

# Dr. Beena George

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Management  
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## Professional Positions

Chief Innovation Officer, University. (July 1, 2019 – June 30, 2022).

Dean, Cameron School of Business (May 20, 2013 - June 30, 2019).

Associate Dean, Cameron School of Business (August 2011 - May 19, 2013).

Chair, Assessment Committee, Cameron School of Business (August 2007 - July 2011).

Professor, Cameron School of Business (August 2016 - Present)

Associate Professor, Cameron School of Business (August 2009 – June 2016)

Assistant Professor, Cameron School of Business (August 2006 – June 2009)

## Education

PhD, Management Information Systems. University of Houston, 2006.

MBA, Management Information Systems, Marketing. Indian Institute of Management, 1986.

BS, Physics, Mathematics, Statistics. University of Kerala, 1983.

## Licensures and Certifications

GIC iX Innovation Execution Program, Stanford Center for Professional Development. (May 6, 2022 - Present).

Exploring Competency-based Education, Online Learning Consortium. (November 2021-Present).

IMGB Innovation Management Green Belt, Innovation 360, Sweden. (November 9, 2021 - Present).

Online Teaching, with specialization in Blended Learning, Sloan Consortium. (September 2010 - Present).

Intermediate Second Life for Educators, Sloan Consortium. (July 2010 - Present).

Innovation360 Licensed Practitioner, Innovation 360 Group, Sweden. (September 23, 2020 - April 30, 2022).

## Professional Memberships

US Delegate for International Organization for Standardization (ISO)'s Innovation Management (56000) Standards. (March 2021 – Present).

Association for Computing Machinery. (November 7, 2010 - Present).

Academy of International Business. (April 2010 - Present).

Academic Advocate at the University of St. Thomas, ISACA. (2007 - Present).

International Association of Outsourcing Professionals. (2006 - Present).

Academy of Management. (2003 - Present).

Association for Information Systems. (2000 - Present).

## Awards and Honors

Woman Leader in Higher Education, Houston Business Journal, 2019

Fifty Most Influential Women in Houston, 2014

Joseph McFadden Award for Excellence in Service, University of St. Thomas. (August 2011).

Allied Academies Distinguished Research Award, Allied Academies. (2008).

Sourcing Management course recognized as Bridge Program by IAOP, IAOP. (July 15, 2008).

Cameron School of Business Research Grant, Cameron School of Business. (May 2008).

Included in Who's Who Among America's Teachers. (May 2007).

Association of Innovation Systems Award for Excellence in Innovation in IS Education, Association of Information Systems. (August 2004).

## Media Appearances and Interviews

CW 39. (July 3, 2008).

## Publications

Taj, S., George, B. (2016). Sustainability and Business Model Innