

Brief Curriculum Vitae¹

Michel Avital
Professor of IT Management
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EDUCATION

Doctor of Philosophy (Management Information Systems), 2002
Case Western Reserve University, Cleveland, OH, USA

Master of Business Administration (Business Policy & Computer Information Systems), 1993
City University of New York, New York, NY, USA

Bachelor of Art (Economics and Business), 1985
Tel Aviv University, Tel Aviv, Israel

PRIMARY APPOINTMENTS

Professor, Copenhagen Business School, Copenhagen, Denmark, 2012-present

Associate Professor, University of Amsterdam, Amsterdam, Netherlands, 2007-2011

Assistant Professor, Case Western Reserve University, Cleveland, OH, USA, 2001-2006

PROFESSIONAL APPOINTMENTS

Visiting Professor, Viktoria Institute, Gothenburg, Sweden, 2011- present

Standing Committee Member, European Conference of Information Systems, 2011-present

International Representative-at-Large, Academy of Management, OCIS Executive Committee, 2010- present

PhD Program Director, Benelux Association for Information Systems, 2008-2011

MSc Thesis Coordinator, Information Management, University of Amsterdam Business School, 2007-2011

JOURNAL EDITORIAL BOARD APPOINTMENTS

Senior Editor, *Communications of the Association for Information Systems (CAIS)*, 2012-present

Associate Editor, *Information Systems Research (ISR)*, 2010-present

Editorial Board Member, *Journal of Information Technology (JIT)*, 2010-present

Editorial Board Member, *Journal of the Association for Information Systems (JAIS)*, 2009-present

Associate Editor, *AIS Transactions on Human-Computer Interaction*, 2008-present

Editorial Board Member, *Communications of the Association for Information Systems (CAIS)*, 2007-2011

Editorial Board Member, *Information and Organization*, 2007-present

¹ Full and current CV is available upon request

OTHER CURRENT EDITORIAL APPOINTMENTS

Editor, *Sprouts: Working Papers on Information Systems*, 2007-present. (<http://sprouts.aisnet.org>)

Series Editor, *Advances in Appreciative Inquiry* (with D. Cooperrider), Elsevier Science/Emerald, 2002-present.

Review Board member, *MIS Quarterly* – Special Issue on Information Systems for Symbolic Action: Social Media and Beyond, 2011-present.

Guest Editor, *International Journal of Appreciative Inquiry* – Special Issue on the Appreciative Inquiry Summit and Crowdsourcing, 2011-present.

Review Board member, *Journal of the Association for Information Systems*– Special Issue on Expanding the Frontiers of Information Systems Research, 2010-present.

CONFERENCE ORGANIZATION

Doctoral Consortium Chair (with K. Kautz), *European Conference on Information Systems (ECIS)*. Utrecht, Netherlands, 2013.

Track Chair, Visual Media Track (with D. Cyr), *International Conference on Information Systems (ICIS)*, Orlando, Florida, 2012.

Track Chair, Alternative Genre Track (with L. Mathiassen), *European Conference on Information Systems (ECIS)*, Barcelona, Spain, 2012.

Doctoral Consortium Mentor, *European Conference on Information Systems (ECIS)*, Barcelona, Spain, 2012.

Program Committee Member, *IFIP Working Group 8.9 on Enterprise Information Systems—CONFENIS*, Ghent, Belgium, 2012.

Track Chair, Visual Media Track (with D. Cyr), *International Conference on Information Systems (ICIS)*, Shanghai, China, 2011.

Track Chair, Creativity and Innovation Track, (with K. Lyytinen), *European Conference on Information Systems (ECIS)*, Helsinki, Finland, 2011.

Track Chair, Social Theories in Enterprise Information Systems Research Track, (with T. Jensen), *IFIP Working Group 8.9 on Enterprise Information Systems—CONFENIS*, Aalborg, Denmark, 2011.

Program Committee Member, *International and Inter-Disciplinary Workshop on Practice Research*, Helsinki, Finland, 2011.

