

# Tung X. Bui

Matson Navigation Company Chair of Global Business  
Professor, Department of Information Technology Management  
Faculty Director, Executive MBA Programs, Vietnam  
Chair, Hawaii International Conference on System Sciences (hicss.org)  
Director, PRIISM Pacific Research Institute for IS Management  
Director, APEC Study Center  
University of Hawaii Shidler College of Business, Honolulu HI 96822 USA  
Senior Research Affiliate, BASC, Haas School of Business, UC Berkeley

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Google Scholar (4/10/24):

Citations: 7,075

h-index: 42 | i10-index: 84



## I. PERSONAL DATA

### 1. Education

Doctor of Philosophy,  
*Information Systems/Economics*  
Stern, New York University

Doctor of Political Sciences (Dr.rer.pol.)  
University of Fribourg, Switzerland  
Faculty of Economics and Social Sciences  
*Managerial Economics (magna cum laude)*

M.A., Econometrics/Management (Lic.rer.pol.)  
University of Fribourg, Switzerland  
Faculty of Economics and Social Sciences  
*Managerial Economics (magna cum laude)*

### 2. Chronology of Professional History

- |           |  |
|-----------|--|
| 2020-     | Senior Research Affiliate, APEC Study Center<br>Haas School of Business, UC Berkeley / Dept of Political Science   |
| 2014-2022 | Chair, Department of Information Technology Management,<br>Shidler College of Business   |
| 2014-     | Chair of the Hawaii International Conference on Systems<br>Sciences (55 years in existence)<br><a href="https://hicss.hawaii.edu/">https://hicss.hawaii.edu/</a> |
| 2001-     | Advisory Board, Journal of Electronic Commerce Research,<br><a href="http://www.jecr.org">http://www.jecr.org</a>  |

- 1998- Departmental Editor, Springer Group Decision and Negotiation  
<https://www.springer.com/journal/10726/editors>
- 2011- Visiting Professor, Faculty of Information Management,  
 Knowledge Systems and Process Engineering, University of  
 Erlangen-Nuremberg, Germany (International Programs)
- 2008- CEO/Faculty Director, UH Executive MBA, Vietnam (VEMBA)  
 (Hanoi and HCM City (Saigon)).
- 2006-09 Graduate Chair and Director of PhD Program  
 Shidler College of Business, University of Hawaii.
- 2005 Visiting Professor, City University of Hong Kong and  
 (sabbatical leave).
- 2005- Board Member, Vietnamese-American Chamber of Commerce  
 of Hawaii, Dept of Business, Economic Development and  
 Tourism, State of Hawaii.
- 2004 Visiting Professor, Technology University of Aachen,  
 Department of Operations Research and Logistics  
 (sabbatical leave)
- Visiting Professor, Hong Kong University of Science and  
 Technology (sabbatical leave)
- 2000- Director, APEC (Asia Pacific Economic Cooperation) Study  
 Center (with Dr. David McClain, President of UH System as co-  
 director 2000-2003)
- 1997- Matson Navigation Company Endowed Chair of Global  
 Business, Shidler College of Business
- 1996- Professor of Information Technology Management (with  
 tenure 1990), United States Naval Postgraduate  
 School, Monterey, Calif. (with security clearance)
- 1996 Visiting Professor of MIS  
 University of Quebec, Montreal [one semester]
- 1993-96 Associate Professor & Chair of Faculty Recruitment  
 The University of Science and Technology  
 School of Management  
 Clear Water Bay, Hong Kong
- 1995- Consortium Director, PRIISM

(Pacific Research Institute for Research in Information Systems Management), Honolulu

- 1994-95* Special Advisor to the Minister, Ministry of Education and Training, Vietnam (Dr. Quan H. Tran)
- 1989-1993* Academic Associate (area chair), Information Technology Management Curriculum, Professor U.S. Naval Postgraduate School, Monterey, California
- 1987-89* Vice-Director, Institute for Automation and Operations Research
- 1987-89* Chair Professor of Management and Management Information Systems, Faculty of Economics and Social Sciences, University of Fribourg, Switzerland (joint appointment with NPS) and
- 1989-93* Visiting Chair Professor of Management Information Systems and Organization, Ecoles des Hautes Etudes Commerciales (HEC), University of Lausanne, Switzerland [joint appointment]
- 1984-86* Assistant Professor of MIS U.S. Naval Postgraduate School, Monterey, California
- 1983-84* Adjunct Assistant Professor of Computers and Information Systems, New York University Stern School of Business Administration
- 1981-84* Associate Researcher Swiss National Foundation for Scientific Research

## **2. Scholarships/Fellowships/Awards**

*2021* Kaizen Award, Shidler College of Business, University of Hawaii,

*2019* INFORMS GDN Lifetime Research Achievement Award,

*2015* Kaizen Award, Shidler College of Business, University of Hawaii

*2014* Leadership and Speaker Award, Service Research & Innovation Institute (SRII)

*2012* Honorary Professor, University of Hue, Vietnam.

*2011* Kaizen Award, Shidler College of Business, University of Hawaii,

*2009* Kaizen Award, Shidler College of Business, University of Hawaii, May *2009*

*2008* US Dept of Labor Scientific Appreciation

*2007* Kaizen Award, Shidler College of Business, University of Hawaii, May *2007*

*2006* Association of Information Systems (AIS), PACIS-*2006* Appreciation Award for Outstanding Service to the Information Systems Community.

*2003* U.S. Department of Commerce SBA Small Business Research Advocate of the Year (Hawaii) and Western Region of U.S.

*2001* Citibank and Hawaii Business Magazine Targeted Industries Growth Report (TIGR)

*2000* Best research report on “E-commerce Trends in Hawaii Edition”

*2000* Kaizen Award, College of Business, University of Hawaii, May *2000*

*2000* Best research paper award, Western Decision Sciences Institute, April.

*1996* Outstanding research recognition award, U.S. Naval Postgraduate School, Monterey

*1996* Best research paper award, *31<sup>st</sup>* Hawaii International Conference on System Sciences

*1994* Best performing teaching faculty award, Dept of Information Systems Management, Hong Kong University of Science and Technology

*1989-1990*, U.S. Naval Postgraduate School, Superintendent's Award

*1982-1984* Swiss National Foundation for Scientific

Research, Associate Researcher Fellowship,

1982–1984 Swiss National Foundation for Scientific  
Research, Postdoctoral Fellowship

#### 4. Editorial Positions

Journal department editor, *INFORMS Group Decision and Negotiation*

*Journal America Editor, Journal of Decision Systems*

Senior Editor:

- the Journal of International Technology Theory and Applications
- *International Journal of Electronic Business.*
- *Journal of Electronic Commerce Research*

Associate Editor:

- *Journal of Electronic Commerce Research,*
- *Journal of AIS (Association of Information Systems),*

Former Associate Editor:

- *Journal of Management Information Systems (2000-2002)*
- *Databases (1996-1999)*
- *Communications of the AIS (1998-2006)*

#### 5. Academic Concentrations and Research Interests

- Electronic commerce, global business and decision support, negotiation and emergency response
- Information policy and national information infrastructure
- Implementation of Information Systems in large organizations (private and public; national and MNC)
- Diffusion and adoption of information technology in developing countries, in the Pacific Rim
- Design of Distributed Knowledge Bases for Organizational Decision-Making
- Cyber-security
- Quality Assurance in Project Management

#### 6. Languages

English: fluent

French: fluent

German: working knowledge

Spanish: working knowledge  
Vietnamese: mother tongue

## II. RESEARCH

### 1. Funded Projects: 25 totaling \$6,959,000

#### **Academic Year 1987, Quarter 1:**

Title: Cost Analysis for Aircraft System Test and Evaluation  
Sponsor: NAVAIR; Cost Analysis Division, \$30,000

#### **Academic Year 1993, Quarter 2:**

Title: Case Studies Series on Effective Use of Information  
Technology in the Department of Defense  
Sponsor: Director, Office of Defense Information, \$155,000

#### **Academic Year 1994, Quarter 1:**

Title: Designing a Distributed Decision Support System for  
Optimizing the Utilization of Military Satellite  
Communications Systems  
Sponsor: SPACECOM, \$80,000

#### **Academic Year 1994-96:**

Title: Collaborative Multimedia Crisis Management Support  
Systems  
Sponsor: Hong Kong Government, Earmarked Competitive Grant, \$48,000  
PI: Bui, Associate Investigators: Tam, Au

#### **Academic Year 1993-96:**

Title: An Action-Resource Argumentation Language for Software  
Development  
Sponsor: Swiss National Science Foundation, No. 1214-039627.93, \$150,000;  
Credit Suisse, \$20,000; IS Vaud, \$20,000  
PI: Claude Stricker, Silvio Munari, Tung Bui

#### **Academic Year 1995-96:**

Title: Group Decision and Negotiation Support Systems for in  
Multicultural Negotiation  
Sponsor: Canada Council for Research in Social Sciences, \$150,000  
PI: Gregory Kersten, Associate Investigators: Bui, Cray

#### **Academic Year 1996:**

Title: Executive Information Systems and Decision Support for  
DoD Healthcare Management  
Sponsor: Office Secretary of Defense (Health Affairs); \$250,000  
PI: Joseph San Miguel, Tung Bui, Doyle

**Academic Year 1997:**

Title: An Electronic Market Architecture for Competitive Bidding using Intelligent Software Agents.  
Sponsor: Institute for Joint Warfare Analysis; \$30,000  
PI: Tung Bui

**Academic Year 1997:**

Title: Information Technology, Organization Learning, and the "Open" Organization  
Sponsor: Canada NSF, Social Science Division; \$300,000  
PI: Jacques Ajenstat, Hodges, Plasant, Lamoureux,, Bui

**Academic Year 1997:**

Title: Scenario Management in an Intercultural Setting  
Sponsor: Hong Kong Research Council; \$10,000  
PI: Pai-chun Ma, Bui and Kersten

**Academic Year 19981999:**

Title: Workflow Modeling for the Virtual Information Center  
Sponsors: SAIC, \$42,000,  
PI: Bui

**Academic Year 2001-2002:**

Title: Development of E-Commerce Training for APEC Developing Economies  
Sponsors: APEC  
Co-PI: Bui and NECTEC of Thailand (US\$142,000)

**Academic Year 2002:**

Title: Strategic Issue of Technology in Promoting E-tourism in Economies in Transition  
Sponsors: CIBER  
PI: Bui (US\$6,000)

**Academic Year 2003-06:**

Title: Strengthening Educational Capacity in Vietnam (language training and others);  
\$1.6 million  
Sponsor: Atlantic Philanthropies  
PI: Tung Bui (Co-PI: Thom Hudson)

**Academic Year 2004:**

Title: A business plan for Learning Resource Centers - The University of Hue  
\$40,000  
Sponsor: Atlantic Philanthropies

PI: Tung Bui

**Academic Year 2005:**

Title: Shaping Online Libraries of the Future  
*\$150,000*  
Sponsor: Atlantic Philanthropies  
PI: Tung Bui

**Academic Year 2006-2007:**

Title: Designing Crisis Management System: A template-based  
workflow system  
*\$13,000*  
Sponsor: Shidler College of Business  
PI: Tung Bui

**Academic Years 2006-2009:**

Title: Sustainability of Learning Resource Centers  
*\$3,750,000*  
Sponsor: Atlantic Philanthropies  
PI: Tung Bui

**Academic Year 2008-2010:**

Title: Knowledge management in state-owned-enterprise  
*\$54,000*  
Sponsor: Vietnam SEAMEO  
PI: Tung Bui and Hoang Do

**Academic Year 2009-2010:**

Title: Social Prediction (with City University of Hong Kong)  
*\$6,000*  
Sponsor: City University of Hong Kong  
PI: Chris Wagner and Tung Bui

**Academic Year 2011:**

Title: The future of the library in Vietnam in the Digital Economy  
*\$15,000*  
Sponsor: Atlantic Philanthropies / Thai Nguyen University  
PI: Tung Bui

**Academic Year 2012-2013:**

Title: Facilitation of Entry of Emergency Personnel and Goods and  
equipment in times of crisis  
*\$42,000*  
Sponsor: USAID / APEC / Pacific Disaster Center  
PI: Tung Bui

**Academic Year 2013-2015:**

Title: e-Health and mobile computing



Sponsor: University of Nuremberg, Germany  
PI: Freimut Bodendorf

**Academic Year 2015-2016:**

Title: Facilitation of Entry of Emergency Personnel and Goods and equipment in times of crisis (follow-up study)  
*\$18,000*

Sponsor: USAID / APEC / Pacific Disaster Center  
PI: Tung Bui

**Academic Year 2016-2017:**

Title: Strategy for recruiting international students  
*\$50,000*

Sponsor: Vice Chancellor of Academic Affairs  
PI: Tung Bui

**Academic Year 2017-2019:**

Title: Research and training in Quantum Computing  
*\$50,000*

Sponsor: IBM Vice President office of University Relations  
PI: Tung Bui (HICSS)

**Academic Year 2018**

Title: Decision Analytics  
*\$20,000*

Sponsor: Microsoft  
PI: Tung Bui (HICSS)

**Academic Year 2018-2019**

Title: Training Programs in Cybersecurity and cyber threats  
*\$18,000*

Sponsor: NSA/ NPS  
PI: Tung Bui (HICSS)

## 2. Publications

- **Books (13 totals):**

Bui, T., and Vo Quynh H., (2024) The Making of Little Saigon: Narratives of Nostalgia, (Dis)enchantments and Aspirations, Hamilton Books (Rowman & Littlechild), co-authored with Quynh H. Vo, 2024, ISBN\_978-0761874287

Information Systems Management in Practice, co-authored with Barbara McNurlan and Ralph Sprague Jr., Prentice Hall, 8<sup>th</sup> Edition, 2009

China's economic powerhouse (2002), editors with David Yang,  
Wayne Jones and Joanna Li, 2002, Palgrave Publisher, London

Bui, Sebastian, Ina M., Jones, Wayne, Naklada, Saisamorn. (2001), *E-Commerce Readiness in East Asian APEC Economies - A Precursor to Determine HRD Requirements and Capacity Building.* PRIISM, APEC Project TEL01/2001. ISBN 981-04-8362-7. 2003

Executive Planning with BASIC, Sybex, Berkeley, 197 pages,  
1982. (sold more than 30,000 copies)

This book is also available in the following languages:

French: Le BASIC pour l'entreprise, 2d Edition, Sybex,  
Paris, 1982

German: Planen und Entscheiden mit BASIC, Sybex,  
Duesseldorf

Danish: Bergen, 1983

Japanese: Tokyo, 1983.

Spanish: Planejamento Executivo com BASIC, Livros  
Tecnicos E Cientificos Editora S.A., Madrid, 1986.

Planen und Entscheiden mit dem Sharp PC-1500, Sybex,  
Duesseldorf, 214 pages, 1984 (with Klein).

Essais d'optimisation dimensionnelle et structurelle de  
l'entreprise, Settler-Diss, Fribourg, Switzerland, 1979.

Fribourg, Un Débat sur le Futur, Fribourg University  
Press, 181 pages, (with Pasquier, Giovannini, Girod,  
and Wullemin), 1979.

- **Research Monographs:**

Bui (Editor), Proceedings of the Hawaii International Conference on Systems  
Sciences, 2024, 7,217 pages, ScholarSpace, ISBN

Bui (Editor), Proceedings of the Hawaii International Conference on Systems  
Sciences, 2023, 6,912 pages, ScholarSpace, ISBN

Bui (Editor), Proceedings of the Hawaii International Conference on Systems  
Sciences, 2022, 7,803 pages, ScholarSpace, ISBN

Bui (Editor), Proceedings of the Hawaii International Conference on Systems  
Sciences, 2021, 6,680 pages, ScholarSpace, ISBN

- Bui (Editor), Proceedings of the Hawaii International Conference on Systems Sciences, 2020, 6,850 pages, ScholarSpace, ISBN
- Bui (Editor), Proceedings of the Hawaii International Conference on Systems Sciences, 2019, 8,105 pages, ScholarSpace, ISBN
- Bui (Editor), Proceedings of the Hawaii International Conference on Systems Sciences, 2018, 5980 pages, ScholarSpace, ISBN
- Bui and Sprague R.( Editors), Proceedings of the Hawaii International Conference on Systems Sciences, 2017 (6765 pages). IEEE.
- Bui and Sprague (Editors), Proceedings of the Hawaii International Conference on Systems Sciences, 2016 (5,300 pages), IEEE
- Bui and Sprague Jr. (Editors), Proceedings of the Hawaii International Conference on Systems Sciences, 2015 (5700 pages, IEEE.
- Bui, Sebastian, "Emergency Response Travel Facilitation for Personnel, Goods and Equipment in Times of Crises", Monograph, APEC, Singapore, 2014 (85 pages).
- Bui, Dolk D., Gachet A, Sebastian HJ, "Virtual Environments for Computational and Analytical Modeling: A Telemedicine Application", book chapter, in "Modeling for Decision Support in Network-based Services", Dolk and Granat, Springer, 2012, pp. 169-195.
- Bui, Dolk and Sebastian, "Virtual Environments for Advanced Modeling", Co-Editors, Proceedings of 4<sup>th</sup> International Workshop on Modeling (150 pages), IFIP, WG 7.6, 2004.
- Bui, Zroka et al., "Decision Support Systems in the Uncertainty of the Internet Age", Co-Editors, Proceedings of the Seventh International Conference on Decision Support Systems, Published by the Krawkow University Press, 2003 (457 pages).
- Bui, Sebastian, Ina M., Jones, Wayne, Naklada, Saisamorn. *E-Commerce Readiness in East Asian APEC Economies - A Precursor to Determine HRD Requirements and Capacity Building*. "PRIISM, APEC Project TEL01/2001. ISBN 981-04-8362-7. 2003
- Bui, Sebastian, and Jones, "Hawaii - Vision 2020", PRIISM, 2002, Honolulu.
- Bui, "Decision Support Systems", Editor, Proceedings of the Third International Conference on Decision Support Systems, Published by the HKUST/International Society of Decision Support Systems, 1995 (two volumes, 683 pages).

Bui, "Co-oP, A Group Decision Support System for Cooperative Group, Decision Making", Lecture Notes in Computer Sciences, Springer Verlag, New York, 1987, 250 pages (edited by G. Goos and J. Hartmanis).

Bui and Pasquier, The Demands of Butter and Margarine in Switzerland: An Econometric Investigation, two consecutive studies, 1978, 1980, 120 pages, report, Research Monograph, Swiss Association of Milk Producers Ministry of Agriculture, Bern, Switzerland.

Bui, "E-Commerce Trends in Hawaii", College of Business Administration First Edition, June 2000, University of Hawaii, 62 pages.

- **Research Monographs:**

Bui and Sebastian, I., Facilitation of Entry of Emergency Personnel and Goods and equipment in times of crisis: A Survey And Policy Recommendations, APEC Publications, 2014, Singapore.

Bui and Jarke, M. "Roadmap for the future of electronic Business, 2010 Proceedings of the International Conference on Electronic Commerce", ACM Publications, New York, 2010.

Bui, Sebastian, and Jones, "Hawaii - Vision 2020", PRIISM, 2002, Honolulu.

- **Book Chapters:**

Bui, T. (2024), *Beyond Bamboo Diplomacy: Unpacking Vietnam's Ascent as a Regional Middle Power in Aggarwal*, The Oxford Handbook of Geoeconomics and Economic Statecraft (Eds. Vinod Aggarwal and Tai Ming Cheung), Oxford University Press.

Bui, T. (2023). Vietnamese Geoeconomics in a Polarized Global Economy: Understanding Bamboo Diplomacy and Its Viability. In: Aggarwal, V.K., Kenney, M.A.T. (eds) Great Power Competition and Middle Power Strategies. The Political Economy of the Asia Pacific. Springer, Cham. [https://doi.org/10.1007/978-3-031-38024-2\\_8](https://doi.org/10.1007/978-3-031-38024-2_8)

Bui, T., Le, Q.V., Nguyen, J. (2023). Reshaping the World's Supply Chain? A Case Study of Vietnam's PAN Group Adopting the Circular Economy Concept. In: Arte, P., Wang, Y., Dowie, C., Elo, M., Laasonen, S. (eds) Sustainable International Business. Contributions to Management Science. Springer, Cham. [https://doi.org/10.1007/978-3-031-43785-4\\_4](https://doi.org/10.1007/978-3-031-43785-4_4)

Nguyen, Tien, & Bui T. (2021), Recent trends in Systems-of-Systems design, modeling, simulation and analysis for complex systems, gaming and

decision support”, “Book Chapter (1) in Systems-of-Systems Tien Nguyen (editor), IntechOpen.

Nguyen TM, Freeze T, Bui TX, Guillen A. (2020) Multi-criteria decision theory for enterprise architecture risk assessment: theory, modeling and results. In: Proc. SPIE 11422, Sensors and Systems for Space Applications. Vol. XIII. 2020. p. 114220. DOI: 10.1117/12.2559317

War-gaming applications for achieving optimum acquisition of future space systems” (2018), Tien Nguyen, Tung Bui, Marc Guillen, Matsunaga, “Book Chapter (14) in Simulation and Gaming Dragan Cvetković, IntechOpen, London, UK: INTECH-Open Science-Open Minds; 2018. DOI: 10.5772/intechopen.69391 28.

Nguyen TM, Tran HT, Guillen AT, Bui TX, Matsunaga SS. Acquisition war-gaming technique for acquiring future complex systems: Modeling and simulation results for cost plus incentive fee contract. Journal of Mathematics, MDPI - Publisher of Open Access Journals. 2018;6(3):1-29. DOI: 10.3390/math6030043. Available from: [www.mdpi.com/journal/mathematics](http://www.mdpi.com/journal/mathematics) 29.

“Do something now: Lessons learned from a citizen-led water-piped system of the CoNhue Commune in Vietnam”, Bui, Nguyen and Nguyen, Book Chapter, Gayness and Pratt (editors), Case studies of self-governance, 2016.

“Beyond Rationality: Information Design for Supporting Emergent Groups in Emergency Response”, Bui and Sebastian, I., in *Supporting Real-time Decision Making* Annals of Information Systems, (Burnstein, Brezillon and Zaslavsky, Editors, Springer, 2010.

“Decision Science for Information Technology Management”, Port, D. and Bui, Handbook of Technology Management, (Bidgoli, Editor), 2009

“Decision Support for Sustainable Development: An Overview”, Decision Support for Sustainable Development, (Kersten, Yeh, Eds.), Book Chapter, Springer, 1999.

“Decision Support and Internet Commerce”, Handbook on Electronic Commerce, with R. Blanning (Shaw, Blanning, Strader and Whinston, Eds.), Book Chapter, Springer, July 1999, 700p.

“Designing and Implementing DSS with System Dynamics: Lessons Learned from Modeling a Global System of Mobile Communication Market”, Recent Advances in DSS Research, with C. Lobbecke (Pomerol, Ed.), Book Chapter, London, 1996.

"A Neural-Network Based Behavioral Theory of Tank Commanders", Neural Network Research for Military Applications, (Jules Borack, Ed.), Book Chapter, NPRDC, San Diego, 1993.

"Designing Multiple Criteria Negotiation Support Systems: Framework and Issues", Book Chapter, Multiple Criteria Decision Making: Expand and Enrich the Domains of Thinking and Applications (Tzeng et al, Eds), Springer Verlag, December 1993.

"Cost-Effectiveness Modeling for a Decision Support System in Computer Security" (with Sivasankaran), Book Chapter, in Turn, Advances in Computer System Security, Artec House, Inc., Norwood, MA, Vol. 3, 1988, pp. 63-75.

"Micro-Mainframe Link in Group Decision Support Systems", (with Jarke and Jelassi), Book Chapter, in Jarke, Managers, Micros and Mainframes, John Wiley and Sons, 1986, Chapter 14, pp. 205-218.

#### - **Refereed Academic Journal Articles:**

Sankaran, S, Sankaran, Kris, Bui, T (2023) Student satisfaction with R vs. Excel in Data Mining and Business Analytics: A Herzberg's motivation-hygiene theory perspective. Decision Sciences. 1-15.

Eric K. Clemons, Maximilian Schreieck, Helmut Krcmar & Tung Bui (2022), Social Welfare Computing and the Management and Regulation of New Online Business Models, Electronic Markets, 32(2) 411-414. march 25 2022

Luo, M., Chea S., Bui, T., (2020) "E-Marketing Mix: New 4P for Customer Experience Management" Journal of Electronic Commerce Research, , 2020

Bui, "Thirty Years of Research on Negotiation Support Systems: An Agenda for Future Research", Group Decision and Negotiation, 2018

Tien Nguyen, Hung Tran, Tung Bui, Marc Guillen, "Acquisition War-Gaming Technique for Acquiring Future Complex Systems: Modeling and Simulation Results for Cost Plus Incentive Fee Contract" in Mathematics (6,43), 2017

Ondrus J., Bui, T. and Pigneur, Y., "A Foresight Support System Using MCDM Methods", Group Decision and Negotiation, 2015.

Bui and H-J Sebastian and Hemptsch, "Solving the order promising impasse using multi-decision analysis and negotiation", Logistics Research, Vol. 6, 1, March 2013, pp. 25-41.

- Amblee N. and Bui, T., "Harnessing the Influence of Social Proof in Online Shopping: The Effect of Electronic Word of Mouth on Sales of Digital Microproducts", *International Journal of Electronic Commerce*, Winter 2011-12, Vol 16, Number 2
- Phuaphanthong T, Bui, T and Kerotho S., "Collaboration in inter-organizational systems development: Lessons learned from e-government project for trade and transport facilitation", *International Journal of Electronic Government Research*, 2011.
- Port and Bui, "Simulating mixed agile and plan-based requirements prioritization strategies: Proof-of-concept and practical implications", *European Journal of Information Systems*, August 2009.
- Bui and Sankaran, "E-disclosure of financial information and the capacity to borrow", *Accounting and Financial Studies*, Vol. 13, No. 1, 2009.
- Amblee and Bui, "The Three Faces of E-Word of Mouth: Their Impacts on digital Microproducts", *Journal of Marketing* (forthcoming)
- Amblee and Bui, "Can Brand Reputation Help Improve the Odds of Being Reviewed Online", *International Journal of Electronic Commerce*, 2008, Vol 12, No. 3.
- Chau P., Bui, T., "Valuation of Information Technology" (Eds), *Decision Support Systems*, November 2008.
- Sankaran and Bui, "A Prescriptive Organizational Model for Transitional Negotiations", *Group Decision and Negotiation*, July 2007.
- Bui, Gachet and Sebastian, "Negotiation Web Services for Electronic Markets", *Group Decision and Negotiation*, December 2006
- Bui T. S., Le, T. and Jones, "E-tourism in Economies in Transition - A case study of e-marketing of international hotels in HCM City", *Thunderbird International Business Review*, May 2006).
- Bui, Sankaran, "Relationship between student characteristics and ethics: Implications for Educators", *Journal of Instructional Psychology*, 2005.
- Bui T., S. Sankaran, and Ina Sebastian "A Framework for Measuring National E-Readiness", *International Journal of Electronic Business*, Vol. 1., No. 1, 2003.
- Sankaran S. and T. Bui "Relationship between student Characteristics and Ethics: Implications for Educators ", *Journal of Instructional Psychology*, Vol 30, September 2003

- Sankaran S. and T. Bui "Ethical Attitudes among business majors: An empirical study", Journal of American Academy of Business, 2003
- Yan Yonghe, Yen Jerome, Tung Bui, " A multi-agent-based negotiation support system for distributed transmission cost allocation", International Journal of Intelligent Systems in Accounting, Finance and Management, Vol. 10, Issue 3, pp. 187-200, 2002.
- Sankaran S. and T. Bui "Impact of learning strategies and motivation on performance: a study in web-based instruction", Journal of Instructional Psychology, Vol 28, September 2001
- Bui, T., J. Yen, J. Hu and S. Sankaran, "A multi-attribute negotiation support system with market signaling for electronic markets", Group Decision and Negotiation, 2001
- Ramesh B. and T. Bui, "Data Mining and Genetic Programming", Communications of the AIS, April 2001.
- Bui T. and S. Sankaran, "Design consideration for a virtual information center for humanitarian assistance/disaster relief using workflow modeling", Decision Support Systems, 2001
- Sankaran S. and T. Bui "Effect of Student Attitude to Course Format on Learning Performance: An Empirical Study in Web vs. Lecture Instruction", Journal of Instructional Psychology, Vol 27, March 2000
- Bui, T. Cho, S.C, S. Sankaran and M. Sovereign "A Framework for Designing a Global Information Network for Multinational Humanitarian Assistance/Disaster Relief", Information Systems Frontiers, 1:4, pp. 427-442, 2000
- Bui, "Building Agent-based Corporate Information Systems: An Application to Telemedicine", European Journal of Operations Research, April 2000
- Sankaran and Bui, "Effectiveness of Web-based Instruction for ESL Students: An Empirical Study with Focus on gender, Ethnicity and Instructional Media", Journal of Information Systems Education, Vol. 10, No. 2, Fall 1999. (nominee for outstanding paper)
- Yen, J. and T. Bui, "The Negotiable Alternatives Identifier for Group Negotiation Support", Applied Mathematics and Computation, Vol. 104, 1999.
- Jarke, M., Bui, T. and J.M. Carroll "Scenario Management: An Interdisciplinary Approach", Requirements Engineering Journal, Vol. 3, Number 3 & 4, 1998



- Bui, T. and Y. Pigneur "Decision Support Technologies for Complex and Open Organizations", Decision Support Systems, Vol. 25, No. 3, April 1998
- Bui, T. and J-T Lee "An Agent-based Framework for Building DSS", Decision Support Systems, Vol. 25, No. 3, April 1998
- Mak, H-Y, Mallard, A.P., Bui, T. and Au, "Crisis Management Support Systems using Workflow", Decision Support Systems, , Vol. 25, No. 3, April 1998
- Mak, B and T. Bui, "Neural Networks for Knowledge Synthesis: A Case of New Product Entry Timing", Heuristics, Vol. 10, No. 2, Winter 1997/Spring 1998.
- Blanning, R.W., T. Bui and M. Tan, "National Information Infrastructure in Pacific Asia", Decision Support Systems, December 1997.
- Bui, T., F. Bodard, P-C. Ma, "ARBAS: A Formal Language to Support Argumentation in Network-based Organizations", Journal of Management Information Systems, November 1997.
- Bui, "Information Technology Education in South-East Asia", Database, Winter 1997
- Binbasiolgu, M., T. Bui and P-C Ma, "An Action-Resource Language for Negotiation Support", Journal of Computer Information Systems, Vol 37, No. 4, Summer 1997
- Bui, "Internet Development in Asia Pacific", Databases, Spring 1997
- Mak, B., T. Bui and R. Blanning, "Aggregating and Updating Experts' Knowledge: An Experimental Evaluation of Five Classification Techniques", Expert Systems with Applications, Vol. 10, No. 2., 1996.
- Bui, "National Information Infrastructures in Asia Pacific: Vision, Realities and Research Inquiry", Databases, Summer 1996
- Chau P. and Bui, "An Experimental Study of the Effectiveness of Choice Strategies by Elimination: An Empirical Study and Implications for DSS Design", Journal of Decision Systems, December 1996, Vol. 3, No. 3-4, pp. 269-285.
- Bui, "Decision Support in the Future Tense", Decision Support Systems, Vol 19, No. 3, March 1997
- Jeusfeld M.A. and Bui, "Distributed Decision Support and Organizational Connectivity: A Case Study", Decision Support Systems, Vol 19, No. 3, March 1997

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- Bui, "An Assessment of the National I.T. Policy in Vietnam", Information Technology, March 1996
- Bui and B. Ramesh, "Decision Support: Recent Applications and Lessons Learned", Journal of Decision Systems, November 1996, Vol. 5, pp. 215-217
- Mak and Bui, "Modeling Experts Consensual Judgments for New Product Entry Timing", IEEE Transactions on Systems, Man and Cybernetics, Vol. 26, No. 5, September 1996.
- Mak and Bui, "Using Neural Networks to Modeling Scenario Analysis", Expert Systems with Applications, Vol. 10, No. 2, pp. 233-241.
- Bui and Loebbecke, "Supporting Cognitive Feedback Using Systems Dynamics: A Demand Model of the Global Systems of Mobile Telecommunication", Decision Support Systems, June 1996
- Bui and Shakun, Negotiation Processes, Evolutionary Systems Design and NEGOTIATOR", Group Decision and Negotiation, November 1996, Vol. 5, pp. 339-353.
- Petrazzini and Bui, "Vietnam: Rapid Growth and Cautious Reform", Telecommunications Journal, April 1995.
- Petrazzini and Bui, "Vietnam: On the Road to Reform", Telecommunications, April 1995.
- Bui and Sivasankaran, "A Stochastic Model of Organizational Choice", Belgium Journal of Operations Research, Statistics and Computer Science, Vol. 31, No. 3-4, 1992
- Li, Tang, and Bui, "Shape transformation models and their applications:", International Journal of Pattern Recognition and Artificial Intelligence, Vol 4., No. March 1990
- Bui, Jelassi and Shakun, "Group and Negotiation Support Systems: Problems and Issues", European Journal of Operational Research, January 1990.
- Bui and Shakun, "Non-Cooperation in GDSS: Problems and Solutions", SCIMA Journal of Management Science and Cybernetics, Fall 1989.

- Bui and Shakun, "The Negotiable Alternative Identifier (NAI): A Solution Concept for Group Decision and Negotiation Support Systems", SCIMA Journal of Management Science and Cybernetics, Summer 1989.
- Bui, "Decision Quality in Crisis Decisions", Swiss Journal of Management, October 1989.
- Bui, "A Group Decision Support System for Strategic Decision", Swiss Journal of Political Economy (Schweiz. Zeitschrift fuer Volkswirtschaft und Statistik, Vol. III, 1988.
- Bui, Lee, Foster, Fonnesebeck and Moore, "Cost Estimation of System and Evaluation of DOD Aircraft: Drivers and Parametric Equations", International Journal of Parametrics, Vol. VII, No. 1, March 1988.
- Bui and Sivasankaran, "Cost-Effectiveness Modeling for a Decision Support System in Computer Security", Computers and Security, Vol. 5, No. 4, 1987.
- Bui and Jelassi, "Organization Decision Making and GDSS?", Interfaces, March 1987
- Bui and Jarke, "Communications Design of Co-oP: A Group Decision Support Systems", ACM Transactions on Office Information Systems, Vol. 4, No. 2, April 1986.
- Bui and Jarke, "Communications Requirements for Group Decision Support Systems", Journal of Management Information Systems, Vol. 2, No. 4, Spring 1986.
- Bui and Sivasankaran, "A Bayesian Diagnostic Model for Intelligent CAI Systems", IEEE Transactions on Systems, Man, Cybernetics, October 1985.
- Bui, "Building Effective Multiple Criteria Decision Models: A Decision Support System Approach", Information & Management, Vol. 4, 1984 (Systems, Objectives, Solutions).
- Bui, "A Computer Program for Project Scheduling", Journal of Decision Systems, No. 25, September-October 1982.
- Bui, "Social Accounting in Switzerland: A Nation-wide Survey", The Swiss CPA Journal, December 1980, pp. 6-11.

**- Refereed Conference Papers:**

Rivera, Andrea, Bui, T., "Design Considerations for a Crisis Communication Support System: Some Supporting Evidence from the Navy's Red Hill Fuel Leak at Pearl Harbor, Proceedings of the INFORM 24<sup>th</sup> International Conference on Group Decision and Negotiations / EURO 10<sup>th</sup> International Conference on Decision Support, 2-6 June, Porto, Portugal, 2024

Rivera, Andrea, Bui, T., "A Design Thinking Approach to Responsible Crisis Communication: Using Technology to Meet the Information Needs of the People', TREO, International Conference on Information Systems, Hyderabad, India, 2023

Bui, T. and Loc Q. Lam, "I am what I am: Convergence Behaviors on Online Discussion about the Safety of COVID-10 Vaccines" Proceedings of the 55<sup>th</sup> Hawaii International Conference on System Sciences (HICSS), Maui, HI, 2022.

Nguyen T., Bui, T., Freeze T. and Guillen, A. "Enterprise Architecture Risk Assessment Using Multi-Criteria Decision Theory and Preliminary Results, SPIE Defense Commercial Sensing, Sensors and Systems for Space Applications, Decision Support Framework and Tools for Supporting Future Space Systems, Development and Acquisition, Anaheim, April 2020

Do, H., Sankaran, S., Bui, T., "Impact of Value Propositions and Social Influences on Coupon Sales in B2C Moderated by Product Video and Daily Views, Proceedings of 49<sup>th</sup> Western Decision Sciences Institute (WDSI-2020)

Andrea Zasada and Bui, "More Than Meets the Eye: A Case Study on the Role of IT Affordances in Supporting Compliance" Proceedings of the Americas Conference on Information Systems, New Orleans, August 2018.

Siva Sankaran and Bui "Measuring the Impact of an MBA program on student entrepreneurial orientation", Proceedings of the 47<sup>th</sup> Western Decision Sciences Institute Annual Conference, March (231, 2018).

Subba and Bui, "Online Convergence Behavior, Social Media Communications and Crisis Response: An Empirical Study of the 2015 Nepal Earthquake Police Twitter Project" Proceedings of the 50<sup>th</sup> Hawaii International Conference on System Sciences (HICSS), Kona, HI, 2017.

Phuaphanthong T. and Bui, "How did it happen? A Memetic Theory of Inter-Organizational Information Systems Emergence and Evolution)" Proceedings of the 47<sup>th</sup> Hawaii International Conference on System Sciences (HICSS), Kona, HI, 2014.

- Phuaphanthong T. and Bui, "The Story of Memes: On the Origin of International Information Systems (IOIs)" Proceedings of the 46<sup>th</sup> Hawaii International Conference on System Sciences (HICSS), Maui, HI, 2013.
- Sebastian I. and Bui, "Influence of IS Affordances on Work Practices in Healthcare: A Relational Coordination Approach", International Conference on Information Systems (ICIS), December 2012, Orlando, FL.
- Subba R. and Bui, "The Institutional Process of Non-Binding Virtual Communities: A Case Study of Haiti Earthquake Response Facebook Groups", Proceedings of the IFIP 7.6. Workshop on Complex Modeling, Aachen, Germany, August 2012.
- Lee J. and Bui, "A Stakeholder Approach to Understanding the High-Speed Rail Policy in China", Proceedings of the IFIP 7.6. Workshop on Complex Modeling, Aachen, Germany, August 2012.
- Amblee and Bui, "Value Proposition and Social Proof in Online Deals: An Exploratory Study of Groupon.com", Proceedings of the International Conference on Electronic Commerce, August 2012, Singapore.
- Subba R., and Bui, "Self-Coordinated Mechanisms for the Defense against Cyberhate: Some Evidence from the Haiti Earthquake Postings on Facebook", Proceedings of the 45<sup>th</sup> Hawaii International Conference on System Sciences, 2012.
- Chea S. Bui and Luo, "Revitalizing the P's of e-Marketing with Customer Experience Management, Proceedings of the 45<sup>th</sup> Hawaii International Conference on System Sciences, 2012.
- Tan, Rhee and Bui, "Survival-Enhancing International Learning and the Effects of Nascence and Organizational IQ", Proceedings of the Academy of Management, Houston, Texas, 2011.
- Bui and Sebastian, HJ, "Integration of Multi-Criteria Decision Analysis and Negotiation in Order Promising", HICSS43, Kauai, Hawaii, January, 2010
- Subba R. and Bui, "An Exploration of Physical-Virtual Convergence Behaviors in Crisis Situations", HICSS43, Kauai, Hawaii, January, 2010
- Bui, T., Sebastian, I., "Modeling Information Needs for Emergent Groups in Emergency Response Situations", Proceedings of IFIP 7.6 Modeling, Monterey, October 2009.

- Bui, T., Sebastian, H-J, Hemsch , "A multi-agent simulation framework for automated negotiation in order promising", *15<sup>th</sup> Americas Conference on Information Systems*, San Francisco, August 2009.
- Sebastian, I. and Bui, T., "Emergent Groups for Emergency Response - Theoretical Foundations and Information Design Implications", *15<sup>th</sup> Americas Conference on Information Systems*, San Francisco, August 2009.
- Phuaphanthong T., Bui, T. and Koreko, S., "Establishing interagency collaboration in large-scale systems development", *15<sup>th</sup> Americas Conference on Information Systems*, San Francisco, August 2009.
- Bui and Subba, "A tale of two disasters: Assessing crisis management readiness", *HICSS42*, Kona, Hawaii, January, 2009
- Chea, Luo and Bui, "If you build it, they will use it: Usage motivations and unintended effects of the Internet Village Motoman Project in rural Cambodia", *HICSS42*, Kona, Hawaii, January, 2009
- Amblee and Bui, "A first look at the long-tail of YouTube", *WEB*, Paris, 2008.
- Bui and Phuaphanthong, "South-east Asia cross-border trade facilitation through data harmonization: Lessons learned from Thailand", *WECA International conference*, Bali, Indonesia, 2008.
- Bui, Froidevaux, Sankaran, "Emperor's New Clothes: How Much Information Do Corporate Web Sites Really Disclose?", *Western Decision Science*, 2008
- Amblee and Bui, "Can product and brand reputation help sustain online review?", *WEB 2007, Montreal, Canada, December 2007*.
- Amblee and Bui, "Freeware downloads: An Empirical Investigation into the Impact of Expert and User Reviewers on Demand for Digital Goods", *Americas Conference on Information Systems (AMCIS 2007)*, Keystone, Colorado, August 2007.
- Amblee and Bui, "The Impact of Electronic Word-of-mouth on digital microproducts: An empirical investigation of Amazon shorts", *European Conference on Information Systems (ECIS 2007)*, nominated for best paper, Lucern, Switzerland, June 2007.
- Bui and Tan, "Supporting Ephemeral Groups in Large-Scale HA/DR: A template-based workflow methodology", *INFORMS International Conference on Group Decision and Negotiation (co-organized with IFIP)*, May 2007, Montreal, Canada, May 2007.

- Bui, Gachet and Sebastian, "Design requirements for implementing e-services in electronic markets", INFORMS International Conference of Group Decision and Negotiation (co-organized with IFIP), May 2007, Montreal, Canada, May 2007.
- Bui and Tan, "A Template-based Methodology for Large-Scale HA/DR involving Ephemeral Groups - A Workflow Perspective", 40th Hawaii International Conference on System Sciences, January 2007.
- Amblee and Bui, "The Impact of Additional Electronic Word-of-Mouth on Sales of Digital Micro-products Over Time: A Longitudinal Analysis of Amazon Shorts", 40th Hawaii International Conference on System Sciences, January 2007. (nominated best paper)
- Bui and Sankaran, "Foundations for Designing Global Emergency Response Systems (ERS)", Third International Conference on Emergency Systems (ISCRAM'06), Newark, May 2006.
- Bui and Sankaran, "Relationship between business Internet Disclosure and the Cost of Capital", 17<sup>th</sup> Annual Conference, Academy of Entrepreneurial Finance, Pasadena, April 19-21, 2006.
- Bui and Gachet, "Building Web Services for Negotiation Support", HICSS Symposium on NSS, January 2006.
- Ondrus, Pigneur, Bui, "An assessment of the acceptance of mobile payment systems using multiple-stakeholder, multiple-criteria market analyses", AMCIS, 2005
- Bui, Dolk, Sebastian and Gachet, "Virtual Environments for Advanced Modeling - Conceptual Foundations for Research", Proceedings, 38th Hawaii International Conference in System Sciences, January 2005
- Bui and Gachet, "Web services for negotiation and bargaining in electronic markets: design requirements and implementation framework", Proceedings, 38th Hawaii International Conference in System Sciences, January 2005
- Zarate, Soubie and Bui, "An Experiment of a Group Multi-Criteria Decision support System for Distributed Decision Making Processes", Proceedings, 38th Hawaii International Conference in System Sciences, January 2005
- Chea and Bui, "Measuring E-Value Network", Proceedings, 2004 America Conference on Information Systems, August 2004



- Bui and Sankaran, "A Stochastic Model for Negotiation", Proceedings, 37th Hawaii International Conference in System Sciences, January 2004
- Bui and Ondrus, "M-Computing for Real-time Negotiation Support", Proceedings, 37th Hawaii International Conference in System Sciences, January 2004
- Bui and Sankaran, "Advanced Modeling for Web-based Negotiation", Proceeding of the 4<sup>th</sup> International Workshop on Virtual Environments for Advanced Modeling, 33rd Hawaii International Conference in System Sciences, January 2004
- Bui and Sankaran, "E-Commerce in East Asia: Challenges and Opportunities", VACETS Proceedings, VTIC'2000, July 2000, San Jose.
- Sankaran and Bui, "Entrepreneurship among Women and Minority Business Students", Western Decision Sciences Institute Meeting, April 2000, Maui (best paper)
- Sankaran and Bui, "A Web-Based Correctional Telemedicine System with Distributed Expertise", 33rd Hawaii International Conference in System Sciences, January 2000
- Yan, Yen and Bui, "A multi-agent based Negotiation Support System for Cost Allocation in Network Expansion", 33rd Hawaii International Conference in System Sciences, January 2000
- Yen, Hu and Bui, "Intelligent clearinghouse: electronic Marketplace with Computer-mediated Negotiation Support", 33rd Hawaii International Conference in System Sciences, January 2000
- Lee and Bui, "A template-based methodology for disaster management information systems", 33rd Hawaii International Conference in System Sciences, January 2000
- Sankaran and Bui, "Effectiveness of Web-based instruction for ESL students in business: an empirical study with focus on gender, ethnicity and instructional media", Proceedings of the Information Systems Education Conference (ISECON), October 14-17, 1999, Chicago, Ill
- Sankaran and Bui, "Enhancing learning outcome in Web-based education through understanding of learner profiles", WebNet World Conference, Honolulu, October 23, 1999.
- Bui T. and Sankaran, "Design considerations for a virtual information center using workflow modeling", Proceedings of the International Society for Decision Support Systems (ISDSS), July 20-23, 1999, Melbourne.



- Bui, Cho and Sovereign, "Negotiation Issues in Multinational Human Assistance/Disaster Relief", HICSS Proceedings, Hawaii, January 1999.
- Mak, Mallard, Au and Bui, "Workflow Management for Crisis Management Support", HICSS Proceedings, Hawaii, January 1998.
- Bui and Vu, "A Software-Agent-based for Telemedicine", APEC Information Technology Conference, Bangkok, Thailand, August 1997.
- Bui, Ma and Stricker, Supporting Argumentation in Software Development, HICSS Proceedings, Maui, Hawaii, January 1997
- Bui and Sankaran, "Group Decision and Negotiation in Telemedicine", HICSS Proceedings, Maui, Hawaii, January 1997
- Bodart, Bui, Melard, and Vanreusel, "ARBAS'96 - An Argumentation for Argumentation Support and Organizational Memory", HICSS Proceedings, Maui, Hawaii, January 1997.
- Loebbecke C. and Bui, "Designing and Implementing DSS with System Dynamics: Lessons Learned from Modeling a Global System of Mobile Communications (GSM)", IFIP Proceedings, London, July 1996
- Loebbecke C. and Bui, "Demand Factors of the GSM Market: A Comparative Study of Germany, Hong Kong and Vietnam", Proceedings of the 11<sup>th</sup> Biennial Conference on Telecommunications, Seville, June 1996
- Bui, "Distance Learning and the Internet: Some Experiences and Lessons Learned, VTIC Proceedings, Washington D.C., July 1996
- Kumar, Higa, Yen and Bui, "Comparison of Telework in the US and Japan: A Cultural Contingency Model", SIGCPR/SIGMIS Proceedings, Denver, April 1996
- Bui, Kersten and Ma, "Supporting Negotiation with Scenario Management", 29<sup>th</sup> Hawaii International Conference in System Sciences, January 1996
- Bui, Higa, Sivasankaran and Yen, "Beyond Telecommuting: Organizational Suitability of Different Modes of Telework", 29<sup>th</sup> Hawaii International Conference in System Sciences, January 1996
- Yen, Lee and Bui, "An Intelligent Clearinghouse: Electronic Marketplace with Computer-Mediated Negotiation Support ", 29<sup>th</sup> Hawaii International Conference in System Sciences, January 1996

- Bui, "Distance Learning on the Internet: Lessons Learned", International Conference of National Information Infrastructure for Social and Economic Development in Asia, Bangkok, November 1995
- Jeusfeld and Bui, "Interoperable Decision Support System Components on the Internet", 5th Workshop on Information Technology and Systems, December 1995.
- Bui, "Information Technology Deployment in Vietnam: National Policy and Role of International Investors", 1995 Pan Pacific Conference on Information Systems, Singapore, June-July 1995
- Bui and Yen, "The Negotiable Alternatives Identifier for Negotiation Support: An Improved Algorithm", Third International Conference on Decision Support Systems, Hong Kong, June 1995
- Yen, Chen, Ma and Bui, "An Issues Identifier for On-line Financial Databases", Third International Conference on Decision Support Systems, Hong Kong, June 1995
- Chau and Bui, "An Investigation of the Effectiveness of Choice Strategies by Elimination: Some Implications for DSS Design", Third International Conference on Decision Support Systems, Hong Kong, June 1995
- Petrazzini and Bui, "Vietnam Telecommunications: On the Road to Reform", International Conferences on Telecommunications, Honolulu, January 1995
- Binbasioglu, Bui and Ma, "An Action-Resource Language for Argumentation: The Case of Softwood Lumber Negotiation", 28th Hawaii International Conference in System Sciences, January 1995
- Mak and Bui, "An Empirical of Neural Networks in Strategic Decision Making", Proceedings of WITS, Vancouver, December 1994.
- Mak and Bui, "Modeling Expert's Knowledge: The New Product Entry Problem", IEEE Conference of Software Engineering, April 1994, Austin, Texas.
- Bui, "Evaluating Negotiation Support Systems: A Conceptualization", 27th Hawaii International Conference in System Sciences, January 1994, Vol. III
- Bui and Strand, "A Neural Net Model to Represent Negotiators' Heuristics", 25th Hawaii International Conference in System Sciences, January 1993, Vol. III

- Bui, "Building Negotiation Support Systems: A Three-Step Design Process", 25th Hawaii International Conference in System Sciences, January 1992, Vol. III
- Bui, "NEGOTIATOR: A Bilateral Multiple-Issue Single-Party Negotiation Support System", The Tenth International Conference on Multiple Criteria Decision Making, Taipei, Taiwan, July 1992.
- Bui and Sivasankaran, "Fuzzy Preferences in Bilateral Negotiation Support Systems", Proceedings of the 24th Hawaii International Conference on System Sciences (HICSS), January 1991.
- Bui and Sivasankaran, "Relation Between GDSS Use and Group Task Complexity: An Experimental Study", Proceedings of the 23th Hawaii International Conference on System Sciences (HICSS), January 1990.
- Bui, "An Intelligent Front-End for MCDM-Based Decision Support Systems", Proceedings of the VIII-th International Conference on Multiple Criteria Decision Making, Manchester, U.K., August 21-26, 1988.
- Bui and Sivasankaran, "Identifying Organizational Opportunities for GDSS Use: Some Experimental Evidence", Decision Support Systems (ed. Omar A. El Sawy), San Francisco, 1987 (with Sivasankaran).
- Bui, "Coupling Expert Systems with Database Management Systems in a Computer-aided Air Defense Instructional Environment", Proceedings of the 1987 Conference on Technology in Training and Education, March 1987, Colorado Springs, Colorado, pp. 466-481.
- Bui and Jelassi, "Organizational Decision Making: When Can DSS Help?", Proceedings of the International Colloquium on the Development of Sciences for Organizations, French Association for Cybernetics and Economics (AFCET), Paris, March 10-12, 1987.
- Bui and Sivasankaran, "Integrating Modular Design with Adaptive Design in DSS Prototyping: An Archipelagian Approach", Proceedings of the 20th Hawaii International Conference on System Sciences (HICSS), January 6-9, 1987, Kailua-Kona (with Sivasankaran).
- Suchan, Bui and Dolk, "GDSS Effectiveness: Identifying Organizational Opportunities", Proceedings of 20th HICSS, January 6-9, 1987, Kailua-Kona (with Suchan and Dolk).
- Bui and Sivasankaran, "Rule-based Bayesian Architecture for Monitoring Learning Process in Intelligent Computer Aided Training Systems", Proceedings of the 1986 IEEE International Conference on Systems, Man, Cybernetics, October 1986, pp. 932-936.

Bui, "A Consensus Seeking Algorithm for Group Decision Support Systems", Proceedings of the 1985 IEEE International Conference of Systems, Man, Cybernetics, November 1985, Tucson, Arizona.

Bui and Jarke, "A Decision Support System for Cooperative Multiple Criteria Group Decision Making", Proceedings of the 5th International Conference on Information Systems (ICIS), November 1984, Tucson, Arizona (with Jarke).

- **Selected Invited Conference Papers/ Colloquia:** 211 presentations

Bui, "What's in it for Vietnam: Playing the Offensive-Defensive Game", Colloquium/Vemba Webinar on "Economic and Business Strategy in the Pandemic Era (July 23, 2020)

Bui, "Leadership Opportunities and Challenges in the Vietnam Economy", Shidler Global Leadership Summit, HCMC, (July 12, 2019)

Bui, "Group Decision and Negotiation Research in the Age of Uncertainty: New Problems, New Paradigms, New Solutions", Keynote / Awardee address, INFORM College on Group Decision and Negotiation, Loughborough, England (June 2019)

Bui, "The citation game in conference organizations: The HICSS Transformation", (June 6, 2019), Nuremberg-Erlangen, Germany.

Bui, "Gearing up for cybersecurity defense: Organizational Cyber Security Best Practices", Workshop on Cyber-Security for SMEs, Honolulu, March 2019.

Bui, "Group Decision and Negotiation in Non-Binding Virtual Communities", Keynote address, INFORM College on Group Decision and Negotiation, Bellingham, Washington (June 23, 2016)

- **Other Publications and Research:**

Bui, J.M. Carroll and M. Jarke (eds), Scenario Management, Dagstuhl-Seminar Report, 199,08.02.1998 - 13.02.1998 (98061), Schloss Dagstuhl, Internationales Begegnungs-und Forschungszentrum fuer Informatik.

Bui and Pasquier, ELECTRE 3, A Multiple Criteria Decision Method for Ranking Alternatives, Technical Report, Institute of Economic and Social Sciences, No. 78, University of Fribourg, November 1986.

Bui and Pasquier, The Firm Size: An Optimization Model, Technical Report, Institute of Economic and Social Sciences, No. 48, University of Fribourg, 1984.

Bui and Pasquier, SAPINO1, A Business Game, Technical Report, Center for Research in Management Science, University of Fribourg, 1982.

Bui, A Project Scheduling System for the Thriglas Production Plant, Les Verreries Industriels de Moutier, confidential report to the CEO, 19 pages, 1981.

- **Book Editor:**

Bui and Gachet, "Concept Modeling and Decision Support", (editors), Proceedings, Context-05, July 2005

Bui, Sroka, Stanek, and Gotuchowski, "DSS in the Uncertainty of the Internet Age, Karol Adamiecki, Poland (ISBN-83-7246-298-4)

Bui, Yan, Li and Jones (co-editor), "China's Economic Powerhouse: Economic Reform in Guangdong Province", Palgrave McMillan, November 2002 (ISBN-1403903859)

Doing Business with Basic, D. Hergert, Sybex, Berkeley, 1982.

- **Book Review:**

Osterwalder & Pigneur, Business Model Generation, Preface chapter, Vietnamese Edition, 2015.

Schuff, Paradise, Bursteing, Pwer, and Sharda (editors), "Decision Support: An Examination of the DSS Discipline", Springer, 2011, 220 pages, Interfaces, March-April 2013.

Josef K. Skwirzynski (editor), "Software System Design Methods, The Challenge of Advanced Computing Technology", NATO Advanced Study Institute Series, Series F: Computer and Systems Sciences, Vol. 33, Springer Verlag, Berlin 1986, 747 pages, European Journal of Operations Research, 1989.

Efraim Turban and Paul R. Watkins (editors), "Applied Expert

Systems”, Newsletter of the Operations Research Society of Switzerland, 1988.

T. Saaty, “The Analytical Hierarchy Process”, Newsletter of the Operations Research Society of Switzerland, 1986.

### III. TEACHING

#### 1. Teaching Activities

- a. **Course and laboratory development:** 5 new courses
- b. **DoN/DoD applications:** 8 computer programs for TRADOC, NAVFINCEN, SPACECOM
- c. **Thesis supervision (unclassified/listing upon request)**
  - as Advisor: 89 master's theses
  - as Second Reader: 33 master's theses

#### 2. External Teaching Activities

- a. **Courses**

Invited instructor at: Harvard Law School (Program on Computer-Assisted Negotiation), 1994; University of Quebec, Montreal, 1996; University of Lausanne, Switzerland, 1998; Aachen Technical University, 2004, Hong Kong University of Science and Technology, 2004, City University of Hong Kong, 2006; Maastricht University, 2008.
- b. **Other significant products**

The Co-oP software (a multiple criteria group decision support tool) and NEGOTIATOR (a Negotiation Support System Software) have been installed for teaching and research at 12 universities
- c. **Ph.D Thesis Advising:** 18 (recent graduates teach at Maryland, KAIST, Indian Institute of Management, MIT Sloan, California State University, University of South Florida)

### IV. SERVICE

#### 1. Administrative and Service Activities

- a. **Committee Service at the University of Hawaii:**
  - Department Chair
  - Member for research, laboratory, recruiting, promotion and tenure, retirement, curriculum review committees

University-wide member of Tenure and Promotion Review Committee  
Doctoral Admission Committee Member (program in Communications  
and Information Science / CIS)  
Member of System Wide Graduate Council

**a. Director of the Off Campus Executive MBA Program in Vietnam:**

Assuming the role of President and CEO of two mini campuses in Hanoi and HCMC (Saigon) with responsibilities from recruiting, Marketing, interfacing with local authorities, local staffing, Staffing of instructors, and program assessment and accreditation.

**d. Primary Chair of the Hawaii International Conference on System Sciences (HICSS):**

Responsible for the operations of the longest standing and one of the two top academic conferences in the field, with 1000 attendees.

**e. Service as Academic Associate (area chair)**

Service as Academic Associate of the Computer System Management Curriculum (367) and Information Technology (370), NPS, 1989-93; 195 graduate students (steady states)

## 2. External Professional and Service Activities

### **Member of:**

Asian Bureau of Research Council  
The Institute of Management Sciences (TIMS)- INFORMS  
Association of Information Systems (AIS)  
The Institute of Electrical and Electronics Engineers  
American Society for Public Administration (ASPA)  
Association of Information Society (AIS)  
INFORMS College of Group Decision and Negotiation

### **Reviewed Manuscripts for the following journals/conferences/ organizations:**

Communications of the ACM  
MIS Quarterly  
Information System Research Journal  
IEEE Transactions on Software Engineering  
ACM Transactions on Office Information Systems  
Management Science  
MIS Quarterly  
European Journal of Operations Research  
Theory and Decisions  
Hawaii International Conference on System Sciences  
International Conference of Information Systems

Conference on Decision Support Systems  
Research Council of Canada Social Sciences and Humanities  
National Computer Conferences (NCC)  
Decision Support Systems Journal  
Journal of Organizational Computing  
Computer Journal  
Operations Research  
Journal of Decision Systems

Departmental Editor: INFORMS Journal on Group Decision and  
Negotiation, Kluwer

Associate Editor: Journal of Decision Systems

Associate Editor: Advances in Databases

Associate Editor: European Journal of Information Systems

Associate Editor: Journal of Management Information Systems

Guest/Ad Hoc Associate Editor:  
Decision Support Systems Journal  
European Journal of Operations Research

Ad Hoc Reviewer:  
National Science Foundation  
Swiss National Science Foundation  
Austrian National Science Foundation

### **Conference Coordinator:**

Conference Organizing Member, Group Decision and Negotiation,  
Moscow, Russia, June 2022

Conference Organizing Member, Group Decision and Negotiation,  
Toronto, Canada, July 2021.

Conference Organizing Member, Group Decision and Negotiation, /  
EURO Loughborough, England, June 2019.

Conference Organizing Member, Group Decision and Negotiation,  
Cork, England, July 2019.

Conference Organizing Member, Group Decision and Negotiation,  
Montreal, Canada, May 2007.



Conference Track Chair, Americas Conference on Information Systems (AMCIS), Acapulco, August 2006.

Conference Tutorial and Panel Co-Chair, 10<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS), Kuala Lumpur, July 6-9, 2006.

Conference Organizing Member, Group Decision and Negotiation, Karlsruhe, Germany, July 2006.

Conference Organizing Member, Virtual Modeling and Advanced Modeling, IFIP 7.6, Hamburg, Germany, June 2006.

Conference Organizing Member, First International Conference on Globally Distributed Work, Bangalore, India, December 2005.

Conference Co-Chair, 9<sup>th</sup> Pacific Asia Conference on Information Systems, Bangkok, July 8-11-2005.

Conference Co-Chair, IFIP Workgroup 7.6, Virtual Environments for Advanced Modeling, Monterey, California, January 2,3-2004 (co-chairs Dan R. Dolk and Sebastian).

Conference Track Co-Chair, 24<sup>th</sup> International Conference on Information Systems (ICIS), Seattle, December 14-17, 2005.

Conference Committee Member, 5<sup>th</sup> Pan Pacific International Conference on Information Systems (AIS / ACM), Seoul, Korea, June 2001.

Conference Co-Chair, IFIP Workgroup 7.6, Virtual Environments for Advanced Modeling, Monterey, California, August 4-7 (co-chair Dan R. Dolk).

Conference Committee Member, INFORMS College of Group Decision and Negotiation Meeting, July 2000, Glasgow, Scotland.

Conference Chair, E-Commerce: Trends and Technology Update, Honolulu, June 29, 2000

Conference Committee Member, 4<sup>th</sup> Pan Pacific International Conference on Information Systems, June 200, Hong Kong.

Conference Co-Chair, 99<sup>th</sup> International Conference on Decision Support Systems, ISDSS'99, Melbourne, Australia, July 1999.

Conference Program Committee Member, DSI-Athens, 5<sup>th</sup> International Conference, Athens, Greece, 1999.

Conference Program Committee Member, IFIP TC9, Computers and Networks in the Age of Globalization, August, Geneva, Switzerland, 1998.

Conference Organizing Member, 15<sup>th</sup> International Association for Cybernetics, August, Namur, Belgium, 1998.

Conference Organizing Member, IFIP TC-9 World Conference on Computers and Networks in the Age of Globalization, August, Geneva 1998.

Conference Organizing Member, 98' SCI, Venezuela.

Conference Organizing Member, 98' International Conference on Electronic Commerce, Seoul, Korea, April 1998.

Conference Co-Chair, 97' International Conference on Decision Support Systems, ISDSS'97, University of Lausanne, Switzerland, July 1997.

Conference Committee Member, 3<sup>rd</sup> Pan Pacific International Conference on Information Systems, April 1997, Brisbane, Australia.

Conference Committee Member, 7<sup>th</sup> Mini Euro Conference on Decision Support Systems, April 1997, Bruges, Belgium

Conference Committee Member, Asia Pacific Decision Science Institute, June 1996, Hong Kong

Conference Committee Member, Fifth Workshops on Information Technology and Systems, WITS'96, December 1996, Amsterdam

Conference Chairperson, Third International Conference on Decision Support Systems, ISDSS'95, June 1995, Hong Kong

Conference Chairperson, Client Server Computing, International Business Forum, August 2-6 1994, Hong Kong

Coordinator of the Minitrack on Negotiation Support Systems for the Hawaii International Conference on System Sciences, Decision Support System track (Jay Nunamaker and Ralph Sprague), with Shakun, IEEE, Jan. 1991-.

Coordinator of the Minitrack on Telework and Organizational Connectivity for the Hawaii International Conference on

System Sciences, Decision Support System track (Jay Nunamaker and Ralph Sprague), with Shakun, IEEE, Jan. 1995-.

Conference Program Committee, Second International Cooperative Information Systems, IEEE/ACM, May 1995, Ottawa

Conference Program Committee, Second Pan-Pacific Conference on Information Systems, September 1995, Singapore.

Conference Program Committee, International Conference of Information Systems and Economics, Tel Aviv, October 1995

Sessions coordinator, TIMS/ORSA National meetings, 1886-

Conference Chairperson, International Conference and Exhibition on Computer Aided Publishing, Fribourg, Switzerland, 1988

Conference Program Committee, International Conference Intelligent Databases, Fribourg, Switzerland, 1989

### **3. Other External Service Activities**

Finance Chairperson and Board Member of the Monterey Bay Girl Scout Council (8224 members), 1986-1987

Consortium Director, PRIISM (Pacific Rim Institute for Research in Information Systems Management Center) consortium, University of Hawaii, 1996-present

External Examiner, Open Learning Institute, Hong Kong, 1995-present

External Curriculum Assessor, Hautes Ecoles Commerciales, University of Lausanne, Switzerland, 1995.

External Curriculum Assessor, University of Hong Kong, , 2006-2008.

Board of Director, Dong Nam Associates, Hong Kong and Vietnam, 1994-1996.

Ad-hoc consultant for Syntex, Palo Alto; Ministry of Defense, Singapore; Compaq Asia, Singapore; Autodesk Asia, Singapore; Hayes Asia, Hong Kong, Calcomp Asia, Hong Kong, IDEA Associates Asia, Hong Kong.

Board of directors, Vietnamese-American Chamber of Commerce of Hawaii, 1997-2001

Faculty advisor, Vietnamese Students Association of Hawaii

Board of directors of Mutual Assistance Corporation, *1998-2006*

Pacific News.Net Magazine's Board of Directors & Editorial Board,  
since July *2000*

## **V. REFERENCES UPON REQUEST**