

**Curriculum Vitae**  
January 2012  
Peter M. Tingling  
Associate Professor  
Beedie School of Business  
Simon Fraser University  
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## EDUCATION

- Ph.D. Business Administration, MIS, The Richard Ivey School of Business at the University of Western Ontario. Dissertation "Institutional and Decision Theory in Evaluation: Rationality and Myths of Technology Selection". 2005
- MBA, Wilfrid Laurier University, School of Business & Economics 1998
- Fellow, Institute of Canadian Bankers 1987

## RESEARCH INTERESTS

Decision Making, Innovation, Business of Sport, Social Effects of Technology

## ACADEMIC EMPLOYMENT

- ASSOCIATE PROFESSOR Beedie School Of Business - Simon Fraser University, (Vancouver) 2011
- RESEARCH ASSOCIATE Center for the Study of Sport and Health, St. Mary's University (Halifax) 2011 - 2011
- VISITING ADJUNCT PROFESSOR – Sobey's School Of Business - St. Mary's University 2011
- ASSISTANT PROFESSOR, Beedie School Of Business - Simon Fraser University, 2005 - 2010
- SENIOR LECTURER, Beedie School Of Business - Simon Fraser University, 2003 - 2004
- SESSIONAL INSTRUCTOR, Schulich School of Business – York University, (Toronto) 2003
- LECTURER, Faculty of Consumer Studies - University of Guelph 2002 - 2003
- SESSIONAL INSTRUCTOR, School of Business & Economics - Wilfrid Laurier University, (Waterloo) 1998 – 2001
- SESSIONAL INSTRUCTOR, Humber College, North Campus (Toronto) 1992 - 1995

## HONOURS AND AWARDS

2010 Best Paper ASAC (with K. Masri)

2008 Pearson Higher Education Hardside Book of the Year (Kroenke, Gemino, Tingling)

2007 TD Canada Trust Distinguished Teaching Award

2005 Nominee for the SFU Excellence in Teaching award

2004 Literati Club Research Award for Excellence - Emerald Group Publishing.

2003 Dr. and Mrs. Geno F. Francolini Ontario Graduate Scholarship in Business Administration

2002 Second Runner Up, The Administrative Science Association of Canada (Case Track).

## RESEARCH

### Journal Articles

Tingling, P, Gemino, A, Parker, D (2011) Changing Channels: The Impact of Web 2.0 on Supply Chain Management. *Production and Information Management Journal* Volume 47, Issue 2. 31-44

Tingling, P., Masri, K. Martell, M, (2011) "Does Decision Order Matter? An Empirical Analysis of the NHL Draft." *Sport, Business & Management: An International Journal*. Volume 1, Issue 2

Tingling, P., Brydon, M. (2010) "Is Decision-Based Evidence Making Necessarily Bad?" *Sloan Management Review*, Volume 51, Issue 4, 71-76.  
(Profiled in the Financial Times and the Globe and Mail)

Wade, M., Tingling, P. (2005) "A New Twist on an Old Method: A Guide to the Applicability and Use of Web Experiments in Management Research". *The DataBase for Advances in Information Systems*. Volume 36, Issue 3, 69 – 88.

Tingling, P., Parent, M. (2004) "An exploration of enterprise technology selection and evaluation". *Journal of Strategic Information Systems*. Volume 13, Issue 4. 329-354.

Tingling, P., Parent M., Wade, M. (2003) "Extending the capabilities of Internet-based research – Lessons from the field". *Internet Research*, Volume 13, Issue 3. 223-235. (Awarded 2004 Literati Club award for excellence from Emerald Group Publishing).

Tingling, P. Parent. M. (2002), 'Mimetic Isomorphism and Technology Evaluation: Does Imitation Transcend Judgment', *Journal of the Association for Information Systems*, Volume 3, Issue 5. 113-143.

### Patents

Tingling, P. United States Utility Patent 7,693, 808 B2 "Method for Ordinal Ranking" April 6 2010

### Conference Proceedings & Presentations

Brydon, M., Tingling, P. (2011) "Aiming for the Mean: Why Isn't Drafting Better than Guessing?" In *Proceedings of the Administrative Sciences Association of Canada*. Montreal, Quebec.

