

Ashley A. Bush

Associate Professor of Management Information Systems
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Academic Experience

2009-present	Florida State University Associate Professor with tenure – Department of Management
2008-2009	Florida State University Associate Professor with tenure – Department of Management Information Systems
2002-2008	Florida State University Assistant Professor – Department of Management Information Systems
2001	Georgia State University Graduate Research Assistant – e-Commerce Institute
1998-2000	Georgia State University Graduate Teaching Assistant – Department of Computer Information Systems
1997-1998	Georgia State University Graduate Research Assistant – Department of Computer Information Systems

Education

1997-2002	Ph.D. Computer Information Systems, Georgia State University, Atlanta, GA
1994-1997	M.S. Computer Information Systems, Georgia State University, Atlanta, GA
1983-1988	B.B.A. Management, Augusta College, Augusta, GA

Publications

Refereed Journal Articles

1. Tiwana, Amrit, Konsynski, Benn, Bush, Ashley A., “Platform Evolution: Coevolution of Platform Architecture, Governance, and Environmental Dynamics,” *Information Systems Research*, 21(4), December 2010, 675-687.
2. Bush, Ashley A., Tiwana, Amrit, Rai, Arun, “Complementarities Between Product Design Modularity and IT Infrastructure Flexibility in IT-Enabled Supply Chains,” *IEEE Transactions on Engineering Management*, 57(2), May 2010, 240-254.
3. Tiwana, Amrit, Bush, Ashley A., Tsuji, Hiroshi, Sakurai, Akito, Yoshida, Kenichi, “Myths and Paradoxes in Japanese IT Offshoring,” *Communications of the ACM*, 51(10), 2008, 141-145.
Translated into Japanese: *Communications of the ACM*, 8(1), April 2009, 7-13.
4. Bush, Ashley A., Tiwana, Amrit, Tsuji, Hiroshi, “An Empirical Investigation of the Drivers of Software Outsourcing Decisions in Japanese Organizations,” *Information and Software Technology*, 50, 2008. 499-510.

5. Tiwana, Amrit and Bush, Ashley A., "A Comparison of Transaction Cost, Agency, and Knowledge-based Predictors of IT Outsourcing Decisions: A US-Japan Cross-Cultural Field Study," *Journal of Management Information Systems (JMIS)*, 24(1), 2007, 263-305.
6. Rai, Arun and Bush, Ashley A., "Recalibrating Demand-Supply Chains for the Digital Economy," *Systemes d'Information et Management*, 12(2), 2007, 21-52. *Nominated for best paper award.*
7. Tsuji, Hiroshi, Sakurai, Akito, Yoshida, Kenichi, Tiwana, Amrit, Bush, Ashley A., "Risk Factors on Offshore Software Development by Conjoint Analysis" (in Japanese), *Journal of the IPSJ (Journal of the Information Processing Society of Japan)*, 48(2), 2007, 823-831.
8. Tiwana, Amrit and Bush, Ashley A., "Continuance in Expertise-sharing Networks: A Social Perspective," *IEEE Transactions on Engineering Management*, 52(1), 2005, 85-101.
9. Bush, Ashley A. and Tiwana, Amrit, "Designing Sticky Knowledge Networks," *Communications of the ACM*, 48(5), 2005, 66-71.
10. Puroo, Sandeep, Rossi, Matti, and Bush, Ashley A., "Towards an Understanding of the Problem and Design Spaces during Object-Oriented System Development," *Information and Organization*, 12(4), October 2002, 249-281.
11. Keil, Mark, Tiwana, Amrit, Bush, Ashley A., "Reconciling User and Project Manager Perceptions of IT Project Risk: A Delphi Study," *Information Systems Journal (ISJ)*, 12(2001), 103-119.
12. Tiwana, Amrit and Bush, Ashley A., "A Social Exchange Architecture for Distributed Web Communities," *Journal of Knowledge Management*, 5(3), 2001, 242-249.

