



Biographical Sketch

Vita Revised: February 2011

JEFFREY W. ALLEN, Ph.D.

**Assistant Professor
Boston University**

Office Address: Boston University
School of Management
Information Systems Department
595 Commonwealth Avenue
Room 631
Boston, Massachusetts 02215
(617) 358-2024 Office
(617) 312-0096 Cell
E-mail: jwallen@bu.edu
<http://people.bu.edu/jwallen>



Jeff has published research in the areas of *technological innovation adoption, microcomputer playfulness, end-user computing, and decision support systems*. He holds both a M.B.A. in Finance/Information Systems and a M.S. in Risk Management and Insurance from Georgia State University. Professor Allen earned his doctorate degree in Business Administration from Georgia State University in the area of Decision Sciences. His undergraduate degree is a B.B.A. from the University of Georgia in Management Information Systems. Jeff has worked and consulted widely with such organizations as IBM, Coca-Cola, Atlanta Public Schools, Gwinnett County Schools, AT&T, Intel, Lucent Technologies and the National Football League. Though research is no longer his main focus, past research was in the area of *diffusion of innovation* which examines how the process of selecting, adopting and implementing technological change can be better managed.

A former athlete, Jeff has written several articles relating to the athlete as a social-being, the student-athlete: pro and con, “when the cheering stops”, in addition to conducting financial education seminars for the National Football League, Indiana University Credit Union, Continuing Education and IU Executive education. Jeff has taught in the areas of Decision Sciences, Information Systems, Investment Finance and Insurance at Georgia State University, Emory University, Georgia Institute of Technology, Indiana University and Boston University.

Jeff prides himself in his classroom teaching and his teacher evaluations show he is an excellent classroom professor. “I feel the classroom should be first of all an intellectual haven that encourages students to give their honest opinions and to think about the world of technology and how it affects their lives in a much more critical sense. The classroom should not only be educational, but it needs to be a fun, dynamic atmosphere to capture and retain the interest of the students. I see my teaching as a combination of high level intellectual stimulation, relevant analogies, humor with a large dose of reality”. I’m a bit like comedian Chris Rock, motivational speaker Tony Robbins and a Southern Baptist preacher”. His classroom persona has been characterized as “*motivational, creative, inspirational and most importantly educational.*” “*He’s a combination of preacher, teacher, comedian and motivator, Dr. Allen knows how to teach and he makes the learning experience challenging as well as fun. Most I’ve ever learned in a semester.*” Excellent classroom presence with instructor ratings averaging 4.46 out of 5.00 over 10 year period at Boston University.



EDUCATION:

- 1998: Georgia State University, Atlanta, GA
Ph.D. in Decision Sciences/Information Systems
- 1991: Georgia State University, Atlanta, GA
M.S., Risk Management and Insurance
- 1988: Georgia State University, Atlanta, GA
M.B.A., Finance/Information Systems
- 1985: University of Georgia, Athens, GA
B.B.A., Management Information Systems (MIS)

PROFESSIONAL EXPERIENCE:

I. Teaching Experience:

- 7/01-Present Assistant Professor
Boston University, Boston, Massachusetts
School of Management, Department of Management Information Systems

Course coordinator for Information Systems portion of the Core (IS323) as well as teach two sections per semester of the integrated core course which all business students are required to complete. Class integrates Finance, Operations Management, Marketing and Information Systems as student groups take an imaginary company from creating an incubator idea through full business plan into operation. IS portion of the class includes the creation of a Microsoft Access fully working prototype which supports the organizations information systems in the areas of Marketing and Sales, Finance and Accounting and Operations Management/Supply Chain Management. Ten year instructor average of 4.42 out of 5.0 in IS 323 class.

Developed and delivered a new course (IS 479 – Innovation with Information Systems) during Summer semester 2004. The course investigates the area of Decision support Systems where students develop sophisticated DSS models to support the decision making process in the financial services area. Using products like Microsoft Access and Microsoft Excel at the advanced level we develop financial models that simulate the decision making process of investment brokerage companies and mortgage loan organizations. Course was received very well during Summer 2004 with instructor and course evaluations of 4.67 out of 5.00. From Summer 2004 through Summer 2010, instructor average of 4.61 with a course average of 4.71.

Also have taught Summer introductory Business course for non-business students since Summer 2008. Three year instructor average of 4.58 and course average of 4.61.

