biographical sketch

ROBERT M. MASON

SYNOPSIS

Engineering degrees from MIT and Georgia Tech; over 30 years experience with increasing responsibilities in planning and managing innovative programs and research projects; 18 years university teaching at undergraduate and graduate levels and in university administration; 20 years experience in consulting with private industry; founder of two successful consulting firms; 8 years experience organizing and presenting professional seminars; publisher and writer of books and lay articles on applications of technology; researcher and author of numerous journal articles and reports on the management of technology, strategic uses of information technology, and the economics of information systems.

CURRENT POSITION

The Information School	Professor	2005-Present
	Associate Dean for Research	2006-Present
University of Washington		

Teaching courses on research methods and the management of information centers. Research interests include cultural aspects of knowledge management and learning, strategic uses of IT, and IT impacts on society.

PRIOR POSITION

College of Business	Professor of MIS	1998-2005
Florida State University	Sprint Professorship in Business Administration	

Taught PhD seminars in philosophy of science and knowledge management and Masters courses in knowledge management/business intelligence and social issues.

Served as Chair, Management Information Systems Department, 1998-2002: Administered a dynamic department of fourteen full-time faculty that offered undergraduate, masters, and PhD programs. Responsible for managing growth and quality of what grew to be the largest undergraduate major in the College of Business—critical factors included: recruiting top faculty in a challenging and competitive environment, establishing departmental curriculum review and course coordination processes; building and maintaining strategic relationships with recruiters and corporate partners; expanding graduate programs. Also taught undergraduate, masters, and PhD courses in telecommunications systems, information systems, social and organizational impacts of information technology, philosophy of science, and knowledge management; served as director of the Center for Information Systems Research, an administrative unit for sponsored research and executive education projects.

EDUCATION

Ph.D.	1973	Industrial and Systems Engineering, Georgia Institute of Technology
S. M.	1965	Electrical Engineering, Massachusetts Institute of Technology
S. B.	1963	Electrical Engineering, Massachusetts Institute of Technology

OTHER EXPERIENCE

Weatherhead School of Management	Professor for the Practice of Technology Management	1991–1998
Case Western Reserve University	Visiting Professor, Mgmt. Inform. & Dec. Systems	1988–1991
	Director, Center for the Mgmt. of Science & Tech.	1988–1996
[On leave Spring 1998]		
Groupe ESC-Grenoble	Visiting Professor	spring 1998
University of Versailles-St. Quentin	Visiting Professor	spring 1998

Responsible for developing and administering an interdisciplinary program of research and education on the management of technology. In first full year of the program, increased school's sponsored research by

35%. Also taught courses in system design, management information systems, technology and society, and technology management. Responsible for developing and directing the Executive Management of Technology Program, a program supported by grants from TRW Foundation ($400,000) and the Cleveland Foundation ($298,860) that quickly gained world-wide recognition for its approach and success.

Metrics Research Corporation — President — 1980-1988

Founder and principal with overall responsibility for consulting, research, and publishing. Publisher of books on microcomputer applications in libraries; writer, speaker, and lecturer. Firm currently maintained for selective consulting engagements.

Georgia Institute of Technology — Adjunct Associate Professor — 1981-1982

Seminar leader; member of team that taught course in technology policy analysis (technology and public policy program).

Metrics, Inc. — Founding Chairman, Principal — 1973-1980

Cofounder and chief executive officer: had overall administrative responsibility; was responsible for planning, marketing, and directing research and consulting projects; consultant to top executives on strategic planning, personnel and organizational development, and financial planning and control; responsible for projects involving economic and technical analyses, policy and decision analyses, technology transfer, technology forecasting and assessment, and economics of information services. Sold business to partner in 1980.

Georgia Institute of Technology

Engineering Experiment Station — Senior Research Scientist; Head, Energy Management and Policy Analysis Branch — 1975
Research Scientist — 1970-1974

Planned and conducted projects applying systems concepts to broad range of policy and decision making; counseled and conducted projects for Georgia businesses on industrial engineering problems; planned and conducted applied research projects involving technology forecasting, assessment, and transfer; analyzed and constructed cost and effectiveness models of large-scale energy systems for federal agency; conducted DELPHI study on alternative university futures; designed tutorial symposium on electromagnetic interference; conducted research on planning methodologies.

School of Industrial and Systems Engineering, Health Systems Research Center — Graduate Assistant — 1968-1969

Taught courses in managerial controls, systems engineering, engineering economics, production analysis, and electronic data processing. Developed and conducted health system and health professions educational planning studies.

Sandia Laboratories — Staff Member, Technical — 1965-1968

Designed and conducted tests for a proposed Project Plowshare firing system; was responsible for identifying and modeling future defense system research needs and initiating systems analyses of alternative ways to meet these needs.

Massachusetts Institute of Technology — Graduate Assistant and Special summer appointments — 1963-1967

Taught courses in network and circuit theory, fundamentals of applied probability, and probabilistic systems analysis.

Texas Instruments Summer staff member 1964
designed logic for digital buffer unit for oceanographic survey instrument; conducted study of ocean bottom seismic noise using multichannel optimum filtering model.

Philco-Ford Co-op engineer 1961-1963
conducted survey of the state-of-the-art in coherent light modulation schemes; designed and conducted study of recognition system for handprinted alphanumerics; constructed probabilistic model to analyze effectiveness of alternative data formats on a digital tape system; designed logic and electronic circuits for computer memory.

