (Gold journal)
6. Sirois, L., Bedard, J. and **Bera, P.** (2018) The Informational Value of Key Audit Matters in the Auditor's Report: Evidence from an Eye-tracking Study" 32 (4), pp. 141-162, **Accounting Horizons**
7. **Bera, P.,** Burton-Jones, A., and Wand, Y. (2018) Improving the Representation of Roles in Conceptual Modeling: Theory, Method, and Evidence 23, pp. 465-491, **Requirements Engineering Journal**
8. **Bera, P.** and Poels, G. (2017) The Effects of Construct Redundancy on Readers' Understanding of Conceptual Models, 28 (3): 1-25, **Journal of Database Management**
9. **Bera, P.** (2016) How Colors in Business Dashboards Affect Users' Decision Making, 59(4), pp. 50-57, **Communications of the ACM**
10. **Bera, P. and Sirois, L.P.** (2016) Displaying Background Maps in Business Intelligence Dashboards, 18(5), pp. 58-65, **IEEE IT Professional**
11. The Interaction of Semantics and Pragmatics in Understanding Conceptual Models (2014) **Bera, P.**, Burton-Jones, A., and Wand, Y. **Information Systems Research,** 25 (2), pp. 401-419
12. **Bera, P.** and Evermann, J. (2014) Guidelines for Using UML Association Classes and their Effect on Domain Understanding in Requirements Engineering, **Requirements Engineering Journal,** 19, pp. 63-80
13. **Bera, P.** (2012) Does Cognitive Overload Matter in Understanding BPMN Models? **Journal of Computer Information Systems,** 52 (4), pp. 59-69
14. **Bera, P.,** (2012) Analyzing the Cognitive Difficulties for Developing and Using UML Class Diagrams, **Journal of Database Management,** 23 (3), pp. 1-19
15. **Bera, P.,** Burton-Jones, A., and Wand, Y. (2011) Guidelines for Designing Visual Ontologies to Support Knowledge Identification, **MIS Quarterly** 35 (4), pp. 883-908
16. **Bera, P.,** Krasnoperova, A., and Wand, Y. (2010) Using OWL as a Conceptual Modeling Language, **Journal of Database Management** 21 (1), pp. 1-28
17. **Bera, P.,** Nevo, D., and Wand, Y. (2005). Unravelling Knowledge Requirements Via Business Processes: A Case Study. Volume 40, page 1-29. Special Issue on Information Systems Analysis and Design. **Communication of the Association for Information Systems**

Papers under review

1. Gupta, A., Poels, G., and **Bera, P.** (2021) A Python Based Tool to Develop Multiple Conceptual Models Automatically from Extended User Stories (under review at **Data and Knowledge Engineering**)

Working Papers

1. **Bera, P.** and Poels, G. (2024) Resolving Lexical and Semantic Ambiguity in User Stories: A Proposed Experiment (Target journal – European Journal of IS)
2. **Bera, P.,** Weber, B., and Mendling, J. (2024) The Psychology of Learning Process Models using VR.
3. **Sarkar, S.**, and **Bera, P.** (2024) Designing VR Content for Experiential Learning
4. **Sarkar, S.**, and **Bera, P.** (2024) Impact of Virtual Reality Exposure on ERP Knowledge Outcome

Reviewed Conference Proceedings

1. **Sarkar, S.**, and **Bera, P.** (2024) Using VR to Design Experiential Learning Component in Undergraduate Introductory Technology Management Course, SLU Madrid
2. **Bera, P.** and Poels, G. (2023) Resolving Lexical and Semantic Ambiguity in User Stories: A Proposed Experiment, SIGSAND conference, Miami
3. **Sarkar, S.**, and **Bera, P.** (2023) Impact of ChatGPT: Introduction to Academica, 26th Annual Colleagues in Jesuit Business Education, University of San Diego
4. **Bera, P.**, Dalpiaz, F., and Wautelet, Y. (2022) Challenging the Artifacts and Practices Adopted in Agile Software Development, Proceedings of the 1st International Workshop on Agile Methods for Information Systems Engineering (Agil-ISE) (https://ceur-ws.org/Vol-3134/preface-1.pdf)
5. Gupta, A., Poels, G., and **Bera, P.** (2019) Creation of Multiple Models from User Stories-An NLP Approach, ER 2019 conference, Salvador, Bahia, Brazil
6. Gupta, A., Poels, G., and **Bera, P.** (2019) An Algorithm to Create Multiple Conceptual Models from User Stories, SIGSAND, New York
7. Gupta, A., Poels, G., and **Bera, P.** (2018) A Research Agenda on Using Conceptual Models for User Story Development, accepted at Mid-West AIS Conference, St. Louis
8. Gupta, A., Poels, G., and **Bera, P.** (2018) A Proposal of Using Conceptual Models for User Story Development and Maintenance, accepted at Special Interest Group Systems Analysis and Design, Syracuse University, New York
9. Enterprise, Business-Process and Information Systems Modeling: 18th International Conference, BPMDS 2017, 22nd International Conference, EMMSAD 2017, Held at CAiSE 2017, Essen, Germany, June 12-13, 2017, Proceedings Iris Reinhartz-Berger · Jens Gulden · Selmin Nurcan · Wided Guédria · **Palash Bera**
10. **Bera, P.** and Gupta, A. (2017) A Proposed Method in Agile Practices to Create Requirements Documentation and Test Cases, Proceedings of EMMSAD conference, Essen, Germany
11. **Bera, P.** and Gupta, A. (2017) Developing Test Cases Using ER Based Approach, SIGSAND Conference, Cincinnati.
12. **Bera, P.** (2016) Identifying Ethical Issues in Using Data Mining, People Analytics Conference, hosted by SLU Law School, Saint Louis, February 19, 2016
13. **Bera, P.** and Parsons, J. (2016) The Role of Familiarity in Conceptual Modeling: Evidence from Eye Tracking, Fifteenth Annual Symposium on Research in Systems Analysis and Design, Richmond, Lubbock, May, 2016.
14. **Bera, P.** and Poels, G. (2015) How do we acquire understanding of conceptual models? Fourteenth Annual Symposium on Research in Systems Analysis and Design, Richmond, Virginia, May 14-15, 2015.

15. **Bera, P.** (2014) Conceptual Modeling Approach to Develop BI Dashboards, SIGDSS Pre ICIS Workshop, Auckland

16. **Bera, P.** (2014) Do Distracting Dashboards Matter? 7th Euro Systems Analysis & Design Workshop, Gdansk, Poland (online presentation)

17. Sirois, L.P., **Bera, P**., Bédard, J., and Jha, A**. (**2014) The Informational Value of Emphasis of Matter Paragraphs and Auditor Commentaries: Evidence from an Eye-tracking Study, **American Accounting Association** Midwest Conference

18. **Bera, P.** (2011) Analyzing Roles of BI Implementation Teams. Presented at the OASIS Workshop at ICIS, Shanghai

19. **Bera, P.** (2011) Situations That Affect Modellers' Cognitive Difficulties: An Empirical Assessment. American Conference on Information Systems (AMCIS), Detroit.

20. **Bera, P.**, Peleg, M., and Wand, Y. (2010) A Conceptual model of Knowledge for Knowledge Management Systems, MIS Quarterly pre ICIS Workshop, St. Louis, Missouri

21. **Bera, P.** (2010) A Cognitive Perspective on How Experts Develop Conceptual Models in Complex Domains, American Conference on Information Systems (AMCIS), Peru, Lima

22. **Bera, P.,** Burton-Jones, A., and Wand, Y. (2009) The Effect of Domain Familiarity on Modeling Roles: An Empirical Study, Pacific Asia Conference of Information Systems, Hyderabad, India, July 11-12, 2009

23. **Bera, P.** and Wand, Y. (2009) A framework to clarify the role of Knowledge Management Systems, Pacific Asia Conference of Information Systems, Hyderabad, India July 11-12, 2009

24. **Bera, P.** and Wand, Y. (2007). Ontological Interpretations of Roles. Proceedings of the Sixth Annual Symposium on Research in Systems Analysis and Design, Tulsa, May 11-13, 2007.

25. **Bera, P.** and Wand, Y. (2006). Conceptual Models of Knowledge and Knowledge Management Systems. Journal of AIS (JAIS) Theory Development Workshop at ICIS 2006, Milwaukee, December 13, 2006

26. Wand, Y., Woo, C. and **Bera, P.** (2006). Object-Oriented Enterprise Modeling – A Methodology and a CASE Tool. Workshop of Information Technologies and Systems (WITS), Milwaukee, December 9-10, 2006

27. **Bera, P.** and Wand, Y. (2006). Roles of Ontologies in the Context of Knowledge Management Systems. Proceedings of the Fifth Annual Symposium on Research in Systems Analysis and Design, page 89-96, Vancouver, May 13-14 2006

28. **Bera, P.** and Wand, Y. (2004). Analyzing OWL Using a Philosophy-Based Ontology. Proceedings of the Third International Conference on Formal Ontology of Information Systems (FOIS), page 353-362, Torino (Italy), November 4-6, 2004.

29. **Bera, P.** (2005). Use of Philosophical Ontologies in the Context of Knowledge Management and Formal Ontologies. Proceedings of the 12th Doctoral Consortium on Advanced Information Systems Engineering (CaiSE), page 102-111, Porto (Portugal) June 13-14, 2005.

30. **Bera, P.** and Rysiew, P. (2004). Analyzing Knowledge Management Systems: A Veritistic Approach. Proceedings of the First International Workshop on Philosophy and Informatics, page 1-8, Cologne (Germany), March 31 - April 1, 2004.

Invited Presentations

1. Jha, A., **Bera, P.** and Sirois, (2013) The Effect of Audit Signature in Auditor Reports: Evidence from An Eye-tracking Experiment, June, HEC, Montreal
2. **Bera, P.** and Jha, A. (2012) The Effect of Disclosures in Credit Card Statements: Evidence from An Eye-tracking Experiment, November, John Cook School of Business, St. Louis
3. **Bera, P.** (2012) Using Eye-Tracking Software in Conceptual Modeling, presented at the MIS Workshop, March 16, 2012, Sauder School of Business, University of British Columbia, Vancouver, Canada
4. **Bera, P.** (2010) A Cognitive Perspective on Developing and Interpreting Conceptual Models, at the Institute for Operations Research and the Management Sciences (**INFORMS**), Austin, Texas.
5. **Bera, P.,** Burton-Jones, A., and Wand, Y. (2009) Ontological Rules in Conceptual Modeling: What and When. at the Institute for Operations Research and the Management Sciences (**INFORMS**) Annual Meeting San Diego**.**

Research Award

- Diamond Paper Publication Award 2020 (for publication in the top-most journal of the discipline)

- Annual Best Research Paper award (Associate Professor Category) – 2020, 2015

Research Grants

Awarded

TGI Seed grant – awarded $12,500.

Project Title: Supply Chain Disruption Management at Maritime Ports, Principal Investigators: Justin Goodson and Palash Bera

Research grant of $220,000 from FWO, Belgium Government, Title: Attention Direction and Task Performance with Domain Model Patterns, Co-PI, 2016-2021

$43,778 by Logistics Management Institute, Title: Integrating Big Data and Transaction Data to Develop Supply Chain Dashboards, 2014-2015, Principal Investigator

$25000 by IAASB and KPMG, Title: The informational value of Emphasis of Matter paragraphs and Auditor Commentaries: evidence from eye-tracking studies, 2012-2014, Co-Principal Investigator

$6500 University Research Grant (URG) at Texas A&M International University, 2011-2012. Title: Understanding the Role of Modeling Experience in Developing Conceptual Models, Principal Investigator

$5000 University Research Grant (URG) at Texas A&M International University, 2010-2011. Title: Using Business Process Models as Conceptual Models: Empirical Studies, Principal Investigator

$9720 University Research Grant (URG) at Texas A&M International University, 2009-2010. Title: Improving Interactions Among IS Domain Knowledge Experts and IS Application Knowledge Experts for Creating Conceptual Models, Principal Investigator

SOFTWARE DEVELOPMENT

- Donor Prediction tool – predict who will donate and what amount
- Dialog tool – interact with data sets in natural language
- Software test design tool- a model-based method to automatically create and execute test cases

All tools are co- developed with Abhimanyu Gupta

TEACHING

Interests

Business Analytics, Storytelling with Data, Design Thinking, Business Data Mining, Database Management Systems, Information Systems Analysis and Design, Business Research Methodologies, Introduction to Information Systems, Developing Business Applications

