
Sharath Sasidharan PhD

Associate Professor, College of Business
Bowling Green State University, Bowling Green, OH 43403
419-372-8075 | ssasidh@bgsu.edu | cisprof.com

EDUCATION

2006 PhD, Business Administration, University of Kentucky
Decision Sciences & Information Systems

1997 MBA, University of Glasgow, Scotland
International Business

1994 Bachelor of Engineering, University of Kerala, India
Electrical & Electronics Engineering

TEACHING

2017 - Present Associate Professor, College of Business, Bowling Green State University
2012 - 2017 Associate Professor, School of Business, Emporia State University
2009 - 2012 Assistant Professor, School of Business, Emporia State University
2006 - 2009 Assistant Professor, Lewis College of Business, Marshall University

Expertise

Database Design & Implementation (SQL Server, MySQL)
Business Application Programming (VB, COBOL, Java, C#)
Server Programming (PHP, Python, Ruby, JSP)
Web Development & Interface Design
E-commerce Technologies
Project Management
Knowledge Management
Healthcare Informatics
Networking & Telecommunications
System Analysis & Design

RESEARCH

Expertise

Human Computer Interaction
Knowledge Management
Social Networks
Enterprise Systems
Technology Assimilation

Peer-reviewed Journal Articles

- Sasidharan, S.,** Santhanam, R. & Brass, D. (2017). Assimilation of enterprise information systems: Knowledge support from people and systems. *International Journal of Technology Diffusion*, 8(1), 8-32.
- Sasidharan, S.** (2015). All Is right with the world: Schema congruity and trust beliefs in B2C electronic commerce. *International Journal of Technology Diffusion*, 6(4), 78-94.
- Sasidharan, S.** (2015). Change management, knowledge dynamics and normative influences in Enterprise Technology implementation: An empirical study. *Asia-Pacific Journal of Management Research and Innovation*, 11(2), 81-94.
- Schmidt, P., **Sasidharan, S.,** & R. Freeze. (2013). Social networks and organizational performance: Exploring the quality of domain knowledge sources. *International Journal of Knowledge Management*, 9(3), 47-64.
- Yi, M., Santhanam, R., **Sasidharan, S.,** & S. Park. (2013). Toward an integrative understanding of information technology training research across Information Systems and Human-Computer Interaction: A comprehensive review. *AIS Transactions on Human Computer Interaction*, 5(3), 134-156.

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- Sasidharan, S.**, Santhanam, R., Brass, D., & V. Sambamurthy. (2012). The effects of social network structure on Enterprise Systems: A longitudinal multilevel analysis. *Information Systems Research*, 23(3), 658-678.
- Freeze, R., **Sasidharan, S.**, & P. Lane. (2012). Incremental experts: How much knowledge does a team need? *International Journal of Knowledge Management*, 8(3), 62-82.
- Sasidharan, S.** (2011). The impact of student attributes, technology beliefs & e-networking on internet-based learning success. *Academy of Business Disciplines Journal*, 3(1), 61-84.
- Sasidharan, S.** (2010). The role of individual user characteristics in influencing ERP system implementation success. *The International Journal for Business and IT*, 6(2), 39-47.
- Sasidharan, S.**, Dhanesh., G., & Maheswari., S. (2010). The impact of website design on B2C E-commerce trust - An Empirical Study. *The International Journal for Business and IT*, 6(2), 48-55.
- Sasidharan, S.** (2010). The impact of color and product congruency on user trust in B2C e-commerce, *Academy of Business Disciplines Journal*, 2(2), 1-15.
- Santhanam, R., **Sasidharan, S.**, & Webster, J. (2008). Using self-regulatory learning to enhance e-learning based information technology training. *Information Systems Research*, 19(1), 26-47.
- Sasidharan, S.**, Wu, J., Pearce, D., Kearns, G., & Lederer, A. (2006). The role of convergence in information systems business planning. *Journal of International Technology and Information Management*, 15(3), 1-18.
- Holsapple, C., & **Sasidharan, S.** (2005). The dynamics of trust in B2C e-commerce: A research model and agenda. *Information Systems and E-Business Management*, 3(4), 377-403.
- Holsapple, C., Pakath, R., & **Sasidharan, S.** (2005). A website interface framework for the cognitively impaired: A study in the context of Alzheimer's disease. *Journal of Electronic Commerce Research*, 6(4), 291-303.

Peer-reviewed Book Chapters

- Holsapple, C., & **Sasidharan, S.** (2009) E-commerce themes and variations. S. Y. Nof (Ed.) *Handbook of Automation*, New York: Springer.
- Sasidharan, S.**, & Santhanam, R. (2006). Technology-based training: Toward a learner centric research agenda. In D. Galletta and P. Zhang (Eds.), *Human-Computer Interaction and Management Information Systems: Applications*, New York: M. E. Sharpe.
- Sasidharan, S.**, Santhanam, R., Brass, D., & Sambamurthy, V. (2006). The influence of knowledge transfers on the implementation of enterprise information systems. In A. Tjoa, L. Xu & S. Chaudhry (Eds.), *Research and Practical Issues of Enterprise Information Systems*, New York: Springer.

Conference Proceedings [* denotes presentation by self]

- Sasidharan, S.** (2017). Knowledge challenges in Enterprise Systems implementation: A case analysis. *Conference of the Midwest United States AIS*, May 2017, Springfield, IL. *
- Sasidharan, S.** (2015). Knowledge dynamics and domain expertise in Enterprise Information Systems implementation. *Conference of the Midwest United States AIS*, May 2015, Pittsburgh, KS. *
- Sasidharan, S.** (2015). Redefining corporate leadership through Web 2.0 technologies: An initial study. *Conference of the Midwest United States AIS*, May 2015, Pittsburgh, KS. *
- Sasidharan, S.** (2012). Change management and ERP implementation success. *Conference of the Midwest United States AIS*, May 2012, Green Bay, WI. *
- Rao, S., Wu, J., Iyengar, D., and **Sasidharan, S.** (2012) Environmental factors impacting spam: An initial study. *Conference of the Midwest United States AIS*, May 2012, Green Bay, WI. *
- Freeze, R., Lane, P., & **Sasidharan, S.** (2011) Management teams: The case for balancing or unbalancing. *44th Hawaii International Conference on System Sciences*, Jan 2011, Kauau, HI.
- Sasidharan, S.** (2011). The dynamics of social learning in distance education. *Conference of the Midwest United States AIS*, May 2011, Omaha, NE. *
- Sasidharan, S.** (2011). Website Congruity and User Satisfaction – An Initial Study. *Conference of the Midwest United States AIS*, May 2011, Omaha, NE. *
- Freeze, R., Lane, P., & **Sasidharan, S.** (2010) Expert Relativity: Identify the Expert Just Ahead. *Americas Conference on Information Systems*, Dec 2010, Lima, Peru, Paper 397.
- Douglass, D., Holthaus, A., Lockwood, T., & **Sasidharan, S.** (2010) The Role of Typeface and Product Context in Influencing B2C E-Commerce Trust. *Conference of the Midwest United States AIS*, May 2010, MN, Paper 9.*
- Sasidharan, S.**, & Dhanesh, G. (2008). Font personality and B2C e-commerce trust. *Americas Conference on Information Systems*, August 2008, Toronto, Canada, Paper 215.*
- Santhanam, R., **Sasidharan, S.**, & Webster, J. (2007). Improving information technology training courses for a global audience. *8th Annual GITMA World Conference*, June 2007, Napoli, Italy. Keynote address.

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- Kumar, D., Dhanesh, G., & **Sasidharan, S.** (2007). Resource optimization for IT projects - A supply chain approach. *Conference of the Midwest United States AIS*, May 2007, Springfield, IL, Paper 32.*
- Sasidharan, S.**, & Dhanesh, G. (2007). The role of color in influencing trust in e-commerce websites. *Conference of the Midwest United States AIS*, May 2007, Springfield, IL, Paper 16.*
- Sasidharan, S.** (2005). Technology diffusion - A social network perspective. *AMCIS*, August 2005, Omaha. *

Conference Presentations [* denotes presentation by self]

