

# Ashley A. Bush

Associate Dean for Faculty & Research and Julian Smith Professor of Business Administration  
Business Analytics, Information Systems & Supply Chain Department  
Herbert Wertheim College of Business • Florida State University  
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## Administrative Experience

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2025-present	Associate Dean for Faculty and Research, Florida State University
2016-2024	Department Chair, Business Analytics, Information Systems & Supply Chain Department, Florida State University

## Academic Experience

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2025-present	Julian Smith Professor of Business Administration, Florida State University
2023-2025	Bank of America Professor of Business Administration, Florida State University
2016-2023	Sprint Professor of Management Information Systems, Florida State University
2015-2016	Professor, Florida State University
2008-2015	Associate Professor, Florida State University
2002-2008	Assistant Professor, Florida State University
2001	Graduate Research Assistant, Georgia State University
1998-2000	Graduate Teaching Assistant, Georgia State University
1997-1998	Graduate Research Assistant, Georgia State University

## Education

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1997-2002	Ph.D. Computer Information Systems, Georgia State University, Atlanta, GA
1994-1997	M.S. Computer Information Systems, Georgia State University, Atlanta, GA
1983-1988	B.B.A. Management, Augusta College, Augusta, GA

## Publications

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### Refereed Journal Articles

1. Liu, Xin, Bush, Ashley A. "Trust building mechanisms in online health communities and their impact on information adoption and close relationship formation," *AIS Transactions on Replication Research*, 2022
2. Liu, Yi, Tang, Xinlin, and Bush, Ashley. "The Role of Strategic and Operational Evolution in App Success," *Information & Management*, 58(7), 2021.
3. Zhu, Zhen, Zhao, Jing, Bush, Ashley A., "The Effects of E-Business Processes in Supply Chain Operations: Process Component and Value Creation Mechanisms," *International Journal of Information Management*, 50, 2020, 273-285.

4. Tiwana, Amrit and Bush, Ashley A., "Spotting Lemons in Platform Markets: A Conjoint Experiment on Signaling," *IEEE Transactions on Engineering Management*, 61(3), 2014, 393-405.
5. Worrell, James A., Bush, Ashley A., Di Gangi, Paul M., "Cousins Separated by a Common Language: Perceptions of Information Technology Risk," *The International Journal of Digital Accounting Research*, 14, 2014, 1-34.
6. Worrell, James A., Di Gangi, Paul M., Bush, Ashley A., "Exploring the use of the Delphi method in accounting information systems research," *International Journal of Accounting Information Systems*, 14(3), September 2013, 193-208.
7. Tiwana, Amrit, Konsynski, Benn, Bush, Ashley A., "Platform Evolution: Coevolution of Platform Architecture, Governance, and Environmental Dynamics," *Information Systems Research*, 21(4), December 2010, 675-687. \*Recognized by Web of Science as a top cited paper (top 1%) in the field.
8. Bush, Ashley A., Tiwana, Amrit, Rai, Arun, "Complementarities Between Product Design Modularity and IT Infrastructure Flexibility in IT-Enabled Supply Chains," *IEEE Transactions on Engineering Management*, 57(2), May 2010, 240-254.
9. Tiwana, Amrit, Bush, Ashley A., Tsuji, Hiroshi, Sakurai, Akito, Yoshida, Kenichi, "Myths and Paradoxes in Japanese IT Offshoring," *Communications of the ACM*, 51(10), 2008, 141-145.  
Translated into Japanese: *Communications of the ACM*, 8(1), April 2009, 7-13.
10. Bush, Ashley A., Tiwana, Amrit, Tsuji, Hiroshi, "An Empirical Investigation of the Drivers of Software Outsourcing Decisions in Japanese Organizations," *Information and Software Technology*, 50, 2008. 499-510.
11. Tiwana, Amrit and Bush, Ashley A., "A Comparison of Transaction Cost, Agency, and Knowledge-based Predictors of IT Outsourcing Decisions: A US-Japan Cross-Cultural Field Study," *Journal of Management Information Systems (JMIS)*, 24(1), 2007, 263-305.
12. Rai, Arun and Bush, Ashley A., "Recalibrating Demand-Supply Chains for the Digital Economy," *Systemes d'Information et Management*, 12(2), 2007, 21-52. Nominated for best paper award.
13. Tsuji, Hiroshi, Sakurai, Akito, Yoshida, Kenichi, Tiwana, Amrit, Bush, Ashley A., "Risk Factors on Offshore Software Development by Conjoint Analysis" (in Japanese), *Journal of the IPSJ (Journal of the Information Processing Society of Japan)*, 48(2), 2007, 823-831.
14. Tiwana, Amrit and Bush, Ashley A., "Continuance in Expertise-sharing Networks: A Social Perspective," *IEEE Transactions on Engineering Management*, 52(1), 2005, 85-101.
15. Bush, Ashley A. and Tiwana, Amrit, "Designing Sticky Knowledge Networks," *Communications of the ACM*, 48(5), 2005, 66-71.
16. Puro, Sandeep, Rossi, Matti, and Bush, Ashley A., "Towards an Understanding of the Problem and Design Spaces during Object-Oriented System Development," *Information and Organization*, 12(4), October 2002, 249-281.
17. Keil, Mark, Tiwana, Amrit, Bush, Ashley A., "Reconciling User and Project Manager Perceptions of IT Project Risk: A Delphi Study," *Information Systems Journal (ISJ)*, 12(2001), 103-119.
18. Tiwana, Amrit and Bush, Ashley A., "A Social Exchange Architecture for Distributed Web Communities," *Journal of Knowledge Management*, 5(3), 2001, 242-249.