Teaching Experience cont'

9/97-7/01 Assistant Professor
Indiana University, Bloomington, Indiana
Kelley School of Business
Accounting and Information Systems

Course utilizes expert systems, data base management systems and geographic information systems as “hands-on” tools. High-level utilization of Microsoft Excel & Access in conjunction with Visual Basic to assist in the decision making modeling process. Course emphasizes the acquisition of information systems and student groups are responsible for building two fully functional, automated Information Systems that support a mortgage company and investment brokerage firm. Outstanding classroom instructor averaging a 6.27 instructor rating out of 7.00 during last three years of the total 4 years at Indiana University.

9/92-9/97 Graduate Teaching Assistant/Research Assistant
Georgia State University, Atlanta, GA
Department of Decision Sciences

Courses Taught: MIS, decision support systems, decision analysis, linear programming, forecasting, model-based and data-based decision support systems, expert systems and statistics.

1/91-6/91 Adjunct Instructor
Emory University Business School, Atlanta, GA
Department of Quantitative Methods

Courses Taught: Quantitative methods and statistical analysis, MIS.



II. Industry/Consulting Experience:

7/91-Present **Financial Education Consultant**
National Football League, New York, NY

Conduct seminars in financial planning to NFL players, coaches and trainers. Seminars focus on cash management, asset protection, selecting an agent and financial advisors, asset allocation, selecting investments, 401(k) plans, tax planning, estate planning, tax deferred investments and many other financial topics specific to the athletic arena. Financial advisor to NFL, NBA and MLB players. Author of numerous cash management, asset protection, investment and tax financial planning articles.

1/95-11/03 **Technology Implementation Specialist**
American Telephone and Telegraph (AT&T), Atlanta, GA

Develop implementation strategies for new technological innovations. Lead-Trainer in the department wide migration to Windows 95 and the Microsoft Office software package. Assist in the configuration and set-up of local-area networks, wide-area networks and implementation of telecommuting communications.

3/88-12/94 **Systems Engineer**
International Business Machines (IBM), Atlanta, GA

Provided support for local area network implementation, IBM token ring, LAN server, client server, Novell NetWare, Microsoft windows and others. Responsible for the marketing, configuration, installation and technical support of IBM and non-IBM hardware and software. Well versed in telecommunications hardware and software.

1/94-9/94 **Technology Curriculum Advisor-Consultant**
Georgia Institute of Technology, Atlanta, GA

Developed and implemented computerized finance and accounting modules to assist the physically challenged in re-entering the work force.

9/90-9/92 **Risk Management Specialist- Consultant**
Atlanta Public Schools System, Atlanta, GA

Analyzed workers compensation claims and advised regarding payment, performed needs analysis for installation of a Risk Management Information System, analyzed and generated auto liability claims.

9/87-3/88 **Hardware/Software Engineer**
The Coca-Cola Company, Atlanta, GA

Performed trouble shooting of personal computers. Assisted in the implementation of three IBM System 36 systems and presented software changes to accommodate usage of the System 36. Instructed end-users on software and hardware operation and provided support to end-users via help desk.

1/86-9/87 **Staff Analyst (Co-op Student)**
International Business Machines (IBM), Atlanta, GA

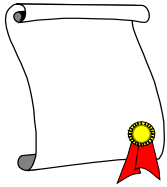
Identified software opportunities in the health care industry. Originated databases and report generators which were used department wide to increase contracts by 20%. Supported end-users software/hardware problems.

6/85-9/85 **Marketing Analyst (Summer Intern)**
PepsiCo Inc, World Headquarters, Purchase, NY

Performed marketing analysis of Pepsi products and how sales were affected by different promotional advertising campaigns. Utilized PC-Focus, Paradox, Lotus and other financial oriented software packages.

3/84-3/85 **Programmer Analyst (Co-op Student)**
Southern Company Services, Atlanta, GA

Programmed in COBOL and Fortran languages for new and existing applications.



RESEARCH GRANTS

National Football League Grant: (1998, 1999, 2000, 2001):

Previous work on decision support system that assisted National Football league teams in the selection process of potential draft choices.