- Sasidharan, S.** (2017 - forthcoming). Knowledge value in Enterprise Technology implementation: An introductory study. *Decision Sciences Institute Annual Meeting*, November 2017, Washington, D.C.
- Sasidharan, S.** (2014). Technology facilitated social norming and e-learning: An introductory study. *Society of Business Research International Conference*, October 2014, Nashville, TN. *
- Sasidharan, S.** (2014). The impact of color and culture as e-commerce enablers. *Society of Business Research International Conference*, Oct 2014, Nashville, TN. *
- Sasidharan, S.** (2013). Color-product congruence in website design and purchasing activity: An introductory study. Presentation at *Academy of Business Research Summer 2013 International Conference*, Sept 2013, San Antonio, TX. *
- Sasidharan, S.** (2013). The role of the technology-driven social context in impacting e-learning outcomes. Presentation at *Academy of Business Research Summer 2013 International Conference*, Sept 2013, San Antonio, TX. *
- Rao, S., Wu, J., **Sasidharan, S.**, & Iyengar, D. (2011). Scale, Economic, and Judicial Factors in Spamming: An Empirical Analysis. *Decision Sciences Institute Annual Meeting*, November 2011, Boston, MA. *
- Sasidharan, S.** (2011). The impact of e-networking on e-learning – An initial study. *E-learning Summer Institute*, May 2011, Emporia State University.*
- Alluhaiden, N., Ambler, D., Holle, R., **Sasidharan, S.**, & Widener, J. (2010). The role of color and product context in influencing B2C trust. *Midwest Decision Sciences Institute Annual Meeting*, April 2010, Toledo, OH.*
- Santhanam, R., **Sasidharan, S.**, Webster, J. (2010) Online courses: Towards an optimal design, *E-learning Summer Institute*, May 2010, Emporia State University.*
- Santhanam, R., **Sasidharan, S.**, Brass, D., and V. Sambamurthy (2009). Improving the Success of S Implementation - Review of Current Status and Future Research Directions. *CONFENIS*, Oct 2009, Hungary.
- Sasidharan, S.**, & Dhanesh, G. (2008). An optimal resource management framework for IT projects. *Decision Sciences Institute 39th Annual Meeting*, November 2008, Baltimore, MD. *
- Sasidharan, S.**, & Dhanesh, G. (2007). Web design and user trust in e-commerce websites. *Decision Sciences Institute 38th Annual Meeting*, November 2007, Phoenix, AZ. *
- Kumar, D., Dhanesh, G., & **Sasidharan, S.** (2007). Human resource optimization for IT projects. *Decision Sciences Institute 38th Annual Meeting*, November 2007, Phoenix, AZ.*
- Sasidharan, S.**, Santhanam, R., Brass, D., & Sambamurthy, V. (2006). The influence of knowledge transfers on the implementation of EI systems. *The IFIP International Conference on EIS*, April 2006, Vienna, Austria.
- Holsapple, C., Pakath, R., & **Sasidharan, S.** (2005). Evaluating web accessibility guidelines for the cognitively disabled. *INFORMS Annual Meeting*, Nov 2005, San Francisco, CA.
- Santhanam, R., & **Sasidharan, S.** (2005). A framework for designing acceptance-centric system interfaces. *Decision Sciences Institute Annual Meeting*, Nov 2005, San Francisco, CA. *
- Holsapple, C., Pakath, R., & **Sasidharan, S.** (2005) Evaluating and refining web interface design guidelines for Alzheimer's patients. *Third Annual Kentucky Innovation and Enterprise Conference*, Mar 2005, Louisville.
- Sasidharan, S.**, Wu, J., Pearce, D., Kearns, G., & Lederer, A. (2004). The role of common understanding in information systems business planning. *Decision Sciences Institute Annual Meeting*, Nov 2004, Boston. *
- Holsapple, C., Pakath, R., & **Sasidharan, S.** (2004) Alzheimer's patients and web accessibility. *Information Technology in Healthcare: Sociotechnical Approaches, 2ND International Conference*, Sep 2004, Portland, OR.

Other Publications

- Ogilvie, K., DeVito, R., Sasidharan, S., Woolard, N., Lidzy, S., & Riedy, M. (2015). *Economic development feasibility study for City of Emporia*, sponsored by Emporia City Commission & Lyon County.

ADMINISTRATION

- Director of Career Services**, School of Business, Emporia State University (2014 – 2017)
- School of Business Administrative Team**, Emporia State University (2014 – 2017)

SERVICE

2017 - Present Bowling Green State University

- Information Technology committee
- Committee for Advancement of Research Profile
- IT Security Curriculum Committee

2009 - 2017, Emporia State University

- Faculty Recognition Committee (Promotion, Tenure, Retention) (2014 - 2017)
- Grad Programs Committee (2010 - 2017; Chair, 2013 - 2017)
- Information Systems Curriculum Committee (2009 - 2017; Chair, 2010 -2014)
- University Graduate Council (2014 - 2017)
- University Research and Creativity Committee (2016 - 2017)
- Presidential Search Committee (2015)
- Chair, Search Committee - 2 IS & 1 CS faculty positions (Spring 2014)
- Faculty Advisor to the IS Student Club (2010 - 2017)
- Student Operations Committee (2010 - 2017)
- University Career Fair Committee (2012 - 2017)
- Dean's Faculty Advisory Board (2013 -2014)
- Search Committee Chair - Graduate and Career Services Coordinator (Fall 2013)
- Search Committee - Associate Dean (Fall 2013)
- Search Committee - Informatics Position (Fall 2013)
- University General Education Committee (2010 -2013)
- AACSB Assessment Team (2010 - 2012)

2006 - 2009, Marshall University

- Faculty Personnel Committee (2007 -2009)
- Faculty advisor to the MIS Student Club (2006 -2009)
- Faculty Senate Standing Committee for Personnel (2008 -2009)
- Faculty Evaluation & Compensation Review Committee (2006 -2009)
- AACSB Accreditation Committee (2008 -2009)

Professional

- Reviewer for area journals
- Reviewer and session chair for numerous national and international conferences

GRANTS, HONORS, and AWARDS

Emporia State University

- Outstanding Accomplishment in Service Award, 2013
- Outstanding Accomplishment in Intellectual Accomplishment Award, 2012
- Outstanding Accomplishment in Instruction Award, 2010

ACADEMIC MEMBERSHIPS

- Association for Information Systems
- Decision Sciences Institute

INDUSTRY EXPERIENCE

Associate Trainer, *Software Systems Integrated Solutions*, India, 1994-95
Programmer Analyst, *Software Systems Integrated Solutions*, India, 1994