TEACHING AND RESEARCH ACTIVITIES

Teaching and course development:

The Information School, University of Washington

LIS 570—*Research Methods*; required MLIS course
INSC 571—*Quantitative Methods in Information Science*; PhD required course
IMT 550—*Policy, Law, and Ethics in Information Management*; required MSIM course

College of Business, Florida State University:

ISM 3003—*Foundations of MIS*; MIS undergraduate core course (developed new course, 2002-2004)
ISM 4113—*Information and Communications Systems Management*; undergraduate MIS major core course (1999-2000)
ISM 5021—*Information and Technology Management*; MBA and MSM in MIS core course (2000-2003)
ISM 5046—*Social and Organizational Impact of Information Systems*; MSM in MIS core course (1999-2000; 2005)
ISM 5226—*Network Development and Management*; MSM in MIS core course (2002)
ISM 5935—*Special Projects in MIS*; MSM in MIS core course (2002)
ISM 5935r—*Knowledge Management/Business Intelligence* (developed new course, 2004)
ISM 6935—*Technology Management (Knowledge Management)*; PhD seminar (2002-2005)
ISM 6979—*Philosophy of Research*; PhD seminar (1999-2002; 2004-2005)
Executive Management Program--led sessions in technology management and information systems management (1999-2000)

International Program, Florida State University Summer 2004 (Vietnam)

GEB 3130—*Introduction to Entrepreneurship*
MAN 3600—*Multinational Business Operations*
MAN 4680—*Special Topics in International Management (Cultural Dimensions of Management)*

Weatherhead School of Management, Case Western Reserve University:

Management of Technology Executive Program, a 9-month certificate program; developed partnership among Weatherhead School of Management, Case School of Engineering, and corporate practitioners as faculty; served as faculty director and chair of the joint development committee comprising practitioners and faculty from the Case School of Engineering and the Weatherhead School of Management (Fall 1993-1997)

Professional Fellows in Management--non-degree program begun in Fall 1992; served on the program development committee and as one of faculty directors; conducted seminar on information technology and society

Executive Doctorate in Management—new degree program (first class graduated in 1998); served on the program development committee

Degree Program in Management of Technology, Vesprem, Hungary—joint program with University of Vesprem; taught technology management and innovation (1996, 1997)

MGMT 462--*Technology, Society, and Culture* (Fall 1993, Spring 1994-1997) perspectives course for MBA core program; co-taught with Executive-in-Residence John McDonald (1993-1994); revised syllabus, introduced team-based learning concepts

MIDS 444--*Technology Management: strategic use of scientific and technical assets*. Elective for Executive MBA students; developed course concept, syllabus, reading list, and original cases (Spring 1991, 1992, 1993; Fall 1994, 1995. 1996). Nominated for *best teacher award, Spring 1991 and Spring 1992.*

MIDS 308, 309--both semesters of undergraduate course in computers, systems analysis and management information systems (1988-89)

MIDS 404--*Management Information Systems* (Spring 1993, Spring 1994) Executive MBA Program; completely revised course concept and syllabus

MIDS 409--MBA course in management information systems

MGMT 403--*Managerial Assessment and Development* (Fall 1991)

MIDS 501--MBA special studies, supervise approximately 6 credit hours of work by MBA students each semester, ranging from technology management project portfolio selection to strategic applications of information technology and the regulatory approach to food labeling (technology and society)

Ph.D. Committees:

UW: Member, Advisory Committee, Ammy Jiranida Phuwanartnurak; Martha K. Smith; Graduate School Representative, Kate Mobrand (Technical Communication)

FSU: Judith Mulholland (IS), *Safeguarding Innovation and Access: A Dynamic Model of Rights Access*; Catherina M. Serino (MIS), *Building Trust: An Examination of the Impacts of Brand equity, Security, and Customization on Trust Processes* (2004); (Chair) Karen Graham (MIS), *Organizational Learning* (2003); Mark Srite (IMS), *The Influence of national culture on the acceptance and use of information technologies: an empirical study* (2000)

CWRU: Don Haselwood (Organizational Behavior), *Expertise and learning* (1998); Suzanne Seifert (Management and Policy Studies), *Conflict and collaboration* (1998); Mark Sullivan (Organizational Behavior), *Creating Common Ground for Collaborative Learning: a gestalt perspective on experiential learning* (1997); Patricia J. Jensen (Organizational Behavior), *Conversation, partnership, and bridging differences: attending to creating meaning, relationality, understanding, and intentionality in learning environments* (1995); Judy Weisinger (Management and Policy Studies), *The impact of human resource management policies and practices on effective collaboration in cross-cultural alliances* (1994); Kurt Loess (Management and Policy Studies), *A Negotiation Model of International Joint Ventures* (1994); Robert Niemi (Organizational Behavior), *A study of boundary spanning activities in technology transfer organizations* (1993); Kathy Gurley (Organizational Behavior), *Knowledge generation and utilization* (1993); Ronald Purser (Organizational Behavior), *An exploration of variances and delays which impact non-routine decisions and knowledge utilization in a product development organization* (1990)

Ph.D. External Examiner

Ecole Polytechnique de Montreal and Ecole Centrale de Paris: Luc Cassivi, *The impact of collaborative planning, forecasting and replenishment on supply chain performance* (2003)

Hong Kong Polytechnic University: Wai Ho (Sampson) TAM, *On a New Customizable Agile Reconfigurable Design System* (2005) Department of Industrial and Systems Engineering

Working papers and cases:

