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Department of Information Systems
College of Business
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Citizenship

United States of America

Education

Doctor of Philosophy , Information and Decision Sciences Carlson School of Management, University of Minnesota, Minneapolis, MN	2005
Master of Business Administration (Electives in Information Systems and Finance) Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, PA	1993
Bachelor of Engineering (Insinyur/Civil Engineer) College of Engineering, Parahyangan Catholic University, Bandung, Indonesia	1987

Administrative Assignment

2017 – Present	Chair, Department of Information Systems, Georgia Southern University
2013 – 2017	Chair, Department of Information Systems and Cyber Security, The University of Texas at San Antonio

Academic Positions

2017 – Present	Associate Professor, Georgia Southern University
2009 – 2017	Associate Professor, The University of Texas at San Antonio
2004 – 2009	Assistant Professor, The University of Texas at San Antonio
2003 – 2004	Instructor, The University of Texas at San Antonio

Industry/Consulting Positions

1996 – 1998	General Manager, D-Net Indonesia, Jakarta, Indonesia
1993 – 1996	Senior Consultant and Manager, Andersen Consulting (now Accenture), Jakarta, Indonesia
1991 – 1992	Superintendent of Computer and Network Operations, Kaltim Prima Coal, Borneo, Indonesia
1987 – 1991	Senior Software Specialist, Digital Equipment Corporation (DEC), Jakarta, Indonesia
1986 – 1987	Database Programmer/Analyst, Academic Computing Center, Parahyangan Catholic University, Bandung, Indonesia

Publications

Journal Articles

Liu, Z., Au, Y. A., & Choi, H. S. (2015). Effects of Freemium Strategy in the Mobile App Market: An Empirical Study of Google Play. *Journal of Management Information Systems*, 31(3), 326-354.

Kordzadeh, N., Liu, Z., Au, Y. A., & Clark, J. G. (2014). A Multilevel Investigation of Participation within Virtual Health Communities. *Communications of the Association for Information Systems*, 34(1).
aisel.aisnet.org/cais/vol34/iss1/26.

Liu, Z., Zafar, H., & Au, Y. A. (2014). Rethinking FS-ISAC: An IT Security Information Sharing Model for the Financial Services Sector. *Communications of the Association for Information Systems*, 34(1).
aisel.aisnet.org/cais/.

Clark, J. G., Au, Y. A., Walz, D. B., & Warren, J. (2011). Assessing researcher publication productivity in the leading information systems journals: A 2005-2009 update. *Communications of the Association for Information Systems*, 29(1), Article 26.

Clark, J. G., Warren, J., & Au, Y. A. (2009). Assessing researcher publication productivity in the leading information systems journals: A 2003-2007 update. *Communications of the Association for Information Systems*, 24(14), 225-254.

Au, Y. A., Carpenter, D., Chen, X., & Clark, J. G. (2009). Virtual organizational learning in open source software development projects. *Information & Management*, 46(1), 9-15.

Au, Y. A., & Kauffman, R. J. (2008). The economics of mobile payments: Understanding stakeholder issues for an emerging financial technology application. *Electronic Commerce Research and Applications*, 7(2), 141-164.

Clark, J. G., Warren, J., & Au, Y. A. (2007). Carnegie classifications and institution productivity in information systems research: A scientometric study. *Communications of the Association for Information Systems*, 19(21), 478-512.

Au, Y. A., & Kauffman, R. J. (2005). Rational expectations, optimal control and information technology adoption. *Information Systems and e-Business Management*, 3(1), 47-70.

Au, Y. A., & Kauffman, R. J. (2003). What do you know? Rational expectations in IT adoption and investment. *Journal of Management Information Systems*, 20(2), 49-76.

Au, Y. A., & Kauffman, R. J. (2001). Should we wait? Network externalities, compatibility, and electronic billing adoption. *Journal of Management Information Systems*, 18(2), 47-64.

Au, Y. A. (2001). Design science I: The role of design science in electronic commerce research. *Communications of the Association for Information Systems*, 7(1).

Monograph Chapter

Au, Y. A., Goh, K. H., Kauffman, R. J., & Riggins, F. J. (2009). Planning IT investments for high payoffs: A rational expectations approach to gauging potential and realized value for the changing marketplace. In W. R. King (Eds.), *Planning for Information Systems, Advances in Management Information Systems* (vol. 14, pp. 274-301). Armonk, NY: M. E. Sharpe.

Conference Proceedings

Maasberg, M., Ayaburi, E. W., Liu, Z., & Au, Y. A. (2018). Exploring the Propagation of Fake Cyber News: An Experimental Approach. *Proceedings of the 51st Annual Hawaii International Conference on System Sciences* (HICSS 2018).

Ayaburi, E. W., Liu, Z., & Au, Y. A. (2015). An Empirical Analysis of User Participation on Crowdsourcing Platform: A Two-sided Network Market Perspective. Fort Worth, Texas: The 2015 International Conference on Information Systems (ICIS 2015).

Liu, Z., Au, Y. A., & Ayaburi, E. W. (2015). Pricing and Upgrade Strategies for Software Vendors in the Software-as-a-Service Market. Fort Worth, Texas: The 2015 International Conference on Information Systems (ICIS 2015).

Liu, Z., Ayaburi, E. W., & Au, Y. A. (2015). Competitive Strategies for Software Vendors amid Software-as-a-Service Business Model. Puerto Rico: The 21st Americas Conference on Information Systems (AMCIS 2015).

Choi, H. S., Au, Y. A., & Liu, Z. (2014). Is Digital Piracy An Enemy of the Mobile App Industry? An Empirical Study on Piracy of Mobile Apps. Savannah, GA: The 20th Americas Conference on Information Systems (AMCIS 2014).

Liu, Z., Au, Y. A., & Choi, H. S. (2012). An Empirical Study of the Freemium Strategy for Mobile Apps: Evidence from the Google Play Market. the 33rd International Conference on Information Systems (ICIS 2012).

Kordzadeh, N., Liu, Z., Au, Y. A., & Clark, J. G. (2012). Investigating the Reciprocal Relationships Within Health Virtual Communities. the 18th Americas Conference on Information Systems (AMCIS 2012), aisel.aisnet.org/amcis2012/proceedings/ISHealthcare/13/.

Zafar, H., Clark, J. G., Ko, M. S., & Au, Y. A. (2011). Critical Success Factors for an Effective Security Risk Management Program in an Organization: An Exploratory Case Study at a Firm. the Americas Conference on Information Systems (AMCIS 2011).

Zafar, H., Clark, J. G., Ko, M. S., & Au, Y. A. (2011) Critical success factors for an effective security risk management program: An exploratory case study at a Fortune 500 firm. Detroit, MI: The 17th Americas Conference on Information Systems (AMCIS 2011).

Zafar, H., & Au, Y. A. (2009). The Economic Ramifications of Strategic IT Security Information Sharing in the Financial Services Industry. San Francisco, CA: 15th Americas Conference on Information Systems (AMCIS 2009).

Au, Y. A., Carpenter, D., Chen, X., and Clark, J. G. Virtual Organizational Learning in Open Source Software Development Projects. Vancouver, Canada: Information Resources Management Association International Conference (IRMA 2007).

Au, Y. A., Kauffman, R. J., & Riggins, F. J. (2005) A Rational Expectations Theory of Technology Adoption: Evidence from the Electronic Billing Industry. UC Irvine, CA: Workshop on Information Systems and Economics (WISE 2005)

Au, Y. A., & Kauffman, R. J. (2003). Information Technology Investment and Adoption: A Rational Expectations Perspective. In R. H. Sprague, Jr. (Eds.), *Proceedings of the 36th Annual Hawaii International Conference on System Sciences*. Los Alamitos, CA: IEEE Computer Society Press (HICSS 2003).

Au, Y. A., & Kauffman, R. J. (2002). Rational Expectations and Information Technology Adoption. In R. Sabherwal and J. Stallaert (Eds.), *Proceedings of the 7th Annual Conference on Information Systems and Technology*. San Jose, CA (CIST 2002).

Au, Y. A., & Kauffman, R. J. (2001). Should We Wait? Network Externalities and Electronic Billing Adoption. In R. H. Sprague, Jr. (Eds.), *Proceedings of the 34th Annual Hawaii International Conference on System Sciences*. Los Alamitos, CA: IEEE Computer Society (HICSS 2001).

Teaching

Teaching Interests

Telecommunications and Computer Networks

Cyber Security (Web Application Security, Network Security, Operating Systems Security)

Big Data Science and Technology

Data Analytics

Courses Taught

At the University of Texas at San Antonio:

IS 7033	PhD Seminar in Big Data Science and Technology
IS 7033	PhD Seminar in Information Systems Economics
IS 6733	Big Data Technology (for MS in Data Analytics program)
IS 6423	Secure Software Design
IS 5203	Telecommunication Systems
IS 5193	Software Engineering Management
IS 4463	Web Application Security
IS 4143	Wide Area Networks
IS 4103	Business Process Management and Control (SAP)
IS 4063	Advanced Topics in Information Systems
IS 3413	Intro to Telecommunications for Business
IS 3033	Operating Systems Security
IS 3003	Principles of Information Systems for Management

Grants

2015 – 2017 Co-PI, Design and Development of Online BBA in Cyber Security Program. Approximately \$300,000 from the University of Texas System.

Service

Department Service

2017 – Present Chair, Department of Information Systems, Georgia Southern University
2013 – 2017 Chair, Department of Information Systems and Cyber Security, UTSA
2008 – 2017 Coordinator, Assessment of Learning (AoL), UTSA
2010 – 2011 Member, MOT Graduate Program Committee, UTSA
2010 – 2011 Member, IS Faculty Search Committee, UTSA
2007 – 2010 Chair, IS Faculty Search Committees, UTSA
2004 – 2006 Member, IS Faculty Search Committees, UTSA

College Service

2008 – 2017 Coordinator, SACS Assessment Reporting Committee, UTSA
2013 – 2016 Member, COB Scholarship Committee, UTSA
2010 – 2013 Member, International Research Grants Committee, UTSA

University Service

2015 – 2016 Member, ECE Department Faculty Search Committee, UTSA
2015 – 2016 Member, Endowed Cloud Computing Faculty Search Committee, UTSA
2008 – 2011 Member, Faculty Senate, UTSA

Professional Service

2008 – Present Associate Editor, *Electronic Commerce Research and Applications*
2009 – Present Editorial Review Board Member, *Information & Management*
2002 – Present Reviewer, *Journal of Management Information Systems* and *International Journal of Electronic Commerce*
2003 – Present Ad Hoc Reviewer, *Decision Support Systems*, *Information Systems Research*, *MIS Quarterly*, *Journal of Strategic Information Systems*, *Communications of AIS*, etc.