KPMG Peat Marwick Foundation, IS Doctoral Student Association (1996 & 1997)

Charter member for the Information Systems Doctoral Student Association. Presented paper at the International Conference on Information Systems (ICIS) in the area of technology adoption. KPMG Peat Marwick Foundation assist in the support and development of underrepresented African-Americans, Hispanic-Americans and Native-Americans to create a diverse business school faculty.

Delta Sigma Pi Fellowship (1996 & 1997)

Recipient of Georgia State University grant for research in the area of technology adoption and implementation. Utilization of funds for pilot study for technology adoption with AT&T.

African American Faculty Research and Development Grant (1996, 1995)

Wrote and received grant for research in the area of diffusion of innovation and expert systems. Funding utilized in study of organizational structure and characteristics that hinder and assist in technology adoption.

National Consortium for Educational Access (NCEA) Grant (1992-1995)

National grant awarded to outstanding doctoral candidates for research assistantship.

Office of the Provost Doctoral Scholarship Grant (1994, 1993)

Georgia State University grant related to research in information systems implementation.

AWARDS

Voted Favorite Faculty (Summer Program 2000): Georgia State University, Atlanta, GA
Decision Sciences Institute Doctoral Student Consortium (1995)
Nominated for Graduate Teaching Award (1995)
Alpha Iota Delta (National Honor Society of Decision Sciences, 1994)
Langston Hughes Award for Outstanding African-American Doctoral Candidate (1993)
Helen C. Leith Fellowship for Life and Health Insurance (1991, 1992)
Regents Opportunity Scholarship (1990-93, 86-88)
IBM Top-Trainee Award (1988)



Although a non-tenure track faculty member at Boston University, I still try to engage myself in some research activities that I find interesting and fun. My research has two distinct but very complementary objectives. The first objective is to advance knowledge through publication in academic journals. The second goal is to disseminate knowledge about practical/applied uses of my research to the national and international Information Systems community through practitioner journals and consulting. Presently, my research work can be classified into two research streams.

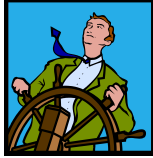
Research Stream #1: Managing Technological Innovation

Examines how the process of selecting, adopting and implementing new information technologies can be better managed in organizations. The research examines the technological aspects and perceived characteristics of the innovation as well as the characteristics of the potential adopter of the innovation. Focuses on individual, organizational and technical characteristics that might assist or hinder the innovation process and/or adoption of the innovation.

Theory Bases: Innovation Diffusion Theory
Theory of Reasoned Action, Espoused-Theories, Theories-in-use
Microcomputer Playfulness
User Adoption Characteristics

Research Stream #2: Teaching Excellence

This research examines the factors that contribute to a successful instructor in the classroom. Focuses on the factors of Organization/clarity, intellectual/scholarly, interaction with students, student motivation, presentation ability, grading/assignments and humor/energy as determining factors in the success of a classroom teacher.



I. LEADERSHIP ROLES AT BOSTON UNIVERSITY:

- **December 2007-Present: Selected as Fall 2008 Inaugural Mentor for the Posse Foundation. Mentor for 12 students from Atlanta Georgia area who were awarded full tuition scholarships as part of the Posse Foundation to attend Boston University. The Posse Foundation has been in existence for 20 years and seeks to give an opportunity to under-represented students who would typically be over-looked in the normal college admission process.**
- **Fall 2007 – Present: Member of the University Multicultural Advisory Committee which plans, coordinates, oversees and builds relationships with educational entities in the recruitment of under-represented students to the Boston University campus.**
- **Spearheaded relationship with Computer Science Department to create new, more business application oriented programming course. New Course began in Fall 2004 and has averaged about 20 students per semester.**
- **IS 323 Course Coordinator: Spring 2002 – Spring 2008**
 - **Design course materials for IS portion of Junior level integrated core course.**
- **“Official Unofficial” Director of the Undergraduate MIS Concentration”**

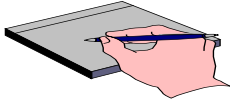
II. SERVICE ROLES:

Boston University:

- **Serve as Ad-hoc member of Faculty Council which began September 2010. Council is addressing the University issue of low African-American and Latino Faculty presence at Boston University.**
- **Serve on the Undergraduate Program Development Committee (Appointed: May 2003 - Present)**
- **Faculty Advisor to Undergraduate School of Management Students concentrating in Management Information Systems (MIS) – Fall 2001 - Present**
- **Participant at SMG Freshman Open House (Case presenter/discussant – Each year Since 2002 - Present)**
- **Participate as faculty panelist for the Boston University Multicultural weekend - Each year since 2005.**
- **Faculty liaison during Freshman Summer Orientation (Since June 2004 - Present)**
- **MIS Concentration Series Presenter (Since Spring 2002 – Present)**

Indiana University:

- **Continuing Education: Personal Financial Planning Course (1998, 1999, 2000, 2001)**



III. ACADEMIC RESEARCH:

Dissertation Topic: Completed March 1998, Georgia State University, “The Relationship between Microcomputer Playfulness and End-User Intention to Adopt Information Technology”.

Papers Presented at Conferences

Allen, Jeffrey W., Parikh, Mihir A., “The Effects of Personal Traits on IT Innovation Adoption”
(Academic), Presented at Association for Information Systems Conference,
Dallas, Texas, August 8-11, 2002.

Allen, Jeffrey W., “The Relationship Between Microcomputer Playfulness and End-User Intent to Adopt Information Technology”, (Academic), Presented at Association for Information Systems Conference, Milwaukee, Wisconsin, August 13-15, 1999.

Allen, Jeffrey W., “Microcomputer Playfulness, not just Child’s Play and End-User Adoptiveness of Information Technology” (Academic), Presented at KPMG Peat Marwick Ph.D. Project Pre-Association for Information Systems Conference, Baltimore, Maryland, August 12-16, 1998.

Allen, Jeffrey W., “Group Decision Support Systems and their Effect on Group Interactions, Group Structures, Problem Solving and Decision Making in the NFL Draft Selection of College Athletes”, Presented at KPMG Peat Marwick Ph.D. Project Pre-International Conference on Information Systems (ICIS) Conference, Atlanta, Georgia, December 14-17, 1997

Allen, Jeffrey W., “The Relationship Between Microcomputer Playfulness and End-User Adoptiveness of Information Technology”, Presenting at KPMG Peat Marwick Ph.D. Project Pre-International Conference on Information Systems (ICIS) Conference, Cleveland, Ohio, Forth Coming December 14-18, 1996.



My Perspective on Teaching :

The classroom needs to have a fun, dynamic atmosphere to capture and retain the interest of the students. I consider the classroom environment to be a “playground” of intellectual/mental stimuli where teacher and students raise thought-provoking questions and issues. The classroom atmosphere is mainly the sole responsibility of the instructor to create an environment where my students are encouraged and comfortable in voicing their ideas, opinions and not be hesitant or tentative about disagreeing with either myself or other students. Divergent points of view can have “common ground” and we all learn something from the views and ideas polar opposites. If students “just sit there”, not actively engaged in the learning process, then the problem is with the manner in which I have managed and maintained the classroom – not with the students.

This engagement is much more than simply being entertaining; but first and foremost it is based on experiential learning as the main goal in the classroom. I want people to think outside of their normal boundaries and paradigms they have created or been “held” within. I feel it is my responsibility to convey my passion and excitement about the material in the class, about academia, about life outside the classroom, and to make the material relevant to past and present experiences. I believe in teaching information systems that students “learn by doing”. Information systems is a very applied subject matter. My classes are filled with “hands-on projects” where students act as consultants/workers in building systems using advanced features of widely used software programs. These are features that typically less than 20% of the normal users are aware of, much less use, in their utilization of the product on a day to day basis. I want my students to not only understand the theory from lecture and textbooks but be able to apply that theoretical understanding into applied action in building systems that organizations can use to gain a competitive advantage. I want people to walk away with a technical “skill set” in addition to the theory. This technical skill set is only gained by having challenging projects that stretch your learning to limits you have not yet been pushed too. Through struggle and frustration comes triumph and learning.

To facilitate discussion I try to present myself more in the role of a “devils advocate”, mentor, and thought-provoker through a host of “alter-ego characters” that present themselves in the classroom to encourage conflict and to shift students “creature of habit” paradigms. I purposely work hard to remove some of the student-instructor communication distance and make myself available to students to chat about class, job opportunities and issues both academic related and non-academic related.

I enjoy with a passion the “ART” of teaching, the students themselves, and the dynamic rewards that come with seeing both the students and myself grow and learn during a semester.