## Non-Refereed Articles

19. Rai, Arun, and Bush, Ashley, "MIS Quarterly Research Curations: Bundling for Impact," *MIS Quarterly*, September 2018, 42(3).
20. Rai, Arun, Bush, Ashley, Tiwana, Amrit, "Adaptive Planning and Optimization for Supply Chain Networks," *SAP Sponsored White Paper*, November 2002, 1-15.

## Refereed Conference Proceedings

21. Clements, Jeffrey and Bush, Ashley A., "Perceptions of Sunk Cost and Habitual IS Use," *Americas Conference on Information Systems*, Detroit, Michigan, August 5-7, 2011.
22. Clements, Jeffrey A. and Bush, Ashley A., "Habitual Use and IS Continuance," *Southern Association for Information Systems*, Atlanta, Georgia, March 25-26, 2011.
23. Lin, Shuai-fu and Bush, Ashley A., "The Effect of IT Capabilities on Cross-Functional Capabilities," *International Conference on Information Systems*, Saint Louis, Missouri, December 12-15, 2010.
24. Bush, Ashley A. and Tiwana, Amrit, "Signaling in Content Sharing Platforms," *International Conference on Information Systems*, Saint Louis, Missouri, December 12-15, 2010.
25. Lin, Shuai-fu and Bush, Ashley A., "The Complementary Effect of Manufacturing Process Modularity and IS Flexibility on Agility in Manufacturing," *Americas Conference on Information Systems*, Lima, Peru, August 12-15, 2010.
26. Di Gangi, Paul and Bush, Ashley A., "The Impact of IT Structure and Firm Interdependency on Relational Rents in Innovation Collaboration Networks," *Americas Conference on Information Systems*, Toronto, Canada, August 14-17, 2008.
27. Lewis, Carmen and Bush, Ashley A., "Boundaries and Knowledge Contribution in Interorganizational Relationships: A Social Capital Perspective," *Americas Conference on Information Systems*, Keystone, Colorado, August 9-12, 2007.
28. Worrell, James L. and Bush, Ashley A., "Perceptions of Information Technology Risk: A Delphi Study," *Americas Conference on Information Systems*, Keystone, Colorado, August 9-12, 2007.
29. Tsuji, Hiroshi, Sakurai, Akito, Yoshida, Kenichi, Tiwana, Amrit, Bush, Ashley, "Questionnaire-based Risk Assessment Scheme for Japanese Offshore Software Outsourcing," *First International Conference on Software Engineering Approaches For Offshore and Outsourced Development*, Zurich, Switzerland, February 5-6, 2007.
30. Bush, Ashley, Rai, Arun, Keil, Mark, 2001. "Netcentric Business Model Capability: An End-to-End Supply Chain Perspective," *Academy of Management 2001 Meeting*, Washington, D.C., August 3-8, 2001 (presentation only).
31. Purao, Sandeep, Bush, Ashley, Rossi, Matti, 2001. "Problem and Design Spaces during Object-Oriented Design: An Exploratory Study," *Proceedings of the 34<sup>th</sup> Hawaii International Conference on Systems Sciences*, Maui, Hawaii, January 2001.