Brydon, M., Tingling, P. (2011) "Better off Guessing: Measuring the Quality of Draft Decisions" MIT Sloan Sports Analytic Conference (SSAC) Evolution of Sport. Boston, MA.

Tingling, P. Masri, K. (2010) "Feast or Famine: Does Wealth Help or Hinder Innovation in Sport?" In *Proceedings of the Administrative Sciences Association of Canada*. Regina, Saskatchewan. Awarded Best Paper.

Tingling, P. Masri, K. (2009) "Differences at the Top – Does Technology Really Matter?" Administrative Sciences Association of Canada. Niagara Falls, Ontario.

Tingling, P. Rose, D. (2009) "Thermablade Inc – Skating on Thin Ice" Administrative Sciences Association of Canada. Niagara Falls, Ontario.

Tingling, P. Saeed, A. (2007) "Extreme Programming in Action – A Longitudinal Case Study". In Proceedings of the HCI International Conference, Beijing, China.

Tingling, P. Rose, D, Neitsch, D. (2007) "The Impersonation of Max Peters" In Proceedings of the Administrative Sciences Association of Canada Case Track. Ottawa, Ontario.

Tingling, P. Beaubien, L. (2006) "Evaluating Qualitative Research: Education of the Guard". In Proceedings of the 12<sup>th</sup> Americas Conference on Information Systems Acapulco, Mexico.

Tingling, P. Jung, T, Lee, D & Park, R. (2006) "Vidalia Onions - Sweet and Sour Transitions" Presented at the Administrative Sciences Association of Canada Case Track. Banff, Alberta

Tingling, P. (2005) "Organizational Making: Analytic, Ceremonial, or Illusio" In Proceedings of the International Conference on Qualitative Research in IT & IT in Qualitative Research, Brisbane, Australia.

Tingling, P. Parent, M, Meister, D. (2004) "Fidelis Bank Financial Group: Selection of a messaging system" Presented at Administrative Sciences Association of Canada, Quebec City, Quebec.

Tingling, P. (2003) "Deconstructing An Intranet Press Release: The Displacement of Industrial Education" Presented at Administrative Sciences Association Canada (ASAC), Halifax, Nova Scotia, Canada.

Tingling, P., Parent, M. (2002) "Exploiting the Capabilities of Internet-Based Research – Lessons From the Field. Symposium on Technology Enabled Research – Radical New Opportunities or Paving the Cow Paths" Panel presentation at Administrative Sciences Association Canada, Winnipeg, Canada.

Neufeld, D., Tingling, P. (2002) "Tandesc Corporation: From CRM to PRM" In Proceedings of the Administrative Sciences Association of Canada Case Track. Winnipeg, Canada Awarded Second Runner up – Best Case.

Tingling, P. (2001) "Characteristics and Performance of Japanese Investment in Africa" Presented at Administrative Science Association of Canada, London, Ontario, Canada.

### Practitioner Articles & Presentations Abridged

Tingling, P. (2011) "The Upside of Downsizing Done Right." HRMA PeopleTalk. V16 N4 14-15 Winter 2011

Tingling, P. (2009) "Avoid change at your peril." Financial Post. September 22, FPE 11

Tingling, P. (2009) "Measure Twice, Cut Once." Human Resource Professional. June July 2009. P 35.

Tingling, P. (2009) "Intuition isn't a substitute for evidence-based decision making." Financial Post. April 21, FPE 12

Tingling, P. (2008) "Don't Follow the Herd." Financial Post. December 16, FPE 1

Tingling, P. (2008) "Layoffs: Deciding who stays and who goes." Financial Post. November 25, FPE 1

Battistel, M. Ruberg, K. Tingling, P. and Johnson, M, (2008) "CIO Conversations: CIO Challenges in Mentoring Talent and Developing a Future IT Workforce". Panelist CIO Executive Summit, Vancouver, Canada.

Tingling, P. (2001) "The Future of Money and Transformation of Cash", Royal Bank of Canada Annual Technology Symposium.

Tingling, P. (2000) "Accelerated Transformation". Keynote Seminar. Ontario Government Management Board Secretariat Initiative on Strategic Technological Change and Re-Structuring.