Keithley Instruments (1, 2, 3): Core Competencies, Strategic Intent, and New Product Development (prepared by Mary Fambrough and Nilmini Wickramasinghe, 1996)
The nature of expertise and information technology: scenarios for the future (with Donald Haselwood, 1996), presented at the International Symposium on Technology and Society (Princeton, NJ, June 22, 1996)
Small manufacturing enterprises and the national information infrastructure; prepared for the National Research Council's Forum on NII 2000 (Computer Science and Telecommunications Board), May 1995
Management of technology education: rethinking the issues (1993)
Pansophic Systems (A): Financial Expediency Forces Changes in Strategy (1991); teaching notes (1992); case prepared by Henry Nelson
Prodigy: When anti-Semitic notes appear, how should managers respond? (1991)
Gliatech (A): commercializing university research; case prepared by Aldona Cytrus and Ron Moritz (1992, draft)
The Risk of RISC: NCR faces decisions on the next generation of computer systems; case prepared by Paul Elwell (1992)

Principal investigator/co-principal investigator on:
Knowledge Exchange in ERP Project Implementation in Multi-institutional Setting (FSU research support), 2002-2004, $66,000; co-PI
Management of Technology Executive Education Program, The Cleveland Foundation, 1992-1995, $298,860; co-PI.
Management of Technology Program," TRW Foundation, March 1, 1992 - February 28, 1997, $400,000; co-PI.
Learning Team Approach to Geriatric Care (partner with University Hospitals and Alzheimer's Center, planning grant from the Hartford Foundation, 1995-96)
Business and Organizational Issues in Electronic Commerce (partner in the Cleveland Electronic Commerce Resource Center, ARPA, 1993-1997; PI)
Strategic Technology Evaluation Program: assessment of commercialization potential of NASA patents and technology disclosures (NASA Lewis Research Center, 1993; PI)
Implementation of Integrated Information Systems: the business perspective (U.S. Air Force Computer-Assisted Logistics Program, 1992-93; PI)
International joint ventures and the management of cultural and ethnic diversity (CMOST: Management and Policy Studies and Organizational Behavior; funding from industry and the Center for Innovation Management Studies, 1990-93; PI)
Study of information and technical knowledge needs of small and medium sized manufacturing firms, (CMOST: Management Information and Decision Systems and Operations Management; U.S. Department of Commerce Great Lakes Manufacturing Technology Center funding, 1990-91; PI)

SERVICE AND COMMITTEE ACTIVITIES

Chair, UW iSchool Promotion and Tenure Committee, 2006-07
Member, UW iSchool Promotion and Tenure Committee, 2005-06
Member, UW iSchool Faculty Development Committee, 2005-06
Chair, FSU MIS Undergraduate goals committee for AACSB accreditation, 2004-2005
Chair, FSU MIS Curriculum Review Committee for Programming Requirements, 2003-2004
Advisor, FSU undergraduate program in MIS, 2000-Present
Member, External Review Committee, University of Texas (San Antonio), M.S. program in Technology Management (1997, 2004)

Member, External Validation Panel on M.S. in Knowledge Management, Hong Kong Polytechnic University (2004)
Member, MIS Promotion and Tenure Review Committee, 2003-2005
Member, FSU College of Business undergraduate program policy committee, 2002-Present
Member, Council of Advisors, FSU School of Information Studies, 1999-2002
Director, Center for the Management of Science and Technology (CMOST), September 1988 through October 1996; interdisciplinary program of research and education; service activities included:

- organizing public seminar series for managers from the Cleveland area;
- initiating working paper series to facilitate exchange of research in progress among Weatherhead faculty across departments and between Weatherhead and industry;
- initiating exchange of working paper series between Weatherhead and INSEAD and other organizations with research in technology management;
- developing an internal university seminar series on collaboration to serve as forums for discussing interdisciplinary research in progress related to collaboration;
- serving as advisor to students interested in technology management courses and issues; initiating and directing industry-funded research;
- forming the *CMOST Partners Board* to facilitate strategic alliances and continuing activities with industrial and other external organizations

Member, advisory committee, Edison Sensor Technology Center, CWRU (1996-1997)
Member, external review committee, School of Business and Engineering Administration, Michigan Technological University (1993)
Member, Weatherhead Faculty Council (1992-1993)
Chair, CMOST Advisory Committee (1990-1993)
Chair, CMOST Partners Board (1989-1995)
Initial director, *Corporate University* (1991); faculty director, program for Roadway Express (1992-1997)
Co-director, seminar for *Japanese Institute of Office Automation* (1992)
Member, CWRU Research Initiation Grants Committee (1990-1992)
Member, Professional Fellows in Management Committee (1991-1996); one of ten faculty directors for the first year of the program (1992)
Discussion leader, EDI Enterprise Forum, The Role of technology and R&D in today's global environment (1992)
Member, Steering Committee, CWRU Center for Public Policy Research, 1992-1996
Member, Visiting Committee, CWRU Library, 1986-1988

RESEARCH IN PROGRESS

Mason, Robert M., and Kevin Gallagher, *Roles and Interactions of Human and Non-human Actors in Knowledge Creation and Exchange in a Multi-organizational Enterprise System Project*; to be submitted to the **European Journal of Information Systems**
Guest editor and author of paper in special issue of **Knowledge, Technology, and Policy** on *Ethics of the Management of Technology*
Several early stage papers with PhD students on a) factors affecting knowledge management and learning in knowledge networks, b) factors affecting the identification of risk in information systems

PUBLICATIONS

REFEREED JOURNAL ARTICLES

Kang, Hye-Ryun, Hee-Dong Yang, and **Robert M. Mason** (forthcoming), *An Exploratory Study on Meta Skills in Software Development Teams: Antecedent Cooperation Skills and Personality for Shared Mental Models*; **European Journal of Information Systems**
Gallagher, Kevin, and **Robert M. Mason** (forthcoming) *Reframing Information System Design as Learning across Communities of Practice*, **The International Journal for Technology and Human Interaction**

Brower, Ralph H., Jason B. Thatcher, and **Robert M. Mason** (2006), *Organizational Fields and the Diffusion of Information Technologies Within and Across the Nonprofit and Public Sectors: A Preliminary Theory;* **American Review of Public Administration; 36**, No. 4, 437-454.

