

# Ferdi Eruysal, Ph.D.

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Assistant Professor, Computer Information Systems  
College of Business Administration, Texas A&M University – Central Texas  
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## Education

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- 2003 – 2014      Ph.D., Management Information Systems  
College of Business Administration, University of Illinois at Chicago, IL  
  
Dissertation: Business Intelligence and Smart Pricing in Uncertain Competitive Environment
- 2001 – 2003      M.S., Information Technology  
Bahcesehir University, Istanbul, Turkey
- 1995 – 2000      B.S, Industrial Engineering  
Middle East Technical University, Ankara, Turkey
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## Work Experience

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- Dec 2014 – present      Assistant Professor  
College of Business Administration, Computer Information Systems  
Texas A & M University Central Texas
- Sep 2011 – Aug 2014      Research Assistant  
Cooperative Information Systems and Organizational Research and Services Laboratory  
University of Illinois at Chicago
- Aug 2008 – Aug 2011      IT Assistant  
Center for Pharmaceutical Biotechnology  
University of Illinois at Chicago
- Aug 2003 – Aug 2007      Teaching Assistant  
College of Business Administration, Information and Decision Sciences  
University of Illinois at Chicago
- Aug 2008 – Aug 2011      Instructor  
Faculty of Engineering and Natural Sciences, Industrial Engineering department
- Jun 2000 – Jun 2011      Business and System Analyst  
Meta Group

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## **Research**

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### **Journal Publications**

1. Ouksel, A. M., & **Eruysal, F.** (2011). Loyalty intelligence and price discrimination in a duopoly. *Electronic Commerce Research and Applications*, 10(5), 520-533.

### **Conference Proceedings**

1. **Eruysal, F.**, Ranganathan, C., and Ye, C. "Association between IT-based Supply Chain Management Initiatives and Operating Performance," Proceedings of 15th International Purchasing and Supply Education and Research Association Annual Meeting (IPSERA), April 2006, San Diego, California.
2. **Eruysal, F.**, Ouksel A.M, "Marketing intelligence, product cost and price discrimination in a duopoly," Workshop on e-Business, December 2012, Orlando, Florida.
3. **Eruysal F.**, Ouksel A. M. "Impact of privacy-consciousness on prices, profits, market share and consumer welfare" Southwest Decision Science Institute Forty-Seventh Annual Meeting, March 2016, Oklahoma City, OK
4. Villarreal M., **Eruysal F.** "Current State of Business Intelligence and Analytics Programs in U.S. Business Schools" The 2016 IBII International Conference on Business Intelligence, Computer Science, and Education, April 2016, Houston, TX
5. Villarreal M., **Eruysal F.** "What skills should data scientist have? A cross cultural study of USA and India" The 2016 IBII International Conference on Business Intelligence, Computer Science, and Education, April 2016, Houston, TX
6. Villarreal M., **Eruysal F.** "ERP Education in accredited U.S. Universities - a preliminary study" Southwest Decision Science Institute Forty-Eight Annual Meeting, March 2017, Little Rock, Arkansas
7. Phillips B, Chennamaneni A., **Eruysal F.** "The Impact of Business Intelligence and Analytics on Firm Performance" Southwest Decision Science Institute Forty- Eight Annual Meeting, March 2017, Little Rock, Arkansas
8. **Eruysal F.**, Villarreal M., "A Review of Mobile Commerce Research: The Past, Present, and Future" Southwest Decision Science Institute Forty-Eight Annual Meeting, March 2017, Little Rock, Arkansas
9. Villarreal M., **Eruysal F.**, Nag A. "A Survey for Cloud Security Research and Applications – Content Analysis Approach" 21st Annual Western Hemispheric Trade Conference April 2017, Laredo, Texas
10. **Eruysal F.**, Villarreal M., "Impact of Electronic Word-Of-Mouth Communication: A Systemic Literature Review", Southwest Decision Science Institute Forty-Ninth Annual Meeting, March 2018, Albuquerque, New Mexico
11. Villarreal M, **Eruysal F.**, "Health Information Technology Courses Offered by Accredited U.S. Universities", Southwest Decision Science Institute Forty-Ninth Annual Meeting, March 2018, Albuquerque, New Mexico
12. **Villarreal M.**, Eruysal F. "Business Intelligence and Analytics in the Energy Industry" The 2018 IBII International Conference on Intelligent Computing and Big Data, April 2018, Houston, TX

### **Working Papers**

1. "Current state of business analytics in academia" with Villarreal M. Targeted for *Journal of Information Systems Education*.

2. “Business Analytics graduate programs in U.S. higher education: An exploratory content analysis of program description and courses” with Villarreal M. Targeted for *Communications of the Association for Information Systems*.
3. “Product and Switching Costs in Competitive Price Discrimination”, with Ouksel A.M, . Targeted for *Business and Economics Research Journal*.
4. “ERP in higher education, an exploratory study of business schools in US” with Villarreal M. Targeted for *Journal of Information Systems Education*.
5. “The impact of adopting pseudocode-like programming language into introductory programming logic and design course”, with Villarreal M. Targeted for *Information Systems Education Journal*.
6. “Business Intelligence and targetability”, with Ouksel A. M. Targeted for *Management Science*.

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## **Teaching**

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My ultimate goal in teaching is to make my students life-long learners that are prepared for tomorrow’s challenges. I inspire learning by making the subject matter relevant to everyday life and using real-world examples. I prefer Socratic method, a dialogue between instructor and students based on asking and answering questions to stimulate critical thinking. This method moves the students away from the practice of simply memorizing the material. It significantly improves students’ critical thinking abilities, which is high demand in today’s competitive business environment.

I can teach a wide range of information systems courses including but not limited to general IS concepts, business analytics, data mining, database management, systems analysis and design, programming and website development. I am comfortable teaching at both the undergraduate and master’s level.

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## **Service and Professional Memberships**

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### **Professional Memberships**

Association for Information Systems (AIS)

### **Reviewer**

3rd International Conference on Service Oriented Computing, 2005

International Conference on Next Generation Web Services Practices, 2005

Hawaii International Conference on Systems Sciences (HICSS), 2006

International Conference on Information Systems (ICIS), 2006

Hawaii International Conference on Systems Sciences (HICSS), 2007

IEEE 23rd International Conference on Data Engineering, 2007

The IEEE/IPSJ Symposium on Applications and the Internet, 2007

Southwest Decision Science Institute Forty- Eight Annual Meeting, 2016

Consortium for Computing Sciences South Central Conference, 2017

### **Session Chair**

Southwest Decision Science Institute Forty- Eight Annual Meeting, Business Analytics, 2017

### **Council Member**

Southwest Decision Science Institute

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## Awards and Honors

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Honor/Award	Institution/Organizations	Year
Distinguished Instructor	Bahcesehir University	2003
Outstanding Teaching Assistant	Bahcesehir University	2002
Merit scholarship	Bursa Association	1996 – 2000
Merit scholarship	Association in Support for Contemporary Living	1996 – 1998
Merit scholarship	Middle East Technical University	1995 – 2000

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## Computer Skills

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Programming Languages: Python, C++, Java, Visual Basic, PHP, Perl

Database Systems: Oracle, MS SQL, MS Access, MySQL

Data Analytics Tools: R, SPSS, Excel & VBA

Predictive Modeling & Analytics Skills: SPSS, R, RapidMiner

Big Data: MapReduce- Hadoop (HBase; Hive, Pig), Apache Spark-pySpark

## References

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University of Illinois at Chicago

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Sid Bhattacharyya      Professor,  
Information and Decision Sciences Department  
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Marco Villarreal      Assistant Professor,  
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