

# Carlos Ferran

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School of Graduate Professional Studies

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## Education

- Doctor of Business Administration  
Major in Management Information Systems. Minors in Strategy and Methodology  
Boston University, MA, USA (2000).
- Master in Finance (Cum Laude)  
Universidad Metropolitana, Caracas, Venezuela (1991).
- Postgraduate degree in Management Information Systems  
Universidad Central de Venezuela, Caracas, Venezuela (1994).
- Licenciante (BS) in Management Science  
Minor in Banking and Finance  
Universidad Metropolitana, Caracas, Venezuela (1990).
- 4 years of study in Electrical Engineering (5 years required for degree)  
Universidad Central de Venezuela, Caracas, Venezuela (1983-1985)  
Universidad Metropolitana, Caracas, Venezuela (1985-1987).

## Current Positions

- Penn State University, PA, USA.  
Assistant Professor of Management Information Systems. 2003 -
- Cautus Networks Corporation, FL, USA.  
Board of Advisors 2000 -
- Organización Simplex, C.A., Caracas, Venezuela  
Director 1987 -

## Teaching experience

- MIS 531 Management Information Systems (Required MIS intro course)  
Penn State Great Valley, Since 2.003.
- MGMT 571 Management Strategy (Strategy capstone course)  
Penn State Great Valley, Since 2.004.

- ACCTG 512 Financial Accounting  
Penn State Great Valley, 2.005.
- Survey of MIS (4 credit required course for all undergraduates)  
Rochester Institute of Technology, 2.003.
- MIS Concepts (4 credit required course for all MBAs)  
Rochester Institute of Technology, Since 2.001-2.003.
- Database Management Systems (4 credit core course for undergraduate MIS majors)  
Rochester Institute of Technology, Since 2.000.
- Computer Applications for Managers (4 credit core course for undergraduate students)  
Rochester Institute of Technology, Since 2000.
- IS825 Computer Applications for Managers (2 credit IS course for MBA students)  
Boston University, 1995-1999 (every semester, 2 sections).
- Introduction to Management Information Systems  
Instituto de Estudios Superiores en Administración (IESA), Venezuela 2001.
- E-commerce and IS privacy, security, and ethics Seminar  
Instituto de Estudios Superiores en Administración (IESA), Venezuela 2001.
- Introduction to Management Information Systems  
Instituto de Altos Estudios Empresariales (IAE), Argentina, 1996-1998.
- Introduction to Management Information Systems  
Instituto de Alta Dirección Empresarial (INALDE), Colombia, February 1999.
- United Nations International School, NYC, USA  
Instructor on BASIC (computer language), 1979 - 1981

## **Work experience**

- Rochester Institute of Technology, NY, USA.  
Assistant Professor of Management Information Systems, 2.000-2.003.
- Systems Research Center, Boston University, MA, USA.  
Research Assistant 1996 – 2000
- Vencred, S.A. (Financial institution), Caracas, Venezuela  
CIO 1992 – 1994
- Corpoven, S.A. filial de PDVSA (Oil industry), Caracas, Venezuela  
Planning and financial analyst 1991 - 1992
- Organización Simplex, C.A. (Software development), Caracas, Venezuela  
Director 1987 -
- Tercer Medio, C.A. (Software development), Caracas, Venezuela  
Financial products manager, 1981 - 1987
- United Nations International School, NYC, USA  
Systems manager, 1980 - 1981

## **Consulting**

- Cautus Networks Corporation, FL, USA, Since 2000.
- Software de Venezuela, S.A., Caracas, Venezuela. Since 2001.
- Tercer Medio, S.A. (Administrative software development), 1996-2000

- Maraven, S.A. subsidiary of PDVSA (Oil industry), 1982-83 & 1985
- Oster de Venezuela, S.A. Subsidiary of Sunbeam Corp., 1984-1991
- USFeed Grain Council, 1980-1990
- US Meats, 1989-1990
- American Soybean Association, 1985-1988
- Inelectra, S.A., 1990-1994
- StratPlan, (Financial strategy consultants) 1984-1987
- Comité Organizador de los Juegos Panamericanos (COPAN), 1983
- Comité Organizador de los Juegos Bolivarianos (COBOL), 1981

## Publications

- Ferran, C., & Salim, R. (2005). *Electronic Business in developing countries: The digitalization of bad practices?* In S. Kamel (Ed.), *Business in Developing Countries: Opportunities and Challenges*.
- Ferran, C. (2005). *Las Estrategias de Contratación*. Revista BCV XIX(1).
- Ferran, C., & Salim, R. (2004). *IAC Accounting Data Model: A better data structure for computerized accounting systems*. *Review of Business Information Systems* 8(4).
- Salim, R., & Ferran, C. (2004). *Pragmatic Fragility of Information Technology in Latin America: Case studies*. In proceedings of the Americas Conference on Information Systems (AMCIS 2004), NYC, NY.
- Salim, R., & Ferran, C. (2004). *The IAC Accounting Data Model: Eliminating Redundancies for a Consistent Accounting System*. In proceedings of the 12<sup>th</sup> Academy of Business & Administrative Sciences (ABAS) International Conference, Tallinn, Estonia.
- Ferran, C., & Salim, R. (2003). *The Internet and the Digital Divide*. *Asian Information-Science-Life*, 2(1).
- Salim K., R. and Ferran-Urdaneta, C. (2002). *The Internet and the Digital Divide*. In Proceedings of the First International Conference on Information and Management Sciences (IMS2002), Xi'An, China.
- Ferrán-Urdaneta, C. (2001). *Endnote: Using technology to keep track of references*. *Communications of the Association for Information Systems*, 7(19).
- Ferrán-Urdaneta, C. (2001). *Endnote: Keeping Track of References*. In Proceedings of the Americas Conference on Information Systems (AMCIS 2001), Boston, MA.
- Salim K., R., & Ferrán-Urdaneta, C. (2001). *Neither a perpetuum mobile nor a perfect software: Sincerity in the relationship between the manufacturer and the client with respect to software defects*. In Proceedings of the 5th World Multi-Conference on Systemics, Cybernetics and Informatics (SCI'01/ISAS'01), Orlando, FL.