Mason, Robert M. (2003), *Culture-Free or Culture-Bound? A Boundary Spanning Perspective on Learning in Knowledge Management Systems*; **Journal of Global Information Management** 11 (4); (October-December); pp. 20-36.

Mason, Robert M. (2001), *Not Either/Or: Research in Pasteur's Quadrant*; **Communications of the Association for Information Systems** 6 (16); (March)

Yang, Hee-Dong, **Robert M. Mason**, and Abhijit Chaudhury (2001), *The Internet, Visibility, and Learning*; **International Journal of Electronic Commerce 6** (1), Fall; pp. 101-120.

Jin, Zhouying, **Robert M. Mason**, and Peter P. Yim (1998), *Bridging US-CHINA Cross-Cultural Differences Using Internet and Groupware Technologies* **Les Cahiers du Management Technologique**, (Summer); Grenoble: Groupe ESC

Lefebvre, Louis A., **Robert Mason**, and Elisabeth Lefebvre (1997), *The Influence Prism in SMEs: the Power of CEOs' Perceptions on Technology Policy and Its Organizational Impacts;* **Management Science 43 no. 6** (June); pp. 856-878.

Whitehouse, Peter J., Christine G. Sciulli, and **Robert M. Mason (**1997), *Dementia Drug Development: Use of Information Systems to Harmonize Global Drug Development*; **Psychopharmacology Bulletin 33 (1)**; pp. 129-133.

Mason, Robert M. (1991), *Metaphors for Thinking about Corporate and Technical Strategies*, **Engineering Management Journal 3** no. 4 (December); pp. 9-15

Mason, Robert M. (1991), *The role of metaphors in strategic information systems planning*, **Journal of Management Information Systems**, **8** no. 2 (Fall); pp. 11-30.

Mason, Robert M. (1986), *Office automation and information technology trends--their impact on libraries and information center management*, **Microcomputers for Information Management, 3** no. 1 (March), pp. 1-14.

Mason, Robert M. (1984), *Current and future microcomputers capabilities: selecting the hardware*, **Microcomputers for Information Management, (1)** (March); 1-13.

Mason, Robert M., and Peter G. Sassone (1978), *A lower bound cost-benefit model for information services*, **Information Processing and Management Vol. 14 No. 2**; pp. 71-83.

REFEREED PROCEEDINGS AND EDITED VOLUME ARTICLES

Mason, Robert M., and Tabitha Hart, (2007 forthcoming) *Libraries for a Global Networked World: Toward New Educational and Design Strategies* accepted for **Proceedings** of the World Library and Information Congress, 73rd International Federation of Library Associations and Institutions, Durban, S.A. August.

Mason, Robert M. (2007) *Culture: An Overlooked Key to Unlocking Organizational Knowledge*, forthcoming in Pauleen, David J. (Ed), **Cross-Cultural Perspectives on Knowledge Management**; Libraries Unlimited.

Mason, Robert M. (2007), *The Critical Role of the Librarian/Information Officer as Boundary Spanner Across Cultures*, forthcoming in McInerney, C.R. & Day, R.E. (Eds.).. **Re-thinking knowledge management: From knowledge objects to knowledge processes**. Dordrecht, The Netherlands: Springer-Verlag.

Worrell, James L., Kevin Gallagher, and **Robert M. Mason** (2006); *Understanding the Structure of Post-Implementation ERP Teams*, **Proceedings** of AMCIS 2006 (Acupulco, August) *Best paper award*.

Furner, Christopher P. and **Robert M. Mason** (2006); *Cultural determinants of Knowledge Management System training outcomes: the mediating effect of learning preferences*, **Proceedings** of AMCIS 2006 (Acupulco, August).

Keane, Brian T., **Robert M. Mason** (2006), *On the Nature of Knowledge: Rethinking Popular Assumptions, hicss*, p. 162b, **Proceedings** of the 39th Annual Hawaii International Conference on System Sciences (HICSS'06) Track 7. Nominated for best paper award. Full text article available through IEEE at http://csdl2.computer.org/comp/proceedings/hicss/2006/2507/07/250770162b.pdf

Mason, Robert M. (2005), *Cultural dimensions of knowledge management*; **Proceedings** of the IAMOT 14th International Conference on the Management of Technology; Vienna 22-25 May

Mason, Robert M. (2005) *Bridging the Gulf Between Knowledge Management Theory and Practice: the Importance of Culture*; prepared for the 3rd China US Library Conference (Knowledge Management in the Digital Age); Shanghai 23-25 March; draft available here

Mason, Robert M. (2005), *Avoiding Epistimological Myopia*, in **Inquiring Organizations: Moving from Knowledge Management to Wisdom**; James Courtney, John Haynes, and David Paradice (eds.); Idea Group.

Mason, Robert M. (2004), and Kevin Gallagher, *Knowledge Creation and Exchange in a Multi-organization Enterprise System Project: an Actor Network Theory Perspective*; **Proceedings** of the 13th International Conference on the Management of Technology, Washington, DC (April)

Gallagher, Kevin, **Robert M. Mason**, and Betty Vandenbosch (2004), *Managing the Tension in IS Projects: Balancing Alignment, Engagement, Perspective, and Imagination*; **Proceedings** of the 37th Hawaiian International Conference on System Sciences, (January)

Mason, Robert M. (2002), *Managing Technology as Constant Complex Change: the case of information technology;* **Proceedings** of the 11th International Conference on the Management of Technology; Miami; March

Boonthanom, Ranida, **Robert M. Mason**, and Kent Marett (2001), *Integrating IT and Management Accounting Information: A Conceptual Framework*; **Proceedings** of the Americas Conference on Information Systems; Boston; August.

