



## Dr. Guillermo Rodríguez Abitia

**Clinical Associate Professor of Information Systems**  
**Faculty Director of the Residential Master of Science in**  
**Business Analytics Program**  
**Raymond A. Mason School of Business**  
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### Education

#### **Ph.D. in Business Administration (June 1998)**

**Major: Information Systems**

**Minor: Management**

- ▶ University of Texas at Arlington
- ▶ Dissertation title: "International Technology Transfer: A research model for the determinants of the extent of adoption." Defended on April 1998. Advisor: Dr. Lawrence L. Schkade.

#### **Master in Business Administration (June 1996)**

**Major: Information Systems**

- ▶ University of Texas at Arlington

#### **Master of Science in Information Systems (December, 1989)**

- ▶ Instituto Tecnológico y de Estudios Superiores de Monterrey - Campus Estado de México
- ▶ Thesis title: "Support system for professional orientation." Advisor: Dr. Ralf Eder Lange.

#### **Bachelor in Engineering (June 1985)**

**Major: Biochemical Engineering**

- ▶ Instituto Tecnológico y de Estudios Superiores de Monterrey - Campus Guaymas

### Work Experience

#### **College of William and Mary**

- ▶ Faculty Director of the Residential Master of Science in Business Analytics (1 August 2022 to date)
- ▶ Clinical Associate Professor at the Raymond A. Mason School of Business (10 August 2021 to date)  
Area: Operations and Information Systems Management

#### **Universidad Nacional Autónoma de México**

- ▶ Director of Innovation and Technology Development (16 February 2009 –31 July 2021) at the General Direction of ICT
- ▶ Adjunct Professor (August 2011 – 2021) at the Faculty of Accounting and Management

#### **Universidad ESAN (Lima, Peru)**

- ▶ International Visiting Professor (July 2016 to date) at the International Week.

#### **Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Estado de México**

- ▶ Director of the Center for the Development of Information and Electronic Technologies (April 2006 – February 2009),
- ▶ Director of the Master's program in Information Technology Management (August 2008 – February 2009)
- ▶ Head of the Department of Information Systems (August 1999 – March 2006)
- ▶ Director of the Master's and Ph.D. programs in Computer Science (April 1999 – January 2000)
- ▶ Associate Professor in Information Systems (August 1998 – March 1999)
- ▶ Director of the Electronic Data Center - Supercomputing Center (August 1989 – June 1993)
- ▶ Full-time professor and academic advisor (August 1985 – July 1989) at the Preparatory School.

#### **University of Texas at Arlington**

- ▶ Teaching and research assistant - Adjunct professor (August 1996 – July 1998) at the Department of Information Systems and Management Sciences of the College of Business Administration,

#### **Teaching Interests**

- ▶ Business Analytics
- ▶ Information Systems Management
- ▶ Database Systems
- ▶ Innovation and Digital Transformation

#### **Research Interests**

- ▶ Digital Transformation
- ▶ Cross-cultural issues of Information Technology
- ▶ Innovation
- ▶ Educational Technology

#### **Languages**

- ▶ Spanish - Native language
- ▶ English - 100% proficiency
- ▶ Portuguese - 90% proficiency.
- ▶ French - 75% proficiency (B2-C1)

### Refereed Journal Articles

- ▶ Rodríguez-Abitia, Guillermo; Ramírez-Montoya, María-Soledad; Martínez-Pérez, Sandra & López-Caudana, Edgar “The impact of national culture in the development of complexity reasoning skills: An international comparison” **under review at *Heliyon***.
- ▶ Steyn, Riana; Van Slyke, Craig; Dick, Geoff, Rodríguez-Abitia, Guillermo & Twinomurinzi, Hossana “Lessons Learnt from Online Teaching and Beyond: What now? Three Countries Speak” **under review at *Communications of the Association for Information Systems***.
- ▶ Cortés-López, J.S.; Rodríguez-Abitia, G.; Gómez-Reynoso, J.M. & Muñoz-Zavala, A.E. “Information Technology and Business Strategic Alignment in Small and Medium Organizations: An Exploratory Study in Mexico” **under review at *Engineering Management Journal***.
- ▶ Ramírez-Montoya, M.S.; Rodríguez-Abitia, G.; Hernández, D.; López-Caudana, E.O. / Gonzalez-González, C. (2023) "Open education for sustainable development: Technologies and educational innovation in complex environments" (Editorial) *Frontiers*. 8, doi: 10.3389/educ.2023.1131022.
- ▶ G. Rodríguez-Abitia, M. de Lourdes Sánchez-Guerrero, S. Martínez-Pérez, and N. Aguas-García (2022) "Competencies of Information Technology Professionals in Society 5.0," in *IEEE Revista Iberoamericana de Tecnologías del Aprendizaje*, 17:4, pp. 343-350, doi: 10.1109/RITA.2022.3217136.
- ▶ Niederman, Fred; Graeml, Alexandre Reis & Rodriguez Abitia, Guillermo (2022) “Information Systems Research on the Global Playing Field: Balancing the Universal and the Local” (Editorial), *Journal of Global Information Technology Management*, 25:2, 111-117, DOI: 10.1080/1097198X.2022.2065035
- ▶ Contreras Pinochet, L.H., Souza, C.A.d., Viana, A.B.N. and Rodríguez-Abitia, G. (2022), "Smart technologies in supermarket retail and their influence on citizens' quality of life during the COVID-19 pandemic", *Revista de Gestão*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/REGE-09-2021-0178>
- ▶ Ramírez-Montoya, María Soledad; Martínez-Pérez, Sandra; Rodríguez-Abitia, Guillermo & López-Caudana, Edgar Omar (2022) “Digital accreditations in MOOC-based training on sustainability: Factors that influence terminal efficiency” *Australasian Journal of Educational Technology* 38(2), pp. 164-182. <https://doi.org/10.14742/ajet.7082>
- ▶ Badillo-Torres, Verónica., & Rodríguez-Abitia, Guillermo. (2021). “Virtual Platform for Learning Analytic Geometry” *Revista Internacional de Pedagogía e Innovación Educativa*, 2(1), 123–138. <https://doi.org/10.51660/ripie.v2i1.94> (in Spanish)
- ▶ Rodríguez-Abitia, Guillermo, López-Caudana, Edgar Omar, Ramírez-Montoya, María Soledad & Romero, José María (2021) “Factors that determine the development of computational thinking in undergraduate students” *Campus Virtuales* 10(2), pp. 153- 164 (in Spanish)
- ▶ Rodríguez-Abitia, Guillermo (2021) "Coping with COVID-19 in Mexico: Actions for Educational Inclusion" *Communications of the Association for Information Systems* 48, pp. 93-101. <https://doi.org/10.17705/ICAIS.04813>
- ▶ Rodríguez-Abitia, Guillermo; Bribiesca-Correa, Graciela (2021) "Assessing Digital Transformation in Universities" *Future Internet* 13(2), 52. <https://doi.org/10.3390/fi13020052>
- ▶ López-Caudana, Edgar Omar, Ramírez-Montoya, María Soledad, Martínez-Pérez, Sandra & Rodríguez-Abitia, Guillermo (2020) “Using robotics to enhance active learning in Mathematics: A multi-scenario study” *Mathematics* 8(12), 2163; doi:10.3390/math8122163
- ▶ Rodríguez-Abitia, Guillermo, Martínez-Pérez, Sandra; Ramírez-Montoya, María Soledad & López-Caudana, Edgar Omar(2020) “Digital Gap in Universities and Challenges for Quality Education: A Diagnostic Study in Mexico and Spain” *Sustainability* 12 (21) 9069; doi:10.3390/su12219069