32. Tiwana, Amrit, Bush, Ashley, 2000. "Peer-to-Peer Valuation as a Mechanism for Reinforcing Active Learning in Virtual Communities: Actualizing Social Exchange Theory," In *Proceedings of the 33<sup>rd</sup> Hawaii International Conference on Systems Sciences*, Maui, Hawaii, January 2000.
33. Bush, Ashley, Tiwana, Amrit, Keil, Mark, 1999. "Assessing User Risk Perceptions in Software Development," In *Proceedings of the 2<sup>nd</sup> Annual Conference of the Southern Association for Information Systems*, Atlanta, GA, April 1999, 153-158.
34. Bush, Ashley and Puroo, Sandeep, 1998. "A Dynamic Perspective on Variables Observed during IS Design Processes," In *Proceedings of the Fourth Americas Conference on Information Systems*, Baltimore, MD, August 14-16, 676-679.
35. Hong, Shuguang and Bush, Ashley, 1998. "Empowering Content Providers: An Approach for Developing Large Web Sites." In *Proceedings of the Fourth Americas Conference on Information Systems*, Baltimore, MD, August 14-16, 997-999.
36. Hong, Shuguang, and Bush, Ashley, 1998. "Using Databases to Maintain and Manage Large Web Sites." In *The Proceedings of Southern Conference of Association for Information Systems*, Atlanta, GA, April 1998, 33-35.

### **Book Chapter**

37. Bush, Ashley and Puroo, Sandeep, 2001. "Mapping UML Techniques to Design Activities," *Information Modeling for the New Millennium*, edited by Matti Rossi and Keng Siau, Idea Group Publishing, 202-221.

### **Research Grants**

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1. China University of Geosciences, "Featured University Program," with Zhen Zhu (China University of Geosciences), and Ashley Bush (Florida State University), 2016-2018.
2. National Natural Science Foundation of China, "Dynamically Leveraging Digital Uncertainty in E-Business Value Creation," with Jing Zhao (China University of Geosciences), Zhen Zhu (China University of Geosciences), and Ashley Bush (Florida State University), January 2014 to December 2017.
3. China National Nature Science Foundation, 280,000RMB, "A study on creating collaborative e-business capability to gain business value in a multi-firm environment," with Jing Zhao (China University of Geosciences), Zhen Zhu (China University of Geosciences), Joey George (Florida State University), and Ashley Bush (Florida State University), January 2011 to December 2013.
4. Japan's International Information Science Foundation and Japan's Strategic Software Research Consortium, ¥2 million - Funded by Hitachi, Fujitsu, Toshiba, NEC, and Mitsubishi for a multinational research study on knowledge management in software outsourcing in collaboration with Amrit Tiwana (Iowa State University), Hiroshi Tsuji (Osaka University, Japan), Kenichi Yoshida (University of Tsukuba, Japan), and Akito Sakurai (Keio University, Japan), 2006-2007.
5. Japan's International Information Science Foundation and Japan's Strategic Software Research Consortium, ¥1.76 million - Funded by Hitachi, Fujitsu, Toshiba, NEC, Mitsubishi, and IBM-Japan for a multinational research study on knowledge management in software outsourcing in collaboration with Amrit Tiwana (Iowa State University), Hiroshi Tsuji (Osaka University, Japan), Kenichi Yoshida (University of Tsukuba, Japan), and Akito Sakurai (Keio University, Japan), 2005-2006.
6. SAP Sponsored Thought-Leadership White Paper - With Arun Rai and Amrit Tiwana developed thought-leadership white paper on "Adaptive Planning and Optimization for Supply Chain Networks," 2002.

## Teaching

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### Teaching Interests

- Database and Data Management
- IS Strategy
- Interorganizational Systems

### Doctoral Seminars

- Seminar in Research Methods and the Philosophy of Science
- Seminar in Management Information Systems
- Seminar in Decision Processes and Structures

### Graduate Courses

- Database Development and Management
- Data Management in Business Analytics
- Corporate Information Security
- Information and Technology Management
- E-Business
- Social and Organizational Issues in MIS