Marett, Kent, **Robert M. Mason**, and Ranida Boothanom (2001), *Executive Use of Information Technology: What have we been missing?*; **Proceedings** of the Americas Conference on Information Systems; Boston; August.

Reus, Taco H, Manolis Diakourakis, and **Robert M. Mason** (2000), Effects of Culture on Individual Preferred Learning Systems: Consequences for Knowledge Management System Use; **Proceedings** of the Americas Conference on Information Systems; Long Beach; August.

Mason, Robert (2000), *SME & Internet Technologies: Keys to Enterprise Success;* chapter 11 in Walter W. C. Chung (ed.) **Manufacturing Information Systems Research: Business Process Renewal**; Department of Manufacturing Engineering, Hong Kong Polytechnic University; pp. 173-193.

Mason, Robert M., and Dieter Schmidt (1999), *Bridging Industrial "Best Practices" and Learning in Business Schools: the value of a model and process orientation*; **Proceedings** of PICMET '99; Portland.

Mason, Robert (1997), *Small Manufacturing Enterprises and the Vision of National Information Infrastructures*; chapter 4 in Walter W. C. Chung (ed.) **Manufacturing Information Systems Research: Implementation in Hong Kong**; Department of Manufacturing Engineering, Hong Kong Polytechnic University; pp. 25-42.

Yang, Hee-Dong, and **Robert M. Mason** (1998), *The Internet, Value Chain Visibility, And Learning*; Proceedings of the 31th Hawaii International Conference on System Sciences (January).

Mason, Robert M. (1997) *SME Adoption of Electronic Commerce Technologies: implications for the emerging national information infrastructure*; **Proceedings** of the 30th Hawaii International Conference on System Sciences (January)

Mason, Robert M. (1995), *Knowledge acquisition and storage in organizational learning: a conceptual model and some empirical evidence*; **Proceedings** of the Pacific International Conference on Information Systems (June)

Nelson, Henry A., and **Robert M. Mason** (1994) *Implementation of integrated information systems: comparisons of field studies and the literature*; **Proceedings** of the 27th Hawaii International Conference on System Sciences (1994)

Mason, Robert M., and Henry A. Nelson, *Cognitive differences: conceptual frameworks of engineers and managers in U.S.-Japanese joint venture*; **Proceedings**, 4th International Conference on the Management of Technology (Miami, 1994)

Lynn, Leonard, and **Robert M. Mason** (1994) *The "learning organization" in the U.S. and Japan*; **Proceedings**, 4th International Conference on the Management of Technology (Miami)

Mason, Robert M. (1992) *Strategic information systems: use of information technology in a learning organization*; **Proceedings** of the 26th Hawaii International Conference on System Sciences (January); vol. IV, pp. 840-849.

Mason, Robert M. (1992) *Effective intelligent organizations: knowledge is not enough*; **Proceedings** of the 25th Hawaii International Conference on System Sciences (January); vol. IV, pp. 464-471. *Nominated for **best paper** in the Organizational Systems and Technology track.*

Mason, Robert M. (1991) *Enacting corporate and technical strategies: the importance of language and vocabulary*, **Proceedings** of the American Society of Engineering Management (ASEM); 12th Annual Meeting, Chattanooga, TN, October 20-23. *Received the Merritt Williamson Award for **best paper** presented at the meeting*.

Mason, Robert M. (1991) *Information systems planning and emergent strategies*, **Proceedings** of The Management of Management Information Systems, 2nd Annual Symposium; Grenoble, France, October 2-3; pp. 163-179; reprinted in **Gestion 2000** (Belgium, 1992)

Mason, Robert M. (1991) Paul Salipante, and George Robinson, *Understanding quality in engineering service organizations*; **Proceedings** of the Portland International Conference on Management of Engineering and Technology, Dundar F. Kocaoglu and Kiyoshi Niwa (eds.) (October); pp. 468-472.

Mason, Robert M. (1991) *Metaphors and strategic information system planning*, **Proceedings** of the 24th Annual Hawaii Conference on Systems Science (January); vol. IV, pp. 231-240.

Winkofsky, Ed, **Robert M. Mason**, and W.E. Souder (1980), *R&D budgeting and project selection: a critical review of theory and practice*,; in B.V. Dean and J.D. Goldhar (Eds.), **Management of Research and Development;** New York: North-Holland; pp. 183-197.

Mason, Robert M. (1978) *The economics and cost benefit of analysis services - the case of information analysis centers*, in M.C.J. Elton, W.V. Lucas, and D.W. Conrath (Eds.), **Evaluating New Telecommunication Services;** New York: Plenum Press; pp 303-324.

Mason, Robert M. (1977), *Economic assessment of information services* in **Innovative Management of the Technical Information Functions** (Proceeding of the Engineering Foundation Conference, Franklin Pierce College, Rindge, New Hampshire; August 14-17, 1977); Schenectady, New York: General Electric Company Technology Marketing operation, 1979; pp. 87-98.

Mason, Robert M., and G. V. Spann (1977) *Remote sensing technology transfer to the public sector*; in M.J. Cetron and H.F. Davidson (Eds.), **Industrial Technology Transfer;** Leyden, The Netherlands: Noordoff; pp. 131-146.

Mason, Robert M., et al (1975) *Macro analysis of the potential for fuel savings using wind generators in a utility power grid*; in William G. Vogt and Marilyn H. Mickle (Eds.), **Modeling and Simulation**, v. 6 Pittsburgh: Instrument Society of America, 1975; pp. 121-131.