- Contreras Pinochet, Luis Hernán; Furtani Romani, Giulie, De Souza, Cesar Alexandre & Rodríguez Abitia, Guillermo (2019) "Intention to live in a smart city based on its characteristics in the perception by the young public" *Revista de Gestão* 26 (1) pp. 73-92, <https://doi.org/10.1108/REG-06-2018-0077>.
- Rodríguez Abitia, Guillermo & Kriscautzky Laxague, Marina (2018) "Integration of Information and Communication Technologies in Higher Education: a classification model from a qualitative study" *Revista de Tecnología e Innovación en Educación Superior*. 1 (1) pp. 1-8. (in Spanish)
- Pérez Pérez, Juan Carlos, Bribiesca Correa, Graciela & Rodríguez Abitia, Guillermo (2018) "Inherent Risks in Users' Privacy by the Use of ICTs" *Revista Eletrônica de Sistemas de Informação* 17 (1) pp 1-26 doi:10.21529/RESI.2018.1701003 (in Spanish)
- Rodríguez Abitia, Guillermo & Garibay Jiménez, Noé (2015) "Factors that determine the use of the Blue Ocean Strategy" *Revista de Administración, Finanzas y Economía (Journal of Management, Finance, and Economics)* 9 (2) pp. 44-50. (in Spanish)
- McCoy, Scott, Loiacono, Eleanor & Rodríguez-Abitia, Guillermo (2013) "Evaluation of cultural differences in web pages: A comparison between American and Mexican users" *Revista Latinoamericana y del Caribe de la Asociación de Sistemas de Información (RELCASI – Latin American and Caribbean Journal of the AIS)* 6 (1) (in Spanish)
- Rodríguez Abitia, Guillermo & Bravo Ramírez, Liliana (2012) "Adoption of mobile services in ICT companies in Mexico" *Revista Latinoamericana y del Caribe de la Asociación de Sistemas de Información (RELCASI – Latin American and Caribbean Journal of the AIS)*, 5 (1) (in Spanish)
- Lane, Peggy L.; Alshare, Khaled A.; Nickels, David W., Armstrong, Deborah J. & Rodríguez-Abitia, Guillermo (2009) "AMCIS 2008 Panel Summary: Managing Student Projects - Learning from the Past," *Communications of the Association for Information Systems*. 24.
- McCoy, Scott, Loiacono, E. & Rodríguez-Abitia, Guillermo (2004) "Cross Cultural Information Systems Research" *Journal of Global Information Technology Management*. Special Issue: Cross Cultural IS Research. 7 (4)
- Rodríguez-Abitia, Guillermo (2004) "The Expert Opinión: Interview with Rafael Funes, Founder, President, and CEO of DynaWare México, S.A. de C.V.," *Journal of Global Information Technology Management*. Special Issue: Cross Cultural IS Research. 7 (4)
- Vidrio Barón, Susana & Rodríguez Abitia, Guillermo (2003) "E-government initiatives in Mexico and Malaysia" *Boletín de Política Informática (INEGI)*. 5 (in Spanish)

### Refereed Book Chapters

- Rodríguez-Abitia, G. "Digital Transformation in Latin America" **accepted** to be included in *Tecnologías Emergentes en las Organizaciones*. Universidad Nacional Autónoma de México (in Spanish)
- Martínez-Pérez, Sandra; Ramírez-Montoya, María Soledad; Rodríguez-Abitia, Guillermo & López-Caudana, Edgar Omar (2023) "OpenResearchLab & Ecomplexity: Complex Thinking in University Students" J. Cabero-Almenara, C. Llorente-Cejudo, A. Palacios-Rodríguez, & M. Serrano-Hidalgo (Eds.), *Improving Learning through Educationa Innovation*. (1st ed., pp. 595–604). Dykinson, S.L. <https://doi.org/10.2307/ij.1866701.58> (in Spanish)
- Rodríguez-Abitia, Guillermo (2022) "Open and accessible digital educational resources" Chapter in: Romero-Rodríguez, J.M., Aznar-Díaz, I., Moreno-Guerrero, A.J. & Rodríguez-Jiménez, C. (eds) *Desafíos de Investigación Educativa Durante la Pandemia COVID19* Dykinson. pp. 331-336. ISBN: 978-84-1122-034-7
- Martínez-Pérez, Sandra; Fernández-Robles, Bárbara; Rodríguez-Abitia, Guillero & Ramírez-Montoya, María Soledad (2021) "Digital Competencies for Attention to Diversity: The Use of Robot-A-R" Chapter in: Hinojo-Lucena F.J., de la Cruz-Campos, J.C., Navas-Parejo. M.R.

- & Rodríguez-Jiménez, C. (Ed.) *Educación y Sostenibilidad: claves para formar a la generación del futuro*. Octaedro. pp. 93-110. (in Spanish)
- ▶ Martínez-Pérez S. & Rodríguez-Abitia G. (2021) "A Roadmap for Digital Transformation of Latin American Universities." Chapter in: Burgos D., Branch J.W. (eds) *Radical Solutions for Digital Transformation in Latin American Universities*. Lecture Notes in Educational Technology. Springer, Singapore. [https://doi.org/10.1007/978-981-16-3941-8\\_2](https://doi.org/10.1007/978-981-16-3941-8_2)
  - ▶ Ramírez-Montoya, María Soledad, Rodríguez-Abitia, Guillermo, Martínez-Pérez, Sandra, & López-Caudana, Edgar Omar (2021). "Virtual Reality With Horizons Architecture for Educational Innovation." Chapter in García-Peñalvo, F. J. (Ed.), *Information Technology Trends for a Global and Interdisciplinary Research Community*. IGI Global. pp. 203-222 <http://doi:10.4018/978-1-7998-4156-2.ch010>
  - ▶ Vidrio Barón, Susana; Sandoval Vallejo, Mónica Elizabeth & Rodríguez –Abitia, Guillermo (2020) "Building a Common Interpretation of the Concept of Telework". Chapter In *Knowledge Management. A Multidisciplinary Perspective (Volume 21)*; Meriño –Córdoba V.H. (Ed.) Ed. Universidad Nacional Experimental del Lago "Jesús María Semprum". Santa Bárbara de Zulia, Venezuela. pp. 449-464. (in Spanish)
  - ▶ Kriscautzky Laxague, Marina; Martínez Sánchez, María Elizabeth & Rodríguez-Abitia, Guillermo (2019) "Development of an Instrument to Measure ICT and LKT Profiting in Higher Education Institutions". Chapter in *Educational Horizon: A Look into the Future of Professions and Education (Volume 1)*; Chan-Núñez, M.E, Mateos-Morfín, L.R., Eds.; Sistema de Educación Virtual de la Universidad de Guadalajara; Guadalajara, Mexico; pp. 227–252. (in Spanish)

### Work in Progress

- ▶ Ortega-Ramírez, Cristian Ricardo, Rodríguez-Abitia, Guillermo & Martínez-Pérez, Sandra "Building Social Networks for Education: A Knowledge-Management based Model" Target Journal: *Applied Computing & Informatics*.
- ▶ Olivares-Chapa, Ignacio Alejandro; Bribiesca-Correa, Graciela & Rodríguez-Abitia, Guillermo. "Measuring and Forecasting Agricultural Production Sustainability Based on Business Model Components and the Application of Artificial Neural Networks". Target journal: *Sustainability Analytics and Modeling*
- ▶ Rodríguez-Abitia, Guillermo & Bribiesca-Correa, Graciela "Diagnosis and challenges of Digital Transformation in Latin America: A multi-country study" Target Journal: *Information Technology for Development*.
- ▶ Rodríguez-Abitia, Guillermo; Ortega-Ramírez, Cristian & Badillo-Torres, Verónica "Assessing Virtual Lab Simulators for Experimental Sciences" Target Journal: *Computers & Education or Comunicar*.
- ▶ Rodríguez-Abitia, Guillermo; Ortega-Ramírez, Cristian & Badillo-Torres, Verónica "Atomic learning through YouTube: a model for quality assessment" Target Conference: AIS SIGEd annual conference.

### Refereed Conference Publications

- ▶ Rodríguez-Abitia, Guillermo; Ramírez-Montoya, Maria-Soledad; Martínez-Pérez, Sandra & Lopez-Caudana, Edgar "Cultural differences in complexity reasoning in higher education" *Technological Ecosystems for Enhancing Multiculturality Conference (TEEM 2022)* Salamanca, Spain, 19-21 October 2022.

- ▶ Rodríguez-Abitia, Guillermo "Open and accessible digital educational resources" *IV International Congress on Education and Innovation*. Florence, Italy. December 13-15, 2021.
- ▶ Lopez-Caudana, Edgar; Rodríguez-Abitia, Guillermo; Martínez-Pérez, Sandra; Anton-Ares, Paloma & Ramírez-Montoya, María-Soledad "Scenarios of the use of robotics as a support tool for teaching" *Ninth International Conference on Technological Ecosystems for Enhancing Multiculturality (TEEM 21)*, Barcelona, Spain, October 26-29, 2021. pp. 38-43.  
<https://doi.org/10.1145/3486011.3486416>
- ▶ Rodríguez Abitia, Guillermo; Ortega Ramírez, Cristian Ricardo; and Badillo Torres, Verónica, "Definition and Evaluation of a Quality Process for the Publication of Digital Educational Resources" *Information Systems in Latin America Conference, ISLA*, Online, August 2021. 18. (in Spanish)
- ▶ Rodríguez-Abitia, Guillermo; Ortega-Ramírez, Cristian Ricardo; Vadillo-Torres, Verónica "Evaluation of Digital Educational Resources: A Design Science Approach" *27th Americas Conference on Information Systems*, Online, August 2021. (in Spanish)
- ▶ Aguas-García, Nancy, Rodríguez-Abitia, Guillermo & Sánchez-Guerrero, Lourdes. "Competencies Validation for New Professional Profiles by the Information Technology Industry" *XXX National Directors Meeting of ANIEI*. Online. June 2021. (in Spanish),
- ▶ Rodríguez Abitia, Guillermo; Ortega Ramírez, Cristian Ricardo; Vadillo Torres, Verónica; Valenzuela Argüelles, Rebeca & Bañuelos Sandoval, Gabriela "Assessing Virtual Lab Simulators for Experimental Sciences" *XXXIII National y XIX International Congress of Informatics and Computing of ANIEI*. Online. October 2020. (in Spanish)
- ▶ Rodríguez Abitia, Guillermo "Surviving Infrastructure and Digital Fluency Challenges for Moving to Online Education" *XXIX National Directors Meeting of ANIEI*. Online. September 2020. (in Spanish)
- ▶ Badillo-Torres, Verónica, Rodríguez-Abitia, Guillermo & Ortega-Ramírez, Cristian Ricardo "The Influence of Generational Differences on Mobile Applications' Design: A Mexican Study". *26th Americas Conference on Information Systems*, Online, August 2020. (Best ERF paper nominee).
- ▶ with Bribiesca Correa, Graciela "Defining and Measuring Digital Transformation" *TREO. 26th Americas Conference on Information Systems*, Online, August 2020.
- ▶ Cortés López, Javier Santiago; Gómez Reynoso, Juan Manuel & Rodríguez-Abitia, Guillermo "Mexican Organizations Alignment, ICTs and Leadership" *TREO. 26th Americas Conference on Information Systems*, Online, August 2020.
- ▶ Rodríguez Abitia, Guillermo & Bribiesca Correa, Graciela " Diagnostic of Technology Leverage in Organizations in Latin America" *4th Information Systems in Latin America Conference*. Online. August 2020. (in Spanish)
- ▶ Rodríguez Abitia, Guillermo & Bribiesca Correa, Graciela "Integrated Model for Organizational Digital Transformation" *XXXII National y XVIII International Congress of Informatics and Computing of ANIEI*. Puebla, Mexico. October, 2019. (in Spanish)
- ▶ Ortega Ramírez, Cristian Ricardo; Rodríguez Abitia, Guillermo & Vadillo Torres, Verónica "Comparative Framework for the Evaluation of Educational Technology Tools" *XXXII National y XVIII International Congress of Informatics and Computing of ANIEI*. Puebla, Mexico. October, 2019. (in Spanish)
- ▶ Badillo Torres, Verónica; Rodríguez-Abitia, Guillermo & Ortega Ramírez, Cristian Ricardo "Generational Differences in the Adoption and Use of Mobile Electronic Commerce" *XIII Mediterranean Conference on Information Systems*, Naples, Italy, September 2019.
- ▶ Kriscautzky-Laxague, Marina & Rodríguez-Abitia, Guillermo "Key axes for the integration of ICT in higher education institutions in Mexico" *16th International Conference on Higher Education Reform*, Mexico City, September 2019.
- ▶ Vera Ramírez, Marco Antonio; Tello Galván, Pedro Miguel & Rodríguez Abitia, Guillermo "Implementation of and ICT comprehensive project during a government administration