Doctoral Consortium Mentor, *IFIP Working Group 8.6*, Hamburg, Germany, 2011.

Program Committee Member, *IFIP Working Group 8.6*, Hamburg, Germany, 2011.

Associate Editor, *IFIP Working Group 8.2 Working Conference*, Turku, Finland, 2011.

Track Chair, Design Theory and Research Track (with K. Kautz and D. Karagiannis), *Mediterranean Conference on Information Systems (MCIS)*, Limassol, Cyprus, 2011.

Associate Editor, *International Conference on Information Systems (ICIS)*, St. Louis, USA, 2010.

Doctoral Consortium Chair (with N. Pouloudi), *Mediterranean Conference on Information Systems (MCIS)*. Tel Aviv, Israel, 2010.

Track Chair, Design Theory and Research (with D. Te'eni and K. Lyytinen), *Americas Conference on Information Systems (AMCIS)*, Lima, Peru, 2010.

Associate Editor, *European Conference on Information Systems (ECIS)*, Pretoria, South Africa, 2010.

Scientific Committee Member, *ALP-IS*, Carisolo, Italy, 2010.

Track Chair, Design Theory and Research: From Design Science to Positive Design (with K. Lyytinen), *Americas Conference on Information Systems (AMCIS)*, San Francisco, California, 2009.

Associate Editor, *European Conference on Information Systems (ECIS)*, Verona, Italy, 2009.

Track Chair, Design Theory and Research Track, (with J. Akoka), *International Conference on Information Systems (ICIS)*, Paris, France, 2008.

Program Committee Member, *International Conference on Information Systems (ICIS)*, Paris, France, 2008.

Track Chair, Design Theory, Research and Practice in IS Track, (with K. Lyytinen), *European Conference on Information Systems (ECIS)*, Galway, Ireland, 2008.

Program Chair and Organizer, (with K. Lyytinen), *Positive Design Conference*, Monterrey, Mexico, 2008.
(<http://positivedesign.mty.itesm.mx/>)

Program Chair and Organizer (with M. Germonprez), *IFIP WG8.2 - OASIS*, Milwaukee, 2006
(<http://sprouts.aisnet.org/6-5/>)

Track Chair, Social and Societal Implications and Considerations Track, *International Conference on Mobile Business (ICMB- mBusiness)*, Copenhagen, 2006. (<http://asp.cbs.dk/icmb2006/tracks.html>)

Program Chair and Organizer (with R.J. Boland, D.L. Cooperrider, and K. Lyytinen),
Working Conference on Designing Information and Organizations with a Positive Lens, Cleveland, 2005.

Organizing Chair (with M. Germonprez), *IFIP WG8.2 Working Conference - Designing Ubiquitous Information Environments*, Cleveland, 2005

SPECIAL AWARDS AND HONORS

FEB Excellent Teacher Award, University of Amsterdam, 2010

Best Paper Proceedings, Annual Meeting of the Academy of Management, 2010

Best Paper Award, European Conference on Information Systems, 2006

Baker-Nord Scholar, Case Western Reserve University, 2006

Freedman Fellow, Case Western Reserve University, 2006

UCITE Learning Fellow, Case Western Reserve University, 2005

AIS Award for Excellence in Innovation in Information Systems Education, Association for Information Systems, 2004

Best Paper Nominee, European Conference on Information Systems, 2003

Best Paper Award, IS Division, Annual Conference of the Administrative Sciences Association of Canada, 2000

ICIS Doctoral Consortium Fellow, 1999

Best Student Paper Award, Research Methods Division, Annual Meeting of the Academy of Management, 1998