Courses developed

- Story telling with Data – ITM 6400 (graduate level, offered in spring 2019)
- Business Data Mining (undergraduate level, offered in spring 2016)
- Applied Business Analytics (graduate level, offered in fall 2013 at Saint Louis University)
- Business Analytics (undergraduate level, offered in Spring 2013 at Saint Louis University)
- Business Intelligence Technologies (graduate level, offered in fall 2007 at University of British Columbia)
- Business Modeling for Information Systems (graduate level, offered in fall 2008 at Texas A&M International University)

Teaching Case Studies Developed

- "*Developing Credit Card Processing Information Systems*" (Jointly developed with William Tan, Sauder School of Business and Y.M. Cheung, Sauder School of Business, (used in Information Systems Technology and Development courses)
- "*Reviewing research applications*" (used in the MBA program, Sauder School of Business)

- "*There's fast food and there is KFC*" (used in Information Systems Analysis and Design courses)

SERVICES

Department Level

Interim Chair of Operations and ITM Department August 2020- December 2020

- Initiated the restructure of merging two undergraduate degree programs to one degree program
- Worked with the faculty to prepare the documentation of the new major- Business Technology Management
- Restructured the minors offered by the department
- Worked with each faculty to modify the existing courses and add new courses for the new BTM degree
- Helped standardize the content of OPM 2070 and OPM 5020 (Business Statistics courses)
- Recruit new adjunct faculty to teach ITM and OPM courses

Chair of Operations and ITM Department January 2021-

- Proposed a new concentration on Design Thinking at the PMBA program
- Developed two new Business Analytics courses related to the PMBA program
- Continued hiring adjunct faculty for teaching courses in the department
- Prepared the SWOT analysis for the department and developed faculty hiring plan for 2022
- Organized a sponsorship for the Business Analytics Practicum Course (BTM 4811) to be offered in Fall 2021

Business School Level

OYMBA Business Analytics Practicum Director 2018-

- Partnered with several organizations to provide business analytics practicum projects for the OYMBA program
- In 2020, raised over $50,000 sponsorship from the partner organizations
- Partnered with Nestle Purina for multiple business analytics practicum projects
- Overall responsible for the delivery and quality of the practicum projects

Other Business School Committees

- Research and Scholarly Committee member from 2020
- Diversity Committee- member from February 2015-2020

- One Year MBA curriculum review committee – member from January 2013-February 2015
- One Year MBA curriculum restructure task force- Chairperson from April 2015-2017
- Member of Undergraduate Board 2017

Academic Services

- Workshop organizer on International Workshop on Agile Methods for Information Systems Engineering, 2023 (duties include assign reviewer, develop workshop content, market the workshop, and publish the proceedings)
- Program committee of CAiSe 2023- a reputed conference on software engineering (duties include assign reviewers and review papers)
- Conference paper review- ICIS 2021
- Associate Editor- ECIS Conference- 2021
- Book Review- Introductory Business Analytics, McGraw Hill 2021
- Journal paper review- MIS Quarterly 2021, 2020 (two papers), The DATA BASE for Advances in Information Systems 2020, Journal of AIS, 2020 (two papers), Enterprise Information Systems 2020
- Conference Paper review - Mid West AIS Conference 2020
- Associate Reviewer, International Conference of Information Systems 2017 (awarded the Outstanding AE Award of the track "HCI, Design Issues and Design Science Research")
- Systems Analysis and Design –Special Interest Group- President 2014-2016
- Systems Analysis and Design –Special Interest Group- Vice President 2012-2014
- Systems Analysis and Design –Special Interest Group Workshop, Saint Louis University, 2014, Co- Chair
- Member of the Editorial Review Board of Journal of Database Management, 2013-2015
- Track Chair - Systems Analysis and Design track at American Conference on Information Systems (AMCIS) 2013, 2014, and 2015
- Journal paper review 2014-2015- MIS Quarterly (2 papers), Information System Research (2 papers), Journal of AIS (2 papers), Information Systems Journal, Advances of DATABASE (2 papers), IEEE IT Professional, Data and Knowledge Engineering
- Organized research symposium on systems analysis and design at Saint Louis University (May 2014)

EDUCATION

University of British Columbia	**Ph.D. - Management Information Systems,** 2003-2007, Sauder School of Business, Vancouver, Canada.
University of British Columbia	**M.Sc. – Management Information Systems,** 2001-2002, Sauder School of Business, Vancouver, Canada

Utkal University

B.Sc. – Physics and Education, 1991-1995, Regional College of Education, Utkal University, Bhubaneswar, India