- change" *25th Americas Conference on Information Systems*, Cancún, Mexico August 2019 (in Spanish)
- ▶ Sánchez Guerrero, Lourdes; Aguas García, Nancy; Lira Cortés, José Raymundo; García Gaona, Alma Rosa; Rodríguez Abitia, Guillermo & Álvarez Rodríguez, Francisco Javier "New IT curriculum profiles: the case of ANIEI" *25th Americas Conference on Information Systems*, Cancún, Mexico August 2019 (in Spanish)
  - ▶ Kriscautzky Laxague, Marina; Martínez Sánchez, Elizabeth & Rodríguez Abitia, Guillermo "Development of an instrument to measure the benefit of using ICT and knowledge and learning technologies in higher education institutions" *XXVI Encuentro Internacional de Educación a Distancia "Horizonte educativo"* Universidad de Guadalajara. Guadalajara, Jal. November 2018. (in Spanish)
  - ▶ Badillo Torres, Verónica; Fabregat, Rita & Rodríguez Abitia, Guillermo "Mobile Electronic Commerce in Mexico and Spain" *Congreso Internacional de Informática y Computación de la ANIEI*. Guadalajara, Jal. October 2018. (in Spanish)
  - ▶ Aguas García, Nancy; Sánchez Guerrero Lourdes; Rodríguez-Abitia, Guillermo & Laureano Cruces, Ana Lilia. "The University Learning Network: A means for associating open educational resources to competencies" *World Conference on E-Learning*. Las Vegas, NV, October 2018.
  - ▶ Aguas García Nancy; Sánchez Guerrero, Lourdes; Rodríguez Abitia, Guillermo & Valenzuela Argüelles, Rebeca & Laureano Cruces, Ana Lilia "The University Learning Network of ANIEI" *XIII Conferência Latino-americana de Tecnologias de Aprendizagem (LACLO)*. São Paulo, Brazil. October 2018.
  - ▶ Vera Ramírez, Marco Antonio & Rodríguez Abitia, Guillermo "Need of use of knowledge and learning technologies in adolescents" *24th Americas Conference on Information Systems*. Nueva Orleans, LA, EEUU Agosto de 2018 (in Spanish)
  - ▶ Gómez del Campo, Luis Alberto & Rodríguez Abitia, Guillermo "Effectiveness evaluation for Digital Educational Resources" *24th Americas Conference on Information Systems*. New Orleans, LA August 2018 (in Spanish)
  - ▶ Rodríguez-Abitia, Guillermo & Kriscautzky Laxague, Marina "A Framework for ICT Usage Classification of Higher Education Institutions" *24th Americas Conference on Information Systems*. New Orleans, LA, August 2018
  - ▶ Rodríguez Abitia, Guillermo "The University Learning Network: Open-access resources for everyone" *XXVII Reunión Nacional de Directivos de Escuelas y Facultades de Informática y Computación de la ANIEI*. Monterrey, Mexico June 2018.
  - ▶ Valenzuela Argüelles, Rebeca & Rodríguez Abitia, Guillermo "Open Educational Resources at UNAM" *4o Congreso Internacional de Innovación Educativa*. ITESM, Monterrey N.L. 11 al 13 de diciembre de 2017 (in Spanish)
  - ▶ Ortega Ramírez, Cristian Ricardo & Rodríguez Abitia, Guillermo "Social Networks in Educational Environments: A Knowledge-Management-based Model" *International Conference on Information Resources Management (Conf-IRM)*. Santiago de Chile, May 2017 (in Spanish)
  - ▶ Hossein Seif Zadeh, Jerry Luftman, Martin Santana; Eduardo Rigoni & Rodríguez-Abitia, Guillermo "Key Information Technology and Management Issues: 2011-12 Americas Study" *18th Americas Conference on Information Systems (AMCIS)* Seattle, WA, USA, August 2012
  - ▶ Rodríguez-Abitia, Guillermo "Empowering IT & Business Professionals." *XXIII Congreso Nacional y IX Congreso Internacional de Informática y Computación de la ANIEI*. Puerto Vallarta, Jal, México, October, 2010.
  - ▶ Fernandes Hermano, Manuel Celestino & Rodríguez Abitia, Guillermo "ICT Cooperation among SMEs for Business Continuity: A Case of Venezuela." *XXII Congreso Nacional y VIII Congreso Internacional de Informática y Computación de la ANIEI*. Ensenada, BC, México, October, 2009 (in Spanish)

- ▶ Chávez Díaz, Héctor & Rodríguez Abitia, Guillermo “Proposal for an ICT Governance Model for Technology Parks in Mexico.” *XXI Congreso Nacional y VII Congreso Internacional de Informática y Computación de la ANIEI*. Monterrey, NL., México, October, 2008 (in Spanish)
- ▶ Vilchis Jaimes, Liliana; Camargo Santacruz, Francisco & Rodríguez Abitia, Guillermo “ITIL – Great Solutions for Small and médium Enterprises.” *XX Congreso Nacional y VI Congreso Internacional de Informática y Computación de la ANIEI*. Chihuahua, Chih., México, October, 2007
- ▶ Bravo-Ramírez, Liliana & Rodríguez-Abitia, Guillermo “The Adoption of Mobile Services in Information and Communications Technologies Companies in Mexico.” *International Conference on Business and Information*, Tokyo, Japan, July 11-13, 2007
- ▶ Aguilera Zapata, Bladimir Alexander & Rodríguez Abitia, Guillermo “Effectiveness of the B2E e-Business Strategy at Hewlett-Packard Venezuela.” *XIX Congreso Nacional y V Congreso Internacional de Informática y Computación de la ANIEI*. Tuxtla Gutiérrez, Chiapas, 26-28 October, 2006.(in Spanish)
- ▶ Sánchez Guerrero, Lourdes, Kashiwamoto Yabuta, Jorge; Henaine, Mariem & Rodríguez Abitia, Guillermo “Study to Align Curricular Programs with Knowledge and Professional Competencies Areas in Information Technology” *XIV Congreso Iberoamericano de Educación Superior en Computación (CIESC 2006)*, Santiago de Chile, 20-25 August, 2006 (in Spanish)
- ▶ Vidrio Barón, Susana; Rodríguez Abitia, Guillermo & Valdivia Reyes, Ernesto “National Culture Considerations for Web Interfaces” *12th Americas Conference on Information Systems (AMCIS)*, Acapulco, Gro., Mexico, August 4-6, 2006 (in Spanish)
- ▶ Noguerón, David & Rodríguez Abitia, Guillermo “Best Practices for Personal Computing Procurement”. *12th Americas Conference on Information Systems (AMCIS)*, Acapulco, Gro., México, August 4-6, 2006 (in Spanish)
- ▶ Vidrio Barón, Susana & Rodríguez Abitia, Guillermo “The Software Piracy Dilemma: A Matter of Ethics”. *XVIII Congreso Nacional y IV Congreso Internacional de Informática y Computación de la ANIEI*. 26 - 28 October, 2005. Torreón, Coahuila. (in Spanish)
- ▶ Sánchez Guerrero, Lourdes; Henaine Abed, Mariem & Rodríguez Abitia, Guillermo “The Use of SSH Resources. A Compatative Analysis” *XVIII Congreso Nacional y IV Congreso Internacional de Informática y Computación de la ANIEI*. 26 - 28 October, 2005. Torreón, Coahuila. (in Spanish)
- ▶ Sánchez Guerrero, Lourdes, Kashiwamoto Yabuto, Jorge Eiso & Rodríguez Abitia, Guillermo “Industry-Government-Academia Collaboration: Lessons Learned from the Prosoft Program” *XXI Simposio Internacional de Computación en la Educación*. 1 - 5 October, 2005, Hermosillo, Sonora. (in Spanish)
- ▶ Zozaya Gorostiza, Carlos; Eder Lange, Ralf & Rodríguez Abitia, Guillermo “Structural Change in the Systems Area of and Insurance Company in Mexico to Align it to Business Processes” *Americas Conference on Information Systems (AMCIS)*, Omaha, NE, USA August 11-14, 2005 (in Spanish)
- ▶ Trejo Ramírez, Raúl Antonio & Rodríguez Abitia, Guillermo “A Comparison about the Perception of Usefulness of the ITIL Model between Users and Consultants in Mexico” *Americas Conference on Information Systems (AMCIS)*, Omaha, NE, EEUU, August 11-14, 2005 (in Spanish)
- ▶ Vidrio Barón, Susana; Rodríguez Abitia, Guillermo & Ramírez Velarde, Raúl “Free Software, Piracy, and IT Cultute in Mexico” *Americas Conference on Information Systems (AMCIS)*, Omaha, NE, EEUU, August 11-14, 2005 (in Spanish)
- ▶ Vidrio Barón, Susana; Rodríguez-Abitia, Guillermo & Montiel Sánchez, Claudia “Electronic Commerce in Small and Medium Enterprises in Mexico” *International Conference on Business and Information*, Hong Kong, July 14-16, 2005. Volume 2, ISSN 1729-9322
- ▶ Rodríguez Abitia, Guillermo “The Information and Electronic Technology Profession: Education for the Digital Era” *XXXII Conferencia Nacional de Ingeniería de la Asociación*



- Nacional de Facultades y Escuelas de Ingeniería (ANFEI)*, Toluca, Edo. de Méx., 22 - 24 June, 2005. (in Spanish)
- ▶ Trejo Ramírez, Raúl Antonio & Rodríguez-Abitia, Guillermo “Can a Share-Sourcing Strategy for IT Adoption be Successfully Implemented in Latin American SME’s?”, *16th Annual Information Resources Management Association (IRMA) International Conference*, San Diego, CA, EEUU, May 2005
  - ▶ Rodríguez-Abitia, Guillermo & Whiteside, Mary M. “The Use of National Culture Dimensions for Comparative Studies” *35th Annual Meeting of the Decision Sciences Institute*, Boston, MA., November 20-23, 2004.
  - ▶ Vidrio Barón, Susana; Rodríguez Abitia, Guillermo & Montiel Sánchez, Claudia “State of e-commerce maturity in Mexican SMEs” *XVII Congreso Nacional y III Congreso Internacional de Informática y Computación de la Asociación Nacional de Instituciones de Educación en Informática (ANIEI)*, Tepic, Nay. October 20-22, 2004. (in Spanish)
  - ▶ Vidrio Barón, Susana; Rodríguez-Abitia, Guillermo & Montiel-Sánchez, Claudia “Assessing the state of e-readiness for small and medium companies in Mexico: A proposed taxonomy and adoption model.” *Americas Conference on Information Systems (AMCIS)*, New York, NY, August 6-8, 2004
  - ▶ Eder-Lange, Ralf & Rodríguez-Abitia, Guillermo “The effect of national culture on the definition of process ownership as a requirement for effective business process reengineering.” *Americas Conference on Information Systems (AMCIS)*, New York, NY, August 6-8, 2004
  - ▶ Trejo-Ramírez, Raúl Antonio; Rodríguez-Abitia, Guillermo & Munive, Elizabeth “A Strategy of business collaboration for adopting information technologies in small and medium sized companies in Latin America.” *Americas Conference on Information Systems (AMCIS)*, New York, NY, August 6-8, 2004
  - ▶ Vidrio Barón, Susana & Rodríguez Abitia, Guillermo “E-government initiatives in developing countries: A comparison between Mexico and Malaysia” *XVI Congreso Nacional y II Congreso Internacional de Informática y Computación de la Asociación Nacional de Instituciones de Educación en Informática (ANIEI)*, Zacatecas, Zac. 22 - 24 October 2003.
  - ▶ Rodríguez Abitia, Guillermo “The Adoption of International Certification Mechanisms for Individual Competencies as an Internal Part of the Curricular Content” *Conferencia de la Asociación Nacional de Facultades y Escuelas de Ingeniería (ANFEI)*, Cancún, Q.R., June 26 – 28, 2002. (in Spanish)
  - ▶ Ryan, Sherry D.; Rodríguez-Abitia, Guillermo & Windsor, John C. “Factors Affecting the Adoption of Knowledge Management Technologies: An International Perspective” *Americas Conference on Information Systems of the Association for Information Systems*, Long Beach, CA, USA, August 2000
  - ▶ Rodríguez-Abitia, Guillermo “International IT Transfer in Multinational Corporations” *Americas Conference on Information Systems of the Association for Information Systems*, Milwaukee, WI, USA, Agosto 1999
  - ▶ Rodríguez-Abitia, Guillermo & Schkade, Lawrence L. “Equitable Technology Transfer to Emerging Nations: A Metacontrol Model for Mexico” *ABAS International Conference*, Barcelona, Spain, July 1999.
  - ▶ Rodríguez-Abitia, Guillermo & Schkade Lawrence L. “How Levels of Abstraction and of Logic Affect Problem Solutions” *ISSS Asilomar Conference*, Asilomar, Greece, June, 1999.
  - ▶ Ryan, Sherry D. & Rodríguez-Abitia, Guillermo “Factors Affecting the Effectiveness of IT Training” *Decision Sciences Institute National Conference*, Las Vegas, NV, EEUU, November 1998.
  - ▶ Rodríguez-Abitia, Guillermo “Emerging Technologies and the Adoption Challenge: A Comprehensive Research Framework” *Decision Sciences Institute National Conference*, San Diego, CA, USA, Noviembre 1997.

- ▶ Rodríguez-Abitia, Guillermo “International IT Transfer: A Research Model for the Determinants of the Extent of Adoption” *Americas Conference on Information Systems of the Association for Information Systems*, Indianapolis, IN, USA, August 1997 (AIS)
- ▶ Rodríguez-Abitia, Guillermo & Schkade, Lawrence L. “Diffusion of Innovations: A Metamodel for Transborder Technology Transfer Control” *Decision Sciences Institute International Conference*, Sydney, Australia, July 1997.
- ▶ Rodríguez-Abitia, Guillermo & Schkade, Lawrence L. “A Metamodel for Technology Transfer Control” *SCI 97/ISAS 97*, Caracas, Venezuela, July 1997.

### Invited and Keynote Talks

- ▶ \_ “Technology Trends” XXXII National Meeting of IT Faculty and School Directors. Querétaro, Mexico, June 15, 2023. (In Spanish)
- ▶ \_ “ICTs as a Development Factors in Organizations” October 5-7, 2022. 26<sup>th</sup> International Congress of Administrative Sciences. Faculty of Accounting and Management. National Autonomous University of Mexico (UNAM). (in Spanish)
- ▶ \_ “Innovation as the Key for Success” 10 June 2022 at the Digital Innovation Congress of the Institute for Digital Transformation. Lima, Peru. (in Spanish)
- ▶ \_ “Industry 4.0 and Digital Transformation” keynote talk at the 30th Anniversary Celebration of the Technological and Polytechnic Universities. June 18th, 2021.
- ▶ \_ “Doing Business in Mexico”. Guest speaker for MBA students. ICESI, Cali, Colombia (Online). June 16th, 2021. (in Spanish)
- ▶ \_ “Information and Communication Technologies as a Development Factor in Latin America” Virtual Congress of Scientific Research in Economic Sciences. Universidad Nacional Autónoma de Honduras. Tegucigalpa, Honduras. Online. March 10<sup>th</sup>, 2021 (in Spanish)
- ▶ \_ “The Digital Transformation Challenges in Latin American Companies” invited talk at the XLI International Week at Universidad ESAN, Lima, Peru. Online. January 15<sup>th</sup>, 2021 (in Spanish)
- ▶ \_ “Digitalization of SMEs and Digital Marketing” keynote talk at Expo Innovación Perú – Bicentenario 5.0, UNMSM, Lima, Peru. Online. December 10<sup>th</sup>, 2020 (in Spanish).
- ▶ \_ “ICTs and Accessibility: Aliances and Sinergies” invited talk at the *Permanent Seminar about Dissability*. University Program of Human Rights, UNAM, Mexico City. Online. November 10<sup>th</sup>, 2020 (in Spanish)
- ▶ \_ “The Information Systems Discipline in Latin America in the Era of Digital Transformation”, keynote talk at the XVI Brazilian Symposium on Information Systems (SBSI), Online. November 5<sup>th</sup>, 2020.
- ▶ \_ “Challenges and Opportunities in Digital Transformation for Small and Medium Businesses”, ESAN University and the Institute of Digital Transformation for Development, Online. Lima, Perú. October 16<sup>th</sup>, 2020 (in Spanish)
- ▶ \_ “The Information Systems Academic Discipline in Latin America” invited talk at Latin American Research Seminar of LACAIS. Online. September 29, 2020.
- ▶ \_ “Opportunities of Technological Profiting for Businesses in Contingency Times”, TUPAQ Program, Fundación Parque Científico y Tecnológico, Universidad Católica del Norte. Online. Antofagasta, Chile. September 8<sup>th</sup>, 2020 (in Spanish)
- ▶ \_ “Doing Business in Mexico”. Guest speaker for MBA students. ICESI, Cali, Colombia. June 17th, 2020 (Online). (in Spanish)
- ▶ \_ “Education for Society 5.0”. Keynote talk. Horizontica Seminar. Morelia, Mexico. February 28th, 2020. (in Spanish)

- ▶ \_ "Open Educational Resources" Guest speaker for Pedagogy students. Universidad Abierta para Adultos, Santiago de los Caballeros, Dominican Republic. November 16th, 2019. *(in Spanish)*
- ▶ \_ "Contemporary research models". Keynote talk, XIV National and International Forum of the Network of Iberoamerican Researchers at the Service of Knowledge. Manzanillo, Mexico. October 25th, 2019. *(in Spanish)*
- ▶ \_ "Emergent ICTs and Industry 4.0" Keynote talk, XXXII National y XVIII International Congress of Informatics and Computing of ANIEI. Puebla, Mexico. October, 2019. *(in Spanish)*
- ▶ \_ " Digital transformation and innovation-based strategies" Guest speaker for MBA students. Universidad Católica del Norte, Antofagasta, June, 2019. *(in Spanish)*
- ▶ \_ "Digital transformation and innovation based strategies" Area keynote talk. 9th Conference on Artificial Intelligence in Security and Defence. Beirut, Lebanon. March 2019.
- ▶ with Marina Kriscautzky. Presentation of the Results of the Study "ICT Use in Higher Education Institution in Mexico". Keynote talk, Fourth University Meeting on Best Practices of the Use of ICT in Education. Universidad Nacional Autónoma de México. Mexico City, July 2018. *(in Spanish)*
- ▶ with Felipe Bracho Carpizo. "The Latin American University Learning Network" Round table presentation. VII Extraordinary General Assembly of the Latin American Universities Union" Universidad Nacional Autónoma de México. Mexico City, April. 2018. *(in Spanish)*
- ▶ \_ "Innovation and Technology in Education: Overview and Trends". Keynote talk, XXXIII Anniversary Academic Forum". Escuela Normal Superior de Michoacán. Morelia, Mexico. March, 2018. *(in Spanish)*
- ▶ \_ Organizational Intelligence, Innovation, and Competitiveness" Keynote talk, XII Congress of Exact Sciences in the Area of Computer Systems Engineering. Universidad Autónoma de Aguascalientes. Aguascalientes, Mexico. March, 2018. *(in Spanish)*
- ▶ \_ "The University Learning Network MX" keynote talk at XXVI Reunión Nacional de Directivos de Escuelas y Facultades de Informática y Computación de la ANIEI. Saltillo, Coah. Mexico. 15 June 2017. *(in Spanish)*
- ▶ \_ "Innovation in Educational Technology" invited talk at the round table "Innovation Projects". Quinto Coloquio sobre Diseño e Investigación en Ambientes Digitales". ENALT, Universidad Nacional Autónoma de México. Mexico City. 8 June 2017. *(in Spanish)*
- ▶ \_ "ICT for Inclusion" invited talk at the panel "Accessibility to People with Disabilities for Digital Contents". Reunión CUDI 2017. Puerto Vallarta, Jal. Mexico. 31 May 2017. *(in Spanish)*
- ▶ \_ "Enterprise Innovation" invited talk at Universidad Católica del Norte. Antofagasta, Chile. 4 November 2016.
- ▶ \_ "Innovation in Organizations" keynote talk at 10o Congreso de Ingenierías. Universidad del Caribe. Cancún, Q.R. Mexico 1° November 2016. *(in Spanish)*
- ▶ \_ "Higher Education for the XXI Century: Goals, challenges, and vision for the future" keynote talk at Diálogos: Compartiendo Experiencias y Saberes. UNLA. Morelia, Mich. Mexico. 28 October 2016. *(in Spanish)*
- ▶ \_ "Emerging Technologies at the University" invited talk at Semana Académica 2016. UNLA, Morelia, Mich. Mexico 27 October 2016. *(in Spanish)*
- ▶ \_ "The information Systems discipline in Latin America: Trends and research opportunities." Invited talk at The Information Systems in Latin America Conference ISLA 2015. João Pessoa, Brasil. 20 April 2015.
- ▶ \_ "Internet in Education". Invited talk at Conference Cycle "The Future of the Internet: Education, Governance, and Neutrality" Facultad de Ciencias Políticas y Sociales at UNAM. 24 February 2015. *(in Spanish)*

- ▶ \_ "Challenges and Opportunities for Educational and Technological Innovation" keynote talk at IV Congreso Internacional de Avances de las Mujeres en las Ciencias, las Humanidades y todas las Disciplinas. Creatividad e Innovación. Universidad Autónoma Metropolitana. Unidad Cuajimalpa. México City 24-26 September 2014. *(in Spanish)*
- ▶ \_ "Educational and Technological Innovation in the Knowledge Society" keynote talk at XXIII Coloquio de Investigación 2014. Facultad de Estudios Superiores Iztacala de la UNAM. 21 August 2014. *(in Spanish)*
- ▶ \_ "Information Technology Innovation and Day-to-day Social Transformation" keynote talk at 3er Ciclo de Conferencias del Área de Nuevas Tecnologías. Universidad Autónoma Metropolitana. Unidad Azcapotzalco. Mexico City. May 2014. *(in Spanish)*
- ▶ \_ "ICT and Innovation in Education". Seminario Visiones sobre Mediación Tecnológica en la Educación. CUAED UNAM. 10 February 2014. *(in Spanish)*
- ▶ \_ "Forming human capital for the IT industry" keynote talk at Foro AMITI, Mexico City 29 October 2013.
- ▶ \_ "ICT and Educational Innovation" keynote talk at Seminario Horizontica. Morelia Michoacán, Mexico. 22 June 2013 *(in Spanish)*
- ▶ \_ "Building the University Learning Network: An open-access learning objects strategy" invited talk at the Education and Research Technology Forum (ERT) of the Association of Pacific Rim Universities, Kuala Lumpur, Malaysia. 17-18 October 2012
- ▶ \_ "The Information Systems discipline in Latin America: Challenges and opportunities in the near future" invited talk at Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração, Rio de Janeiro, Brazil. 22-26 September, 2012.
- ▶ \_ "Research, Development and Innovation Unit" Jornadas Académicas. Colegio de Académicos de la DGTIC. México City, September 2012. *(in Spanish)*
- ▶ \_ "Industry-Academic-Government Cooperation: Best Practices to Promote ICT among SME" keynote talk at the International Seminar on SME Policies and Practices to promote the use of ICT: Experiences in APEC Economies, Asia Pacific Economic Cooperation (APEC), Lima, Peru, 25 October 2011.
- ▶ \_ "The role of ICTs to support people with disabilities" Encuentro Experiencias Profesionales de Inclusión Universitaria para Personas con Discapacidad. Mexico City 19 October 2011
- ▶ \_ "Software Business Entrepreneurs" 3ª Semana Académica Interdisciplinaria, Facultad de Contaduría y Administración, Universidad Nacional Autónoma de México. 8 April 2011 *(in Spanish)*
- ▶ \_ "Information and Communications Technologies: Panorama and Trends.", Foro Regional de Informática y Computación en el Marco de la Sociedad Contemporánea, Universidad Veracruzana, Xalapa, Ver. Mexico. 28 January 2011. *(in Spanish)*
- ▶ \_ "Information and Communication Technologies (ICT) in Education.", keynote talk at IX Convención Nacional y II Internacional de Profesores de Ciencias Naturales, Campeche, Camp., Mexico, 12 November 2010.
- ▶ \_ "Technology Parks to Foster Economic Development in Mexico." Keynote talk at 7º Congreso Internacional y 4º Congreso Nacional de Informática y Sistemas, Universidad Juárez Autónoma de Tabasco, Villahermosa, Tab., México, 23-25 September 2010. *(in Spanish)*
- ▶ \_ "Empowering IT & Business Professionals." Invited talk at the CIO Forum at the 16th Americas Conference on Information Systems (AMCIS). Lima, Perú, 12-15 August, 2010.
- ▶ \_ "Information Technologies and their Impact on Today's Context: Challenges and Perspectives." Keynote talk at XIII Congreso Nacional de Ingeniería de Sistemas – CONEIS, Universidad Nacional del Callao, El Callao, Peru, 2-7 August 2010. *(in Spanish)*
- ▶ \_ "Information and Communication Technologies in Management and Accounting." 2ª Semana Académica Interdisciplinaria, Facultad de Contaduría y Administración, Universidad Nacional Autónoma de México, 20 May 2010. *(in Spanish)*

- ▶ \_ “Intellectual Property in the Digital Industry.” Foro de Propiedad Intelectual, Instituto de Investigaciones Jurídicas, Universidad Nacional Autónoma de México, 21 April 2010. *(in Spanish)*
- ▶ \_ “IT-based Business Continuity Planning: Challenges and Opportunities for SMEs.” Keynote talk at Congreso de Ciencias Exactas, Universidad Autónoma de Aguascalientes, Aguascalientes, Ags., México, 5 October, 2009. *(in Spanish)*
- ▶ \_ “Information Technologies: Key for Competitiveness in Mexico.” Comisión para la Prospectiva Estratégica de México, Cámara de Diputados del H. Congreso de la Unión. 9 December, 2008. *(in Spanish)*
- ▶ \_ “Information Technologies: Key for Competitiveness in Mexico.” 9º Encuentro Económico del Ayuntamiento de Atizapán de Zaragoza, Edo. de Méx., 18 November 2008. *(in Spanish)*
- ▶ \_ “Innovation in the Software Industry: Challenges and Opportunities” Conexsoft 2008, Puebla, Pue, Mexico 15 October 2008. *(in Spanish)*
- ▶ \_ “Research, Collaboration and Innovation as Competitiveness Engines” CONACYT – Universidad de las Américas. Mexico City. 31 August 2007. *(in Spanish)*
- ▶ \_ “Information Technologies and Competitiveness in Mexico” Reunión Mensual de Socios AMITI. Mexico City., 5 June 2007.
- ▶ \_ “Business Intelligence in a Global Environment” IDC Seminario Ejecutivo en Inteligencia de Negocios 2006. Mexico City, April 2006. *(in Spanish)*
- ▶ \_ “The profession of information and electronic technologies: Profession of creators” I Simposium de TIE. Tecnológico de Monterrey, Campus Puebla. 12 September, 2005. *(in Spanish)*
- ▶ \_ “New trends in the área of Informatics” invited talk at Universidad Autónoma de Nayarit, Tepic, Nay. Mexico. 6 December 2003.
- ▶ with Sánchez Guerrero, Ma. de Lourdes “Design of Curricular Programs in Mmanagerial Informatics and Computing” invited talk at Universidad Autónoma de Guadalajara, 2003. *(in Spanish)*
- ▶ \_ “Knowledge Management and Strategy” keynote talk at Semana de Ingeniería e Informática, Universidad Hispanoamericana, Coacalco, Edo. de Méx., 22 April, 2002.
- ▶ \_ “The Effect of Environmental Uncertainty on the Tranfer of IT in Multinational Corporations” invited talk at INFORMS ‘99, Philadelphia, PA, USA, November 1999.
- ▶ \_ “The Y2K Problem” keynote talk at 4a. Semana de Informática y Sistemas “Retos del Nuevo Milenio”, Universidad Juárez Autónoma de Tabasco, Villahermosa, Tab. Mexico, 29 September 1999.
- ▶ \_ “International Issues of Information Technology Management” keynote talk at VII Simposium Computacional, Universidad Autónoma de Aguascalientes, Aguascalientes, Ags. Mexico. March, 1999.
- ▶ \_ “Doing Business in Mexico: A Framework for IT Planning”. Invited talk at Foro de las Américas, UDLA, Cholula, Pue. Mexico February 1996.

### Awards

- ▶ Distinguished Member Cum Laude by the Association for Information Systems. ICIS 2021, Austin, TX. December 2021.
- ▶ "Profesores que Dejan Huella" Award ("Professors who leave their mark) by the alumni of Tecnológico de Monterrey. 2018.
- ▶ Best mini-track reviewer del mini-track "Philosophical Approaches to Information Systems". 24th Americas Conference on Information Systems AMCIS 2018. New Orleans, LA, August 2018.
- ▶ "Sandra Slaughter Service Award" by the Association for Information Systems 2017.

- ▶ Outstanding academic performance by students evaluations of the students in the classes of Enterprise Resource Planning for Business, and Technology Innovations in Informatics. Faculty of Accounting and Administration of the Universidad Nacional Autónoma de México. January 2013.
- ▶ "ANIEI-Turing Award" by the National Association of Information Technology Education Institutions (ANIEI). June 2012.
- ▶ Outstanding Reviewer Award. Contemporary Management Research. 2009.
- ▶ Illustrious Visitor by Pontificia Universidad Católica de Valparaíso, Faculty of Engineering, School of Informatics Engineering. Valparaíso, Chile. May, 2007.
- ▶ Fulbright-García Robles-LASPAU scholarship . July 1993 - August 1996.
- ▶ Academic Excellence Award 1996. University of Texas at Arlington.
- ▶ Best Evaluated Professors by ITESM CEM – 1993, 1999
- ▶ Best Paper Selection Award. AMCIS 1999. Milwaukee, WI.

### Editorial Work

#### Journals:

- ▶ Guest editor of joint special issues in “Digital Transformation in Latin America: Challenges and Opportunities” in *Information Systems Journal*, and *Electronic Journal of Information Systems in Developing Countries*, forthcoming.
- ▶ Senior Editor for the *Electronic Journal for Information Systems in Developing Countries* (Wiley)
- ▶ Senior Editor for *The Database for Advances in Information Systems* (ACM SIG MIS)
- ▶ Associate Editor for *Communications of the Association for Information Systems*.
- ▶ Editorial Review Board member for the *Communications of the Association for Information Systems* special section on COVID-19, Learning, Pedagogy, and Educational Systems (2020)
- ▶ Former editorial board member for *Contemporary Management Research* (Academy of Taiwan Information Systems Research)
- ▶ Former editorial board member for *Revista Latinoamericana y del Caribe de la Asociación de Sistemas de Información* (RELCASI - Association for Information Systems)
- ▶ Former editorial board member for *Information Week México* (non academic)
- ▶ Former editorial board member for *SG Software Guru* (non academic)
- ▶ Reviewer for *Revista Digital Espacio I+D: Innovación y Desarrollo*. Universidad Autónoma de Chiapas. 2017.
- ▶ Guest editor for a special issue on “Cross-Cultural IS Research” for *Journal of Global Information Technology Management*. 2004

#### Conferences:

- ▶ Reviewer for the Americas Conference on Information Systems, 2000 - 2022.
- ▶ Reviewer for Congreso Internacional de Innovación Educativa 2017.
- ▶ Track-chair for Conf-Irm 2011
- ▶ Mini-track chair at the Americas Conference on Information Systems in 2003 - 2005, 2007, 2008 -2011, and 2020.
- ▶ "Cross-cultural issues of IT"
- ▶ "IT in Latin America "
- ▶ "Spanish track"
- ▶ "Connecting the Americas track"
- ▶ Associate Editor for the International Conference on Information Systems, 2005 & 2006
- ▶ Associate Editor for the European Conference on Information Systems, 2009
- ▶ Reviewer for the 35 Congreso de Investigación y Desarrollo Tecnológico del ITESM. 2005.

### Event Organization in 2018-2022

- ▶ Program co-chair for ACM SIGMIS Computers and People Research Conference 2023 to be held in Pomona, CA, June 1-3 2023.
- ▶ Program Committee member for Leading and Managing in the Digital Era Conference 2023, to be held in Athens, Greece. June 19-20 2023.
- ▶ Program co-chair for ACM SIGMIS Computers and People Research Conference 2022, Atlanta, GA, June 2-4 2022.
- ▶ Spanish track co-chair for IFIP WG 9.4 Conference 2022 to be held in Lima, Peru, May 2022.
- ▶ Program co-chair for the Eleventh International Conference on Engaged Management Scholarship. The Executive DBA Council. To be hosted by Florida International University in 2021.
- ▶ Technology chair and AIS liaison for the Information Systems in Latin America Conference (ISLA) to be held online (AMCIS ancillary event) August 2021.
- ▶ Publicity co-chair for the Americas Conference on Information Systems (AMCIS) to be held online August 2021.
- ▶ Program co-chair of the 4th Information Systems in Latin America (ISLA) Conference. Online. August 2020.
- ▶ Mini-track chair for the 26th Americas Conference on Information Systems. Virtual. August 2020.
- ▶ Conference co-chair of the 25th Americas Conference on Information Systems. Cancún, Mexico. August, 2019.
- ▶ Conference committee member of the XXXII National and XVIII International Congress of Informatics and Computing of ANIEI. Puebla, Mexico, October, 2019.
- ▶ Conference committee member of the XXVIII National Directors Meeting of Faculties and Schools of Informatics and Computing of ANIEI. Ensenada, Mexico, June, 2019.
- ▶ Conference committee member of the XXXI National and XVII International Congress of Informatics and Computing of ANIEI. Guadalajara, Mexico, October, 2018.
- ▶ Conference committee member of the XXVII National Directors Meeting of Faculties and Schools of Informatics and Computing of ANIEI. Monterrey, Mexico, June, 2018.

### Service and Membership in Associations

- ▶ Association for Information Systems (AIS) –VP Meetings and Conferences 2022-2024.
- ▶ Association for Information Systems (AIS) - Member sin 1997, and served in council as AMCIS representative and Region I representative 2006-2010.
- ▶ Association for Computer Machinery (ACM) & ACM SIGMIS - member
- ▶ AIS Chapter: Asociación de Sistemas de Información de América Latina y el Caribe (LACAIS) - member, founder, and former president
- ▶ AIS Journal: Revista Latinoamericana y del Caribe de la Asociación de Sistemas de Información – co-founder and former editorial board member. Guest editor for 2020.
- ▶ AIS: AMCIS social project: Founder in 2019.
- ▶ Asociación Nacional de Instituciones de Educación en Tecnologías de la Información (ANIEI) - Region 8 representative on the board until 2018.
- ▶ Academy-Industry-Government Society for the Development of the Software Industry in Mexico (Impulsa TI) - former member of the board.
- ▶ Latin American Center for Studies in Informatics (CLEI) - former Mexico representative. Current substitute representative on the board
- ▶ Information Systems Academic Heads International (ISAHI) - former founding member

### Others

- ▶ Fulbright - García Robles scholarship evaluator for candidates to do graduate studies in the United States (COMEXUS)
- ▶ Former member of the External Committee for Incubation Project Evaluation . Innova UNAM. Universidad Nacional Autónoma de México.
- ▶ Member of the Services Subcommittee of the Unit for the Attention of People with Disabilities. Universidad Nacional Autónoma de México.
- ▶ Former member of the Normalization Committee for Work Competencies of the Electronics, Telecommunications, and Information Technologies Industry. National Council for Normalization and Certification of Work Competencies (CONOCER)
- ▶ International Accreditation Evaluator for the program on Information Systems Engineering of the Universidad Nacional de Costa Rica, by National System for Higher Education Accreditation (SINAES). April, 2005.
- ▶ Former member of the Technical Committee of the National Center for Evaluation CENEVAL.