## Working Papers / Research Pipeline

"Thermablade – Skating on Thin Ice" (Rose, D, Tingling, P.).

"Beating the Index – Is Private Information Worth Its Cost?" (Tingling, P., Martell, M, Masri, K)

"Organizational Decision Making: The Habitus of Rationality and the Illusion of Analysis." (Tingling, P)

"Organizational Decision Making: An Examination of Three Models." (Tingling, Higgins, C).

"Deconstructing an Intranet Press Release: The Displacement of Industrial Education." (Tingling, P.)

## **TEACHING**

### Books

Kroenke, Gemino, & Tingling (2010), Experiencing MIS, Second Canadian Edition, Pearson Education Canada, 2010. ISBN: 978-0-13-246542-7.

Kroenke, Gemino, & Tingling (2008), Experiencing MIS, Canadian Edition, Pearson Education Canada, 2009. ISBN: 0132396203. (Pearson Higher Education 2008 Hardside Book of the Year).

### Cases

2009 "Skating on Thin Ice – Thermablade Inc." (Tingling, P., Rose, D). Wilfrid Laurier Publishing (Teaching note available)

2007 "The Impersonation of Max Peters." Tingling, P. Rose, D, Neitsch, D. Wilfrid Laurier Publishing (Teaching note available).

"2006 Vidalia Onions: Sweet and Sour Transitions.", Tingling, P., Jung, T., Lee, D., & Park, R. Ivey Publishing 8B06M22W (Teaching note available).

2004 "Fidelis Bank Financial Group: Selection of a messaging system." Tingling, P., Parent, M. Meister, D. Ivey Publishing 9B04E001 (Teaching note available).

2002 "Tandesc Corporation: From CRM to PRM," Neufeld, D. Tingling, P. Ivey Publishing 9B02E005 (Teaching note available). Awarded Second Runner up – Best Case.

2000 "HighStreet Asset Management." Purchasing Managers Association of Canada, (2002) Tingling, P, Erskine, J. and Leenders, M. (Teaching note available).

### Courses Taught

Simon Fraser University

2011 - BUS237 – Introduction to Management Information Systems

2010 - BUS201 – Introduction to Business in the Network Economy

2010 - BUS468 – Managing IT for Business Value

2010 – BUS130 – Introduction to Business in the Network Economy

2009 - BUS237 - (2 Sessions) Management Information Systems  
2009 - BUS863 - Operational Risk (Masters in Finance)  
2009 - BUS458 – Sustainability & Critical Issues in MIS – Honours Semester  
2009 - Risk & Governance – Executive CMA program

2008 - BUS237 - (2 Sessions) Management Information Systems  
2008 - BUS863 - Operational Risk (Masters in Financial Risk)  
2008 - BUS458 – Sustainability & Critical Issues in MIS – Honours Semester

2007 - BUS863.2 - Operational Risk (Masters in Financial Risk)  
2007 - BUS237 - (3 Sessions) Management Information Systems

2006 - BUS863.2 - Operational Risk (Masters in Finance)  
2006 - BUS 237 - (4 sessions) Management Information Systems  
2006 - BUS 468 – Management Information Systems

2005 - BUS 237 (2 sessions) – Management Information systems  
2005 - BUS 468 – Management information systems

2004 - BUS 468 – Management Information Systems  
2004 - BUS 364 (2 sessions) – Information systems in organizations and society

## SERVICE

### Academic (Formal, Internal)

Internal Examiner - PhD proposal defense - Joyce Shang (2011)  
Examining Committee Oral Comprehensive (PhD) Exam - Joyce Shang (2010)  
Member - Senate Committee on Disciplinary Appeals – 2009, 2010  
Member - Teaching Effectiveness Committee 2008, 2009  
Member - Senate Committee on Academic Integrity in Student Learning & Evaluation (SCAISLE) 2007 - 2009  
Senator - University Senate (2006) (Interim Replacement)  
Member - Senate Committee on Continuing Studies (2006)  
Member - Appointments Committee (2005 - 2006)  
Member - Faculty of Business Administration Undergraduate Curriculum Committee (2004 - 2005)  
Member - SFU Economic Benefits Committee (2004)

### Academic (Informal, Internal, Abridged)

Coach – Warsaw Negotiation Round (Poland) 2011  
Coach – Maastricht Case Competition (Netherlands) 2011  
Coach - Apex Global Case Competition (Singapore) 2009, 2010  
Coach - CaseIT Case Competition 2008  
Coach - IB Case Competition (Austin Texas), 2005, 2006, 2007, 2008  
Coach - MMICC Case Competition (Montreal) 2006, 2007  
Coach - JDC Case Competition 2005, MIS, Policy, & Entrepreneurship, 2006 MIS.  
Coach - ICBC Case Competition (Montreal) 2004, 2005, 2006,  
Advisor / Judging Coach - CaseIT – 2004, 2005, 2006, 2007, 2009

### Academic (External)

Reviewer - Journal of Engineering and Technology Management (2011)  
Reviewer - Information and Technology (2010)  
Guest Editor - Information Systems Frontiers (2010)  
Reviewer - Journal of Small Business and Entrepreneurship (2010)  
Reviewer - Information Technology & People (2009)  
Reviewer - International Conference on Information Systems (ICIS) (2009)

Reviewer - Management Information Systems Quarterly (2008)  
Associate Editor - ICIS Case Track (2007)  
Reviewer - Americas Conference on Information Systems (AMCIS) (2006)  
Reviewer - Human Computer Interaction Conference (HCII) (2006)  
Reviewer - International Conference on Information Systems (ICIS) (2006)  
Reviewer (2006) - Journal of Competitive Intelligence and Management  
Reviewer - Journal of Strategic Information Systems (2005)  
Reviewer - Information Systems Frontier (2005)  
Reviewer - Canadian Journal of Administrative Sciences (2005).  
Reviewer - Administrative Sciences Association of Canada (ASAC) 2003 – 2011  
Discussant - ASAC 2004, 2005, 2007, 2008, 2011 (Track Chair & Discussant) 2010  
Reviewer - Journal of Strategic Information Systems (2004)  
Reviewer - Diffusion of Innovation SIG at ICIS. 2003, 2004  
Reviewer - Journal of Management Information Systems 2002

## Service at Large

Board Member - CIO Association of Vancouver (2005 –2008).

(1998) Consultant on governance issues to the Board of Directors - Send 'em off Smiling. A federally regulated non-profit. (Author of Articles of Incorporation & Attorney of Record)

(1997) Volunteer Speaker - Junior Achievement - Economics of Staying in School.

## INDUSTRIAL EMPLOYMENT

Founder & CEO, Octothorpe Software Corporation	2004 -
Strategist - Global Consulting Firm.	1999 - 2001
Consultant - Executive Offices, Schedule 1 Bank.	1998 - 1999
Systems Director - Financial Services Firm.	1995 - 1998
Managing Consultant - Corporate Re-structuring	1994 - 1995
Senior Technologist, Schedule 1 Bank.	1980 - 1993

## Media Appearances (Abridged)

City TV – Decision Making and the Draft, June 23 2011

TV Canada AM, Decision making and hockey June 25, 2010.

Victoria Radio, CFAX AM 1070, Innovation and the Business of Sport May 31, 2010.

Calgary Sports Radio AM 770 CHQR, Innovation in the NHL May 28, 2010.

Vancouver Radio 1040 Sports Business with Tom Mayenknecht, Discussion of NHL finance and amateur drafting June 27, 2009.

CBC Syndicated Radio (Separate segments in Vancouver, Montreal, Thunder Bay, Victoria, Windsor, Cape Breton, Winnipeg, Ottawa, White Horse, Yellowknife), Discussion of amateur and professional hockey, June 26, 2009.

The National CBC News – Evening Edition, The NHL Draft, June 26, 2009.

Global News Morning Edition, NHL Decision Making, Vancouver June 26, 2009.

The Christy Clark Show, Decision Making, June 26, 2009.

CBC Toronto Morning Radio with Teddy Katz, Amateur hockey, June 24, 2009.

Global News BC, Canada Post home delivery, May 6, 2009.

The CBC Early Edition with Rick Cluff, Downsizing, Vancouver December 18, 2008.

Calgary Morning Radio AM 770, The Dave Rutherford Show, Deciding who gets a pink slip. December 8, 2008.