BOOKS

Khalil, Tarek, Louis A. Lefebvre, and **Robert M. Mason** [eds.] (2001), **Management of Technology: The Key to Prosperity in the Third Millenium: Selected Papers from the 9th International Conference on the Management of Technology**; Oxford: Elsevier Science Ltd.

Lefebvre, Louis A., **Robert M. Mason**, and Tarek Khalil [eds.] (1998), **Management of Technology, Sustainable Development, and Eco-Efficiency**, selected papers from the seventh international conference on management of technology; Oxford: Elsevier,.

Mason, Robert M., Louis A. Lefebvre, and Tarek Khalil [eds.] (1996), **Management of Technology V: Technology Management in a Changing World**, proceedings of the Fifth International Conference on the Management of Technology; Oxford, UK: Elsevier Technology Group,

Mason, Robert M., and Steve Enniss, **The Library Micro Consumer. MRC's Guide to Library Software**, Atlanta: MRC, 1986 (ISBN 0-932393-03-9).

Roessner, J. David, **Robert M. Mason**, Alan L. Porter, Frederick A. Rossini, A. Perry Schwartz, and Keith R. Nelms (1985); **Office Automation and Clerical Employment in the Banking and Insurance Industries 1985-2000**, with Westport, CT: Quorum Books (ISBN 0-89930-119-3).

Mason, Robert M. (1983, rev. 1984), **Microcomputer Fundamentals: Understanding the Technology**; Atlanta: MRC, (Approximately 175 pp., loose-leaf, course notebook for the Micro Course).

Mason, Robert M., and Steve Enniss (1984), **The Micro Consumer: Word Processing; A Software Selection Guide;** Atlanta: MRC, (ISBN 0-932393-00-4).

Mason, Robert M. (1984), **The Micro Consumer: Library Software; A Software Selection Guide;** Atlanta: MRC (ISBN 0-932392-01-2).

Mason, Robert M., and John E. Creps [eds.] (1981), **Information Services: Economics, Management, and Technology**; Boulder, Colorado: Westview Press, (ISBN 0-89158-038-4).

THESES

Strategic Planning and Organizational Health: A Systems Approach, Georgia Tech School of Industrial and Systems Engineering, Ph.D. Dissertation, June, 1973

Errors and Equivocation in the Tachistoscopic Recognition of Letters and Words, MIT, S. M. thesis, 1965

A Logic Design Algorithm for Character Recognition, MIT, S.B. Thesis. 1963

OTHER ARTICLES, REPORTS, AND PUBLICATIONS

Facing Up: Science and Its Cultural Adversaries by Steven Weinberg; Harvard University Press (2001); Book Note in **Knowledge, Technology, and Policy**; Vol 14, # 4, Winter 2002

Mason on Micros, 34 articles published from 1983-1986 as a regular column in **Library Journal**

Dear Colleague, **Bulletin** of the American Association for Information Science, Vol. 8, No. 4 (April 1982); pp. 10-13.

Information System Design: Putting Human Factors to Work in **Communicating Information** (Proceedings of the 43rd ASIS Annual Meeting 1980; Volume 17); White Plains, NY: Knowledge Industry Publications, Inc.

Perceived Benefits of Information Analysis, Presented at the 42nd Annual Meeting of ASIS, Minneapolis; October 17, 1979. Synopsis appears in **Proceedings** published by Knowledge Industry Publications, Inc., White Plains, New York.

The Marketing Ideal vs. Actual Cases: A Synthesis, **Proceedings of the ASIS Annual Meeting,** Vol. 15 (1978); White Plains, New York: Knowledge Industry Publications, Inc. 1978; pp. 209-212.

Over two dozen working papers, research reports, and consulting reports

PROFESSIONAL ACTIVITIES

The Journal on Chain and Network Science; editorial advisory board, 2001-Present
Knowledge, Technology and Policy; editorial board, 2000-Present
Les Cahiers du Management Technologique, external editorial board, 2000-Present
Technovation; Senior Editorial Board, 2005-Present; American Editor, 1994-2005
Technology Management; Editorial Advisory Committee, 1993-2002
Microcomputers for Information Management; Editorial Advisory Board, 1984-1992
International Association for the Management of Technology

- Executive Council, 1993-Present
- International Advisory and Program Committees, 1993-present
- Track chair, Complex Systems, Technology, and Society track for the 9th, 10th, and 11th International Conference (Miami, 2000; Lausanne, 2001; Miami 2002)
- President, 1996-1998
- Conference Chair, 7th International Conference (Orlando, 1998)
- Conference Co-Chair, The Creation Of Prosperity, Business And Work Opportunities Through Technology Management, 6th International Conference (Gothenburg, Sweden, June 1997)
- Program Chair, 5th International Conference (Miami, February 27-March 1, 1996)

- Session organizer and chairman, Cultural Issues in the Management of Technology, 4th International Conference (Miami, February 1994)
- Editor, Newsletter (1993-1994)

Portland International Conference on the Management of Engineering and Technology (PICMET)

Program committee, PICMET 1997(July 1997), PICMET 1999 (July 1999), PICMET 2001 (July 2001), PICMET 2003 (July 2003)

Hawaii International Conference on System Sciences

Co-organizer and Chair, Mini-track on technology management: systems and processes, 1995-1998

Other conference and professional association activities

Ad hoc refereeing for conferences and journals; **International Conference on Information Science**, **Management Information Systems Quarterly**; **Accounting and Management Information Technology**; **Information Systems Research**; **Interfaces**; and refereed volumes on strategic information systems; 1984-present

Program committee and Scientific Committee, *The Management of Technology Conferences*, a series of annual conferences (organized jointly by Groupe ESC--the Graduate School of Business--in Grenoble, Weatherhead School of Management, and Ecole Polytechnique in Montreal) held in Grenoble in October 1992 and Montreal in 1993