### Undergraduate Courses

- Technology Management
- Introduction to Management Information Systems

## Service

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### Professional Service

- **Curations Editor**, *Management Information Systems Quarterly*, January 2016 – December 2020
- **Program Co-chair**, 2018 Americas Conference on Information Systems (AMCIS)
- **Executive Committee**, Americas Conference on Information Systems (AMCIS), 2017 – 2019
- **Mini-Track Chair (General Track)**, Americas Conference on Information Systems (AMCIS), 2017
- **Editorial Board**, *IEEE Transactions on Engineering Management*, September 2013 – present
- **Editorial Board**, *Information and Management*, April 2015 – December 2016
- **Editorial Board**, *Journal of Management Information Systems Special Issue on IT and Organizational Governance*, March 2012 – March 2013
- **Executive Committee**, International Conference on Information Systems (ICIS), 2011-2013
- **Treasurer**, International Conference on Information Systems (ICIS), Orlando, Florida, 2012.
- **Associate Editor**, International Conference on Information Systems (ICIS), Orlando, Florida, December 2012.
- **Session Chair**, International Conference on Information Systems (ICIS), Orlando, Florida, December 2012.
- **Associate Editor** for MIS Quarterly special issue on “IS and Environmental Sustainability,” 2010

- **Associate Editor** for the International Conference on Information Systems (ICIS), Knowledge Management track, 2009, Phoenix, AZ.
- **Associate Editor** for Communications of the AIS, 2008 - 2010.
- **Program Committee** for the INFORMS Conference on Information Systems and Technology (CIST), 2007, Seattle, WA.
- **Associate Editor** for the International Conference on Information Systems (ICIS), Electronic Enterprises track, 2004, Washington DC.
- **Ad hoc reviewer** for Information Systems Research (ISR), MIS Quarterly, Journal of Management Information Systems (JMIS), California Management Review, Decision Sciences Journal, IEEE Software, Communications of the ACM, Journal of the AIS, Journal of Strategic Information Systems, DATA BASE, International Conference on Information Systems (ICIS), Hawaii International Conference on System Sciences (HICSS), European Conference on Information Systems (ECIS), Pacific Asia Conference on Information Systems (PACIS).

## University Service

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- Provost Social Media Policy Advisory Committee, September 2025 – present
- Graduate Dean Search Committee, January 2026 – May 2026
- Quality Enhancement Plan (QEP) Committee, September 2022 – March 2024
- Provost Selection Advisory Committee, October 2021 – December 2021
- Faculty Senate Technology Committee, 2014
- Academic Honor Policy hearing panel, outside faculty member, July 2015
- Graduate Policy Committee Subcommittee Chair – Sport Management Review – January 2017 – April 2017
- Graduate Policy Committee Subcommittee – iSchool Review – January 2014 – April 2014

## College Service

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- Alumni Hall of Fame Selection Committee, March 2023
- Legacy Hall Building Committee (co-chair), Fall 2019 – Fall 2023
- Legacy Hall Building Committee (assistant chair), Fall 2017 – Summer 2019
- Online Quality Committee (chair), Fall 2014
- Promotion and Tenure Committee, 2009 – 2010
- Doctoral Advisory Committee
- Masters Policy Committee
- Distinguished Doctoral Alumni Committee
- College Scholarship Committee
- Technology Committee

## Departmental Service

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- MS in MIS Program Advisor, June 2010 – June 2016, August 2017 – August 2025
- MS in Business Analytics Program Advisor, June 2017 – August 2024
- Department Promotion, Tenure & Evaluation Committee (Chair) – January 2014 – December 2014
- MIS Curriculum Committee (Chair) – April 2013 – June 2016
- MIS Doctoral Program Advisor, January 2006 – June 2016
- MIS Department Scholarship Committee
- MIS Department Annual Review Committee
- Course coordinator ISM 3003
- Course coordinator ISM 4300

## Doctoral Committees

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- Xin Liu, member, completed June 2023

- Miaoyi Zeng, member, completed April 2023
- Yi Liu, co-chair, completed August 2018
- Jeff Clements, chair, completed April 2014
- David Gomillion, chair, completed June 2013
- Shuai-fu Lin, member, completed April 2013
- Christine Ye (Marketing), member, completed June 2013
- Tom Yoon, member, completed July 2009
- Carmen Lewis, member, completed June 2009
- Renee Pratt, member, completed May 2009
- Chris Furner, member, completed June 2008
- Catharina Serino, member, completed May 2005

### **Honors Thesis**

- Parker Franklin, chair, thesis defended March 2023
- Jenna Rabinovitch, member, thesis defended April 2020
- Carlin McCrory, chair, thesis defended April 2013

### **Honors and Awards**

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- College of Business Core Values Award, 2013, 2017
- MIS Association Teacher of the Semester, Spring 2007
- MIS Association Teacher of the Semester, Fall 2004
- Beta Gamma Sigma Honor Society