Social Science Citation Index count (January 2011): 101

Google Scholar citation count (January 2011): 270

Refereed Conference Proceedings

13. Lin, Shuai-fu and Bush, Ashley A., "The Effect of IT Capabilities on Cross-Functional Capabilities," *International Conference on Information Systems*, Saint Louis, Missouri, December 12-15, 2010.
14. Bush, Ashley A. and Tiwana, Amrit, "Signaling in Content Sharing Platforms," *International Conference on Information Systems*, Saint Louis, Missouri, December 12-15, 2010.
15. Lin, Shuai-fu and Bush, Ashley A., "The Complementary Effect of Manufacturing Process Modularity and IS Flexibility on Agility in Manufacturing," *Americas Conference on Information Systems*, Lima, Peru, August 12-15, 2010.
16. Di Gangi, Paul and Bush, Ashley A., "The Impact of IT Structure and Firm Interdependency on Relational Rents in Innovation Collaboration Networks," *Americas Conference on Information Systems*, Toronto, Canada, August 14-17, 2008.
17. Lewis, Carmen and Bush, Ashley A., "Boundaries and Knowledge Contribution in Interorganizational Relationships: A Social Capital Perspective," *Americas Conference on Information Systems*, Keystone, Colorado, August 9-12, 2007.
18. Worrell, James L. and Bush, Ashley A., "Perceptions of Information Technology Risk: A Delphi Study," *Americas Conference on Information Systems*, Keystone, Colorado, August 9-12, 2007.

19. Tsuji, Hiroshi, Sakurai, Akito, Yoshida, Kenichi, Tiwana, Amrit, Bush, Ashley, "Questionnaire-based Risk Assessment Scheme for Japanese Offshore Software Outsourcing," *First International Conference on Software Engineering Approaches For Offshore and Outsourced Development*, Zurich, Switzerland, February 5-6, 2007.
20. Bush, Ashley, Rai, Arun, Keil, Mark, 2001. "Netcentric Business Model Capability: An End-to-End Supply Chain Perspective," *Academy of Management 2001 Meeting*, Washington, D.C., August 3-8, 2001 (presentation only).
21. Puroo, Sandeep, Bush, Ashley, Rossi, Matti, 2001. "Problem and Design Spaces during Object-Oriented Design: An Exploratory Study," *Proceedings of the 34th Hawaii International Conference on Systems Sciences*, Maui, Hawaii, January 2001.
22. Tiwana, Amrit, Bush, Ashley, 2000. "Peer-to-Peer Valuation as a Mechanism for Reinforcing Active Learning in Virtual Communities: Actualizing Social Exchange Theory," In *Proceedings of the 33rd Hawaii International Conference on Systems Sciences*, Maui, Hawaii, January 2000.
23. Bush, Ashley, Tiwana, Amrit, Keil, Mark, 1999. "Assessing User Risk Perceptions in Software Development," In *Proceedings of the 2nd Annual Conference of the Southern Association for Information Systems*, Atlanta, GA, April 1999, 153-158.
24. Bush, Ashley and Puroo, Sandeep, 1998. "A Dynamic Perspective on Variables Observed during IS Design Processes," In *Proceedings of the Fourth Americas Conference on Information Systems*, Baltimore, MD, August 14-16, 676-679.
25. Hong, Shuguang and Bush, Ashley, 1998. "Empowering Content Providers: An Approach for Developing Large Web Sites." In *Proceedings of the Fourth Americas Conference on Information Systems*, Baltimore, MD, August 14-16, 997-999.
26. Hong, Shuguang, and Bush, Ashley, 1998. "Using Databases to Maintain and Manage Large Web Sites." In *The Proceedings of Southern Conference of Association for Information Systems*, Atlanta, GA, April 1998, 33-35.

Non-Refereed Articles

27. Rai, Arun, Bush, Ashley, Tiwana, Amrit, "Adaptive Planning and Optimization for Supply Chain Networks," *SAP Sponsored White Paper*, November 2002, 1-15.

Book Chapter

28. Bush, Ashley and Puroo, Sandeep, 2001. "Mapping UML Techniques to Design Activities," *Information Modeling for the New Millennium*, edited by Matti Rossi and Keng Siau, Idea Group Publishing, 202-221.