Session organizer and chairman, *Models of Technology Management Education*; Management of Technology Conference, St. Adele (Canada), October 1993

Invited speaker/panelist, *Technology Management Research and Education Session: Technology Management Education--rethinking the issues*; TIMS/ORSA Joint National Meeting, Orlando (April 1992)

Invited speaker/panelist, *Graduate Programs in Management of Technology--Practitioners' Report*; Third International Conference on Management of Technology; Miami, FL (February 1992)

Session organizer and chairman, *Cognitive Issues in Technology Management*, four paper session at the Portland International Conference on Management of Engineering and Technology (October 1991)

Conference organizer, *Technology Management Strategies for the Global Enterprise*, international Weatherhead conference; Cleveland, 13-15 May 1991

Chairman, session on *The Internationalization of Japanese R&D Management*, Association of Japanese Business Studies Annual Conference; Honolulu, January 5, 1991

Session organizer and chairman, *Information technology and tomorrow's organization: new models for the global enterprise*, Panel at the 11th International Conference on Information Systems; Copenhagen, December 1990

Member of the organizing committee, conference on *The library of the future*, Case Western Reserve University, September 1989

Member, International Standards Committee, American Society for Information Science; 1984-1986

Steering Committee, Atlanta Chapter, Information Industry Association; 1983-1986

Technical Advisor, National Center for Educational Statistics, project conducted by American Library Association; 1984

Council Representative, Special Interest Group on Information Management, American Society for Information Science; 1982-1984

Associate Editor (Practitioner Reports), **Bulletin** of the International Association for Impact Assessment; 1981-1986

Chairman and co-organizer, *Applying the Evaluation Function to Information Programs and Services*; Session at ASIS '80, Anaheim: October 1980

Co-organizer, *Human Factors in Information Management*; session at ASIS '80, Anaheim: October 1980

Chairman, Session on *Organizational Decision Making and Analysis*; Southeastern Chapter of TIMS Annual Meeting; Myrtle Beach, South Carolina, October 1980

Chairman, Session on Planning; Joint National ORSA/TIMS Meeting; Atlanta, November 8, 1977

Chairman, Session on *The Information Analysis Function: Marketing and Economics*, American Society for information Science Annual Meeting (ASIS'77), Chicago; September, 1977

Co-chairman, Engineering Foundation Conference on *The Technology, Management, and Economics of Information Centers and Services*, Easton, Maryland, August 1976

Co-chairman, 1975 NATO Advanced Study Institute on *Industrial Technology Transfer* (Bergamo, Italy); Participant in 1973 NATO Institute (Evry-Paris)

HONORS AND PROFESSIONAL ASSOCIATIONS

- Included in **Who's Who in America**, [formerly also included at different times in **American Men and Women of Science**, **Who's Who in the Midwest**, and other regional **Who's Who, Who's Who in Library and Information Science**, and **Who's Who in Finance and Industry**]
- Selected for **Who's Who Among America's Teachers** (nominated by former student)
- Honorary Research Fellow, Hong Kong Polytechnic University, 1997
- Merritt A. Williamson Best Paper Award, American Society for Engineering Management Annual Conference, 1991
- Visiting Scholar, University Center in Georgia, 1984
- "American Participant" lecturer in the Dominican Republic and Brazil, United States Information Service, 1984
- Memberships have included: The International Association for the Management of Technology (IAMOT, current); Association for Information Systems (AIS, current); Association for Computing Machinery (ACM, current); INFORMS (previously The Institute of Management Science); American Society for Engineering Management; American Association for the Advancement of Science; the International Association for Impact Assessment; the American Society for Information Science; the American Library Association; and the Library and Information Technology Association.

INVITED LECTURES AND PRESENTATIONS

"Knowledge Management: from Concept to Reality" Invited seminar for engineering faculty at Hong Kong Polytechnic University; 2004

"Information Systems and Sustainability: another perspective;" Panel presentation at the *International Conference on Information Systems (ICIS)* (Brisbane, Australia, December 2000)

"MoT, Value Creation, and Sustainability;" President's address, *International Association for the Management of Technology (Orlando, Florida, February 18, 1998)*

"Metaphors, Myths, and Media in the Management of Technology Education," a keynote presentation at *The Creation Of Prosperity, Business And Work Opportunities Through Technology Management, Sixth International Conference on the Management of Technology* (Gothenburg, Sweden, June 1997)

"Metaphors and Myths in Managing Technology," presented at the 1995 MIT-Case Alumni Day

"Electronic Commerce: Experience and Prospects in the US," series of presentations to business audiences in Japan as part of joint program with Keio University (July 1995)

"Turning Technical Knowledge into New Products," presentation to the 1995 minority engineering development program (CWRU)

"Collaboration for Success," presentation in a course for the Arts Management Program; Cleveland: 23 October 1993

"The MoT Executive Program," Cleveland: Case Alumni/ae Club, 21 October 1993

"Value Creation Approach to Technology Management," Cleveland: Career Initiatives Center, 11 October 1993 [from the letter of thanks, "...your talk was the most substantive and helpful Monday presentation we have had recently."]

"Management of Technology--a Key to Competitiveness," Rocky River (OH) Kiwanis Club, 20 September 1993

"Research and Education in Technology Management," presentation to graduate program in technology management, Ecole Polytechnique; Montreal (May 1993)

"Issues in the Management of Technology," presentation to the International Council on the Management of Innovation and Technology, National Conference Board; Cleveland (September 1992).

"Technology Management at Weatherhead: the CMOST Program and Future Plans," luncheon speaker at the MIT Club of Cleveland; February 1991.