JOURNAL PUBLICATIONS

- Avital, M and Singh, B. (2011) "Collaboration Trumps Competition in High-Tech Project Teams," *Int. J. Organisational Design and Engineering*, 1(4), pp. 292-314.
- Schultze, U. and Avital, M. (2011), "Designing Interviews to Generate Rich Data for Information Systems Research," *Information and Organization*, 21(1), pp. 1-16.
- Baker, J.M., Avital, M., Davis, G.B., Land, F. Morgan, H. and Wetherbe, J.C. (2011), "Technologies that Transform Business: Lessons from the Past as We Look to the Future," *Communications of the AIS*, 28(29), pp. 497-508
- Avital, M. (2010), "Innovation through Generative Design," *International Journal of Appreciative Inquiry*, 12(2), pp. 30-34.
- Avital, M., Boland, R.J. and Lyytinen, K. (2009) "Introduction to Designing Information and Organizations with a Positive Lens," *Information and Organization*, 19(3), pp. 153-161.
- Avital, M., Björk, B-C., Boland, R.J., Crowston, K., Lyytinen, K. and Majchrzak, A. (2009) Open Access Publishing to Nurture the Sprouts of Knowledge and the Future of Information Systems Research, *Communications of the Association for Information Systems*, 24(30), pp 509-522.
- Avital, M. and Te'eni, D. (2009) "From Generative Fit to Generative Capacity: Exploring an Emerging Dimension of Information Systems Design and Task Performance," *Information Systems Journal*, 19(4), pp. 345-367.
- Atreja, A., Mehta, N., Jain, A., Harris, M., Ishwaran, H., Avital, M. and Fishleder, A. (2008) "Satisfaction with Web-Based Training in an Integrated Healthcare Delivery Network: Do Age, Education, Computer Skills or Attitudes Matter?" *BMC Medical Education*, 8(48).
- Avital, M., Lyytinen, K., King, J.L., Gordon, M.D., Granger-Happ, E., Mason, R.O. and Watson, R.T. (2007) "Leveraging Information Technology to Support Agents of World Benefit," *Communications of the Association for Information Systems*, 19 (25), pp. 567-588.
- Avital, M. and Zandee, D. (2007) "Designing Research with a Positive Lens," *AI Practitioner*, November, 7(4), pp. 36-41.
- Avital, M., Lyytinen, K., Boland, R.J., Butler, B., Dougherty, D., Fineout, M., Jansen, W., Levina, N., Rifkin W. and Venable, J. (2006) "Design with a Positive Lens: An Affirmative Approach to Designing Information and Organizations," *Communications of the Association for Information Systems*, 18 (25), pp. 519-545.
- Germonprez, M., Avital, M. and Srinivasan, N. (2006) "The Impacts of the Cascading Style Sheet Standard on Mobile Computing," *Journal of IT Standards and Standardization Research*, 4 (2), pp. 55-69.
- Avital, M. (2005) "Accelerated Systems Analysis and Design with Appreciative Inquiry: An Action Learning Approach," *Communications of the Association for Information Systems*, 15 (17), pp. 289-314.
- Avital, M. and Germonprez, M. (2004) "Reflections on Paragrammatic Uses of Organizational Theory," *Organization Studies*, 25 (6), pp. 1045-1048.
- Lyytinen, K., Yoo, Y., Varshney, U., Ackerman, M.S., Davis, G., Avital, M., Robey, D., Sawyer, S., and Sorensen, C. (2004) "Surfing the Next Wave: Design and Implementation Challenges of Ubiquitous Computing," *Communications of the Association for Information Systems*, 13 (40), pp. 697-716.
- Avital, M. (2002) "Reflections of Time in Lived Experience," *Journal of Management Inquiry*, 11 (1), pp. 25-27.
- Avital, M. (2000) "Dealing with Time in Social Inquiry: A Tension between Method and Lived Experience," *Organization Science*, 11 (6), pp. 665-673.
- Avital, M. and Vandenbosch, B. (2000) "SAP Implementation at Metalica: An Organizational Drama," *Journal of Information Technology*, 15 (3), pp. 183-194.

BOOKS

Thatchenkery, T. Cooperrider, D. and Avital, M. (Eds.) (2010), *Positive Design and Appreciative Construction: From Sustainable Development to Sustainable Value*, Advances in Appreciative Inquiry, Volume 3, Emerald Publishing, Bingley, UK.

Avital, M., Boland, R.J. and Cooperrider D. (Eds.) (2008) *Designing Information and Organizations with a Positive Lens*, Advances in Appreciative Inquiry, Volume 2, Elsevier Science, Oxford.

Cooperrider, D. and Avital, M. (Eds.) (2004) *Constructive Discourse and Human Organization*, Advances in Appreciative Inquiry Series, Volume 1, Elsevier Science, Oxford.

BOOK CHAPTERS

Avital, M. (2011) "The Generative Bedrock of Open Design" in B. van Abel, R. Klaassen, & L. Evers (Eds), *Open Design Now: How Design Can No Longer Be Exclusive*, BIS Publishers, Amsterdam, Netherlands.

Van Osch, W., and Avital, M. (2010) "The Road to Sustainable Value: The Path-Dependent Construction of Sustainable Innovation as Sociomaterial Practices in the Car Industry," in T. Thatchenkery, D. Cooperrider, and M. Avital (Eds), *Positive Design and Appreciative Construction: From Sustainable Development to Sustainable Value*, Advances in Appreciative Inquiry, Volume 3, Emerald, Bingley, UK.

Avital, M. and Boland, R.J (2008) "Managing as Designing with a Positive Lens," in M. Avital, R.J. Boland, and D.L. Cooperrider (Eds), *Designing Information and Organizations with a Positive Lens*, Advances in Appreciative Inquiry Series, Volume 2, Elsevier Science, Oxford.

Avital, M., Boland, R.J and Cooperrider, D.L. (2008) "Designing Information and Organizations with a Positive Lens - Preface," in M. Avital, R.J. Boland, and D.L. Cooperrider (Eds), *Designing Information and Organizations with a Positive Lens*, Advances in Appreciative Inquiry Series, Volume 2, Elsevier Science, Oxford.

Germonprez, M., Avital, M. and Srinivasan, N. (2007) "The Value of Web Design Standards for Mobile Computing," in K. Jakobs (Ed), *Standardization Research in Information Technology: New Perspectives*, 214-226, IGI Publishing, Hershey, PA.

Avital, M. (2007) "Fostering Innovation through Generative Systems Design," in A. Huizing and E.J. de Vries (Eds), *Information Management: Setting the Scene*, Perspectives on Information Management Series, Volume 1, Elsevier Science, Oxford.

Cooperrider, D. and Avital, M. (2005) "Appreciative Inquiry and the Changing Field of Change," In D. Cooperrider, P. Sorensen, T. Yaeger, & D. Whitney (Eds.), *Appreciative Inquiry: Foundations in Positive Organizational Development*, Stipes Publishing, Champaign, IL.

Avital, M. and Carlo, J.L. (2004) "What Knowledge Management Systems Designers Can Learn from Appreciative Inquiry Practitioners," In D. Cooperrider and M. Avital (Eds.), *Constructive Discourse and Human Organization*, Advances in Appreciative Inquiry Series, Volume 1, Elsevier Science, Oxford.

Cooperrider, D. and Avital, M. (2004) "Advances in Appreciative Inquiry—Constructive Discourse and Human Organization," In D. Cooperrider and M. Avital (Eds.), *Constructive Discourse and Human Organization*, Advances in Appreciative Inquiry Series, Volume 1, Elsevier Science, Oxford.

CONFERENCE PROCEEDINGS

Avital, M., Levina, N., Agarwal, R. Bjørn-Andersen, N., Grover, V. Li, E.Y., and Te'eni, D. (2011) "Nurturing a Thriving Information Systems Discipline: A Call to Action," *Proceedings of International Conference on Information Systems (ICIS)*, Shanghai, China

Van Osch, W., Avital, M. (2011) "The Green Vistas of Sustainable Innovation in the IT Domain," *Proceedings of IFIP WG 8.6 Conference*, Hamburg, Germany.

Van Osch, W., Avital, M., Mendelson, O., and Te'eni, D. (2011) "Biases in Usefulness Assessment: The Realized Value of Generative Support Systems," *Proceedings of the 19th European Conference on Information Systems (ECIS)*, Helsinki, Finland.

Carmel, E., Avital, M., Gray, P., Kallinikos, J. and King, J.L. (2011) "Teaching Foresight and the Future," *Proceedings of IFIP WG 8.2 Working Conference*, Turku, Finland.

Van Osch, W. and Avital, M., (2010), "Generative Collectives," *Proceedings of the International Conference on Information Systems (ICIS)*, Saint Louis, Missouri.

Baker, J.M., Avital, M., Davis, G.B., Land, F. Morgan, H. and Wetherbe, J.C. (2010), "Technologies that Transform Business: Lessons from the Past as We Look to the Future," *Proceedings of the International Conference on Information Systems (ICIS)*, Saint Louis, Missouri.

Van Osch, W. and Avital, M. (2010), "Data Matters: An Analysis of Data Practices in IS Research," *Proceedings of SIGPrag Workshop*, Saint Louis, Missouri.

Van Osch, W., Bohnsack, R. and Avital, M., (2010), "From Green IT to Sustainable Value: The Path-Dependent Construction of Sustainable Innovation," *Best Paper Proceedings of the Annual Meeting of the Academy of Management*, Montréal, Canada.

Braun, F. and Avital, M. (2010) "From Project Management to Project Leadership" *Proceedings of the 16th Americas Conference on Information Systems (AMCIS)*, Lima, Peru.

Van Osch, W. and Avital, M. (2010) "From Green IT to Sustainable Innovation" *Proceedings of the 16th Americas Conference on Information Systems (AMCIS)*, Lima, Peru.

Hansen, S., Lyytinen, K. and Avital, M. (2009), "Project Innovation through Exploration and Exploitation: A Focus on Requirements Practice," *Proceedings of the International Conference on Information Systems (ICIS)*, Phoenix, Arizona.

Van Osch, W. and Avital, M. (2009), "Collective Generative Capacity: The Seed of IT-Induced Collective Action and Mass Innovation," *Proceedings of the 8th Journal of Association for Information Systems sponsored Theory Development Workshop*, Phoenix, Arizona.

Van Osch, W. and Avital, M. (2009), "Idea Work: A Pragmatic Perspective on Action-Based Creativity and Innovation in Everyday Work," *Proceedings of SIGPrag Workshop*, Phoenix, Arizona.

Avital, M. and van Osch, W. (2009), "The Generative Archetypes of Idea Work," *Proceedings of the 25th EGOS Colloquium*, Barcelona, Spain.

Avital, M., Björk, B.C., Boland, R.J., Crowston, K. and Majchrzak, A. (2008), "Open Access Publishing and the Future of IS Research," *Proceedings of the International Conference on Information Systems (ICIS)*, Paris, France.

Avital, M. (2008), "Design with a Positive Lens," *Proceedings of the Positive Design Conference*, Monterrey, Mexico.

Avital, M., Lyytinen, K., Iacono, S., Kraemer, K.L., Sambamurthy, V., and Sawyer, S. (2007) "Data Rich and Data Poor Scholarship: Where Does IS Research Stand?" *Proceedings of the International Conference on Information Systems (ICIS)*, Montreal, Canada.

Singh, B. and Avital, M. (2007), The Impact of Collaboration and Competition on Project Performance, *Proceedings of the International Conference on Information Systems (ICIS)*, Montreal, Canada.

Wright, E. and Avital, M. (2007) "Key Considerations for Designing Electronic Medical Records Systems" *Proceedings of the 13th Americas Conference on Information Systems (AMCIS)*, Keystone, Colorado.

Braun, F. and Avital, M. "Good Project Management Practices Drive More Than Project Success: Learning, Knowledge Sharing and Job Satisfaction in IT Project Teams" (2007) *Proceedings of the 13th Americas Conference on Information Systems (AMCIS)*, Keystone, Colorado.

Whitney, D. and Avital, M. (2007) "Designing Organizations as if Life Matters: Principles of Appreciative Organizing" *The 2007 International Appreciative Inquiry Conference: The Power of Positive Change*, Lake Buena Vista, Florida.

Avital, M. (2007) "Innovation through Generative Systems Design," *Proceedings of the NSF Science of Design Workshop*, Cleveland, Ohio

Avital, M., Gonick, L., King, J.L., Lyytinen, K. Mason, R.O., and Sherman, D. (2006) "Information Technology as an Agent of World Benefit," *Proceedings of the International Conference on Information Systems (ICIS)*

Germonprez, M. and Avital, M. "Adopting Service Oriented Architectures for Designing Information Systems" (2006) *Proceedings of the 5th Association Information and Management (AIM) Pre-ICIS International Workshop: A Management Perspective on Web Services*, Milwaukee, Wisconsin.

Avital, M. (2006) "Doing Information Systems Research with a Positive Lens," *Proceedings of IFIP 8.2/Organizations and Society in Information Systems (OASIS)*

Avital, M., Lyytinen, K., Faust, J., Gordon, M., Kiri, K. and Watson, R. (2006) "Information and Communication Technology as an Agent of Social Innovation" *Proceedings of Business as an Agent of World Benefit: Management Knowledge Leading Positive Change—A Global Forum called by The Academy of Management, The United Nations Global Compact and Case*

Hansen, S., Berente, N. and Avital, M. (2006) "A First Step toward Innovative Projects: An Appreciative Approach to Requirements Elicitation," *Proceedings of Business as an Agent of World Benefit: Management Knowledge Leading Positive Change—A Global Forum called by The Academy of Management, The United Nations Global Compact and Case*

Braun, F. and Avital, M. (2006) "The Role of Accountability in Motivating Knowledge Sharing Among Team Members in Information Technology Projects," *Proceedings of the 12th Americas Conference on Information Systems (AMCIS)*.

Avital, M. and Te'eni, D. (2006) "From Generative Fit to Generative Capacity: Exploring an Emerging Dimension of Information Systems Fit and Task Performance," *Proceedings of the 14th European Conference on Information Systems (ECIS)*.

Avital, M., Atreja, A, Mehta, N. and Jain, A. (2005) "Development and Psychometric Validation of a Brief Instrument to Measure Satisfaction with Online Training," *Proceedings of the American Medical Informatics Association Annual Symposium (AMIA)*.

Hansen, S. and Avital, M. (2005) "Contributing Your Wisdom or Showing Your Cards: An Inquiry of Knowledge Sharing Behavior," *Proceedings of the 11th Americas Conference on Information Systems (AMCIS)*, pp. 1813-1817.

Sahm, P. and Avital, M. (2004) "The Moderating Affect of Trust in the Relationship of Project Managers and Project Sponsors," *Proceedings of the 10th Americas Conference on Information Systems (AMCIS)*, pp. 773-776.

Avital, M. (2004) "Bolstering Knowledge Management Systems with Appreciative Inquiry," *Proceedings of the 12th European Conference on Information Systems (ECIS)*.

Avital, M. and Germonprez, M. (2003) "Ubiquitous Computing: Surfing the Trend in a Balanced Act," *Proceedings of the 2nd Workshop on Ubiquitous Computing Environment*.

Avital, M. (2003) "Reexamining Information Systems Success through the Information Technology Professionals Perspective," *Proceedings of the 11th European Conference on Information Systems (ECIS)*.

Avital, M. (2002) "Instrumental Questioning: The Role of Questions in Design and Management," *Proceedings of Managing as Designing Conference*, Cleveland, Ohio.

Avital, M. and Vandenbosch, B. (2000) "The Relationship between Psychological Ownership and IT-Driven Value," *Proceedings of the International Conference on Information Systems (ICIS)*, pp. 652-659.

Avital, M. and Vandenbosch, B. (2000) "IT-Business Ownership: The Missing Link for IT-Driven Value," *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada (ASAC)*, pp. 116-125.

Vandenbosch, B. and Avital, M. (2000) "Joint Ownership and Organizational Role: Critical Factors of IT-driven Value," *Proceedings of the 6th Americas Conference on Information Systems (AMCIS)*, pp. 1211-1217.