In Process

1. "IT Capabilities, Cross-functional Capabilities, and Tobin's Q" with Shuai-fu Lin, data analysis phase.
2. "Signaling in Self-Organizing Electronic Networks – A Study of Internet Peer-to-Peer Networks" with Amrit Tiwana, data collection complete, manuscript under preparation.

3. "The Influence of Relational and Environmental Characteristics on Interorganizational Control Portfolios," under conceptual development.

Research Grants

1. China National Nature Science Foundation, 280,000RMB, "A study on creating collaborative e-business capability to gain business value in a multi-firm environment," with Jing Zhao (China University of Geosciences), Zhen Zhu (China University of Geosciences), Joey George (Florida State University), and Ashley Bush (Florida State University), January 2011 to December 2013.
2. Japan's International Information Science Foundation and Japan's Strategic Software Research Consortium, ¥2 million - Funded by Hitachi, Fujitsu, Toshiba, NEC, and Mitsubishi for a multinational research study on knowledge management in software outsourcing in collaboration with Amrit Tiwana (Iowa State University), Hiroshi Tsuji (Osaka University, Japan), Kenichi Yoshida (University of Tsukuba, Japan), and Akito Sakurai (Keio University, Japan), 2006-2007.
3. Japan's International Information Science Foundation and Japan's Strategic Software Research Consortium, ¥1.76 million - Funded by Hitachi, Fujitsu, Toshiba, NEC, Mitsubishi, and IBM-Japan for a multinational research study on knowledge management in software outsourcing in collaboration with Amrit Tiwana (Iowa State University), Hiroshi Tsuji (Osaka University, Japan), Kenichi Yoshida (University of Tsukuba, Japan), and Akito Sakurai (Keio University, Japan), 2005-2006.
4. SAP Sponsored Thought-Leadership White Paper - With Arun Rai and Amrit Tiwana developed thought-leadership white paper on "Adaptive Planning and Optimization for Supply Chain Networks," 2002.

Teaching

Teaching Interests

- E-business strategy
- IS strategy
- Interorganizational systems

Doctoral Seminar

- Seminar in Management Information Systems ISM 6395

Graduate Courses

- Information and Technology Management ISM 5021
- E-Business ISM 5507

Undergraduate Courses

- Technology Management ISM 4300
- Introduction to Management Information Systems ISM 3011 & ISM 3003

Service

Professional Service

- **Associate Editor** for MIS Quarterly special issue on "IS and Environmental Sustainability," 2010

- **Associate Editor** for the International Conference on Information Systems (ICIS), Knowledge Management track, 2009, Phoenix, AZ.
- **Associate Editor** for Communications of the AIS, 2008 - 2010.
- **Program Committee** for the INFORMS Conference on Information Systems and Technology (CIST), 2007, Seattle, WA.
- **Associate Editor** for the International Conference on Information Systems (ICIS), Electronic Enterprises track, 2004, Washington DC.
- **Ad hoc reviewer** for Information Systems Research (ISR), MIS Quarterly, Journal of Management Information Systems (JMIS), California Management Review, Decision Sciences Journal, IEEE Software, Communications of the ACM, Journal of the AIS, Journal of Strategic Information Systems, DATA BASE, International Conference on Information Systems (ICIS), Hawaii International Conference on System Sciences (HICSS), European Conference on Information Systems (ECIS), Pacific Asia Conference on Information Systems (PACIS).

College Service

- Promotion and Tenure Committee 2009-2010
- Doctoral Advisory Committee
- Distinguished Doctoral Alumni Committee
- College Scholarship Committee
- Technology Committee

Departmental Service

- MIS Doctoral Program Advisor, January 2006 – present
- MS in MIS Program Advisor, June 2010 - present
- MIS Department Scholarship Committee
- MIS Department Annual Review Committee
- Course coordinator ISM 4300

Doctoral Committees

- Shuai-fu Lin, chair, proposal development
- Tom Yoon, member, completed July 2009.
- Carmen Lewis, member, completed June 2009.
- Renee Pratt, member, completed May 2009.
- Chris Furner, member, completed June 2008.
- Catharina Serino, member, completed May 2005.

Honors and Awards

- MIS Association Teacher of the Semester, Spring 2007
- MIS Association Teacher of the Semester, Fall 2004
- Beta Gamma Sigma Honor Society