"Technology Management in the United States," presentation and panel participant at The Management of Technology Annual Symposium, Grenoble, October 1990.

"Organizing the Enterprise: Implications for IT Management," presentation to the Data Processing Managers Association, Region 10 Annual Conference, June 8, 1990.

"Technology Management Strategies for Information Professionals," presentation to the annual conference of the New York Library Association; Saratoga Springs, NY: October 26, 1989.

"Economics of Library Automation Systems," presentation at the annual meeting of Urban Library Association, Chicago, January 1987.

"Microcomputers, Automation and Library Management: Diagnosis and Prognosis," keynote presentation to the Medical Library Association, NY-NJ Chapter annual meeting, White Plains, New York; October 31, 1986.

"Copyright of Software and Data--New Issues and Different Perspectives," presentation to the Ohio Library Association annual meeting; Cleveland, Ohio; October 16, 1986.
"Creating and Maintaining Local Online Databases," presentation to the 79th Annual meeting of the American Association of Law Libraries; Washington, DC; July 9, 1986.
"Practical Considerations in Selecting and using Modems," presentation to ALA Public Library Association Meeting; New York, NY; June 30, 1986.
"DBMS: A Tutorial," presentation at the Software/Computer Conference and Exposition for Information Managers and Librarians; Atlanta, Georgia; March 20, 1986.
"Electronic Publishing Tutorial," presentation at the Software Computer Conference and Exposition for Information Managers and Librarians; Atlanta, Georgia; March 19, 1986.
"Communications and Negotiation," "Time Management," and "Micros and Financial Management," presentations at the MRC seminar on Effective Financial Management and Investment; Snowmass, Colorado; February 9-15, 1986.
"Microcomputers for Investment and Tax Planning," presented at the Investment and Tax Conference; Snowmass, Colorado; January 25, 1986.
"Impact of Office Automation on the Information Worker," "Impact of Microcomputer on the Service Sector," and related lectures. Series presented in the Dominican Republic and Brazil as part of American Participant program sponsored by U.S. Information Service; September-October, 1984.
"Fundamentals of Microcomputers," "Advanced Microcomputer Topics and Applications," and "Information Management in the 1980s'; series of continuing education seminars presented through both MRC and Satori Group, a joint venture of Metrics Research Corporation and Decision Information Services; 1980-1988.
"The Challenge of Managing the Microcomputer Revolution," presentation to academic librarians of the University Center in Georgia, April 17 and 18, 1984.
"Coping with the Computer Revolution," address to the South Carolina Library Association annual meeting, October 1983.
"Software," invited presentation to the Online 83 national meeting, October 1983
"Communications Software: Bringing the Outside World into Your Microcomputer," invited presentation to the Online 83 national meeting, October 1983.
"Selecting the Most Effective Micro Hardware and Software for Special Libraries and Information Centers," Special Libraries Association, May 1983.
"Social Impact of Information Technology," with Marilyn G. Mason; American Society for Information Science, January 1983.
"Who Should Pay Whom For What? The Economic Issues of Information," Emory University Division of Library and Information Management, November 1982.
"Microcomputers," talk at the Online '80 Conference, San Francisco; November, 1980.
"Economics of Information Processing," Presentation at the 1980 ASIS Meeting, Anaheim, CA; October 1980.
"Technology Forecasting," The Institute of Management Sciences Seminar, March 17, 1980.
"Perceived Benefits of Information Analysis," Presentation at the 42nd Annual Meeting of ASIS, October 1979.
Lecturer in Cost-Benefit Analysis Course (Technology Assessment, Social Impact Assessment), Georgia Institute of Technology; 1975-78.
"The Marketing Ideal vs. Actual Cases: A Synthesis," Presentation at the ASIS Annual Meeting, October 1978.
"Economic Assessment of Information Services," presentation at the Engineering Foundation Conference, Franklin Pierce College, Rindge, New Hampshire; August 1977.
"The Economics and Cost Benefit of Analysis Services - The Case of Information Analysis Centers," presented at the NATO Telecommunications Symposium; Bergamo, Italy: September 5 - 9, 1977.
"Economics of Information," invited address to the 1977 Annual Membership Meeting of the Southeastern Library Network, April, 1977.
"Energy Conservation," invited address to the National Association of Stevedores Convention, St. Petersburg, Florida; April, 1977.
"Remote Sensing Technology Transfer to the Public Sector," Invited Paper presented at the NATO Advanced Study institute on Technology Transfer, Les Arcs - Bourg St. Maurice, France; July, 1975.
"Macro Analysis of the Potential for Fuel Savings Using Wind generators in a Utility Power Grid," Invited Paper presented at the 6th Pittsburgh Modeling and Simulation Conference; April 25, 1975.
"Effectiveness Models for Enforcement Manpower Allocation," ORSA/TIMS Joint National Meeting, San Juan, PR; October 18, 1974.
"Interactive Problem Analysis and Technology Assessment," Paper presented at the First International Congress on Technology Assessment, The Hague, The Netherlands, May 31, 1973.
"Integrated Systems Model for Strategic Planning," Presented at the ORSA/TIMS/AIEE Joint National Meeting, Atlantic City, New Jersey, November 10, 1972.

OTHER INFORMATION

Recent Community Service

Board Member, FSU Friends of Dance, 2004-2005
Member, Visionary Council, FSU Habitat for Humanity, 2001-2002
Director, Treasurer, Friends of Photography (Cleveland Museum of Art); 1995-1998
Board Member, Friends of the Cleveland School of the Arts (1995-1998)

Interests and Activities

Scuba diving, photography, bicycling, sailing, skiing; licensed private pilot, instrument rated