IV. TEACHING EVALUATION SUMMARY

Boston University: Fall 2001 – Present

Academic Year (AY) 2010 – 2011 Teaching Evaluations: (Only Includes Fall 2010)

Overall Instructor Rating : 4.36 out of 5.0 Average
Instructor's care and concern for students : 4.60 ”

Academic Year (AY) 2009 – 2010 Teaching Evaluations:

Overall Instructor Rating : 4.31 out of 5.0 Average
Instructor's care and concern for students : 4.62 ”

Academic Year (AY) 2008 – 2009 Teaching Evaluations:

Overall Instructor Rating : 4.40 out of 5.0 Average
Instructor's care and concern for students : 4.73 ”

Academic Year (AY) 2007 – 2008 Teaching Evaluations:

Overall Instructor Rating : 4.43 out of 5.0 Average
Instructor's care and concern for students : 4.77 ”

Academic Year (AY) 2006 – 2007 Teaching Evaluations:

Overall Instructor Rating : 4.57 out of 5.0 Average
Instructor's care and concern for students : 4.79

Academic Year (AY) 2005 – 2006 Teaching Evaluations:

Overall Instructor Rating : 4.51 out of 5.0 Average
Instructor's care and concern for students : 4.46

Academic Year (AY) 2004 – 2005 Teaching Evaluations:

Overall Instructor Rating : 4.62 out of 5.0 Average
Instructor's care and concern for students : 4.75

Academic Year (AY) 2003 – 2004 Teaching Evaluations:

Overall Instructor Rating : 4.47 out of 5.0 Average
Instructor's care and concern for students : 4.64

Academic Year (AY) 2002 – 2003 Teaching Evaluations:

Overall Instructor Rating : 4.50 out of 5.0 Average
Instructor's care and concern for students : 4.71

Academic Year (AY) 2001 – 2002 Teaching Evaluations:

Overall Instructor Rating : 4.40 out of 5.0 Average
Instructor's care and concern for students : 4.62



Teaching Evaluation Summary (Based on a 7.0 Scale)

Indiana University: Fall 1997 – Summer 2001

Term	Course	Instructor Overall #20	Course Overall #19	Instructor Enthusiasm #13	Interest in Students #3
Summer 2001	S302	6.31	5.79	6.72	6.44
Spring 2001	S302	6.12	5.81	6.56	6.43
Fall 2000	S302	6.29	6.06	6.62	6.50
Spring 2000	S302	6.63	6.26	6.68	6.64
Fall 1999	S302	6.32	5.88	6.64	6.46
Spring 1999	S302	6.00	5.52	6.45	6.13
Fall 1998	S302	6.20	5.09	6.34	6.06
Spring 1998	S302	5.81	5.37	6.51	6.32
Fall 1997	S302	5.02	4.82	5.98	6.06

S302: Undergraduate Introductory Management Information Systems course.

Decision Support System Building Course/General Info Systems Concepts. Course uses the advanced features such as macro programming and visual basic of Microsoft Excel, Access and ArcView GIS (Geographic Information System).

Question Legend:

#3 : The instructor shows a genuine interest in his/her students.

#13: Instructor displayed an enthusiastic interest in the subject matter of this course.

#19: All things considered, I have benefited from having taken this course.

#20: Overall, I would rate the instructor as outstanding



Relevant Academic and Industry Technical Skill Set and Tools:

Application Software:

- MS office Suite of Productivity Tools
- Crystal Ball
- SPSS Statistical Analysis Software
- Designing Decision Support Systems using Advance Features of Excel (Visual Basis, Macros, etc)
- Host of many others

Database:

- Microsoft Access (Advance features, Visual Basic programming, macros, etc)
- Paradox Database
- Advanced level with MS Access (Visual Basic, macros, creation of application systems)
- Database Design and Management, SQL, Sequel Server, DB2, Oracle

Networking:

- MS Office XP Professional, Local Area Network Configuration from both the software and hardware perspective

Analysis and Design:

- Systems Development Life Cycle, Alternative Solution Acquisition Methods, UML/Use Cases, Entity Relationship Diagramming, Data Flow Diagramming, Process Flow diagramming,
- Excellent at problem isolation and identification.

Enterprise Resource Planning:

- Supply Chain Management
- Customer Relationship Management
- Oracle E-Business Suites
- Netsuite