- Ferrán-Urdaneta, C. (1999). *Teams or Communities? Organizational structures for knowledge management*. In Proceedings of the ACM Computer Personnel Research 1999 conference (SIGCPR'99), New Orleans, Louisiana.
- Ferrán-Urdaneta, C., & Storck, J. (1997). *Truth or Deception: The Impact of Videoconferencing for Job Interviews*. In Proceedings of the Eighteenth International Conference on Information Systems (ICIS 97), Atlanta, Georgia.
- Ferrán-Urdaneta, C., & Lenard, M. L. (1997). *An Object-Oriented Approach to Banking Information Systems*. In Proceedings of the World Multiconference on Systemics, Cybernetics and Informatics (SCI '97/ISAS '97), Caracas, Venezuela.
- Salim K., R., & Ferrán-Urdaneta, C. (1997). *Infoenergetic Systems*. In Proceedings of the World Multiconference on Systemics, Cybernetics and Informatics (SCI'97/ISAS '97), Caracas, Venezuela.
- Ferrán Urdaneta, C. (1993). *Fondos de ahorro: conceptualización y administración de la cartera de inversión*. Caracas: Academia Nacional de Ciencias Económicas, Venezuela.

## Professional presentations

- Banco Central de Venezuela. Caracas, Venezuela (January 2005). *Rightsourcing*.
- Americas Conference on Information Systems (AMCIS), NYC, NY (August 2004). *Pragmatic Fragility of Information Technology in Latin America: Case studies*.
- 12<sup>th</sup> Academy of Business & Administrative Sciences (ABAS) International Conference, Tallinn, Estonia (July 2004). *The IAC Accounting Data Model: Eliminating Redundancies for a Consistent Accounting System*.
- International Applied Business Research Conference, San Juan, Puerto Rico (February 2004). *IAC Accounting Data Model: A route to a non-redundant and therefore consistent accounting system*.
- First International Conference on Information and Management Sciences (IMS2002), Xi'An, China. (May 2002). *The Internet and the Digital Divide*.
- Jiaotong University, Xi'An, China. (May 2002). *RightSourcing*.
- Americas Conference on Information Systems (AMCIS 2001), Boston, MA (August 2001). *Endnote: Keeping Track of References*.
- 5th World Multi-Conference on Systemics, Cybernetics and Informatics (SCI'01/ISAS'01), Orlando, FL (July 2001). *Neither a perpetuum mobile nor a perfect software: Sincerity in the relationship between the manufacturer and the client with respect to software defects*.
- ACM Computer Personnel Research Conference 1999, (SIGCPR'99), New Orleans, Louisiana. *Teams or Communities? Organizational structures for knowledge management*.

## Papers currently under review

- Ferran, C. and Watts, S. Videoconferencing in the field: A Heuristic Processing Model. *Management Science*.
- Salim, R. and Ferran, C. ERMS: The next generation of ERPs, for short term management and highly unpredictable environments. *BALAS 2006*.

## Work in progress

- Dyadic Brainstorming: Phone, videoconference, or Face-to-face.
- The Delivery of emotionally charged messages over Computer Mediated Communications with S. Watts.
- Ferran, C. Application Service Provider (ASP): Buy versus rent, or is it more than that?. *Encyclopedia of Internet Technologies and Applications*.
- Salim, R. and Ferran, C. Using Information Technology (IT) to reduce current bottlenecks in Knowledge Management. *Encyclopedia of Information Science and Technology 2<sup>nd</sup> ed.*
- Ferran, C. and Salim, R. ERMS: The future of ERPs. *Encyclopedia of Information Science and Technology 2<sup>nd</sup> ed.*

## Professional Peer Reviewing

- Communications of the ACM.
- Journal of Information, Information Technology, and Organizations
- Information & Management.
- Academy of Management (OCIS).
- International Conference on Information Systems (ICIS).
- Americas Conference on Information Systems (AMCIS).
- Northeast American Accounting Association Conference (NEAAA).
- Group Decision and Negotiation.
- Information. **Editorial Board Member** (Human and social sciences)

## Awards

- Best Paper Award at the International Applied Business Research Conference, San Juan, Puerto Rico, February 2004.
- Member of the National Business Honor Society: Beta Gamma Sigma.
- Fannie Mae Peer-reviewed Scholarship for paper presented at ACM SIGCPR'99, New Orleans, Louisiana. 1999.
- Scholarship from "Fundación Gran Mariscal de Ayacucho", Caracas, Venezuela. 1992.
- Academic Excellence Award "Antonio José de Sucre", Caracas, Venezuela. 1992.
- Cum-Laude for the degree of Magister in Finance, Universidad Metropolitana, Caracas, Venezuela. 1991.
- Mention of Honor for the Dissertation to opt to the title of Magister in Finance, Universidad Metropolitana, Caracas, Venezuela. 1991.

- Award on the Venezuelan National Mathematical Olympics (member of the National Math Team), Caracas, Venezuela. 1982.
- Mention of Honor in the National Contest for Nativity Story-tales, FAPREC, Caracas, Venezuela. 1982.
- First Prize in the National Contest for Nativity Story-tales, FAPREC, Caracas, Venezuela. 1978.

### **Languages spoken**

- Spanish (Mother tongue)
- English
- French (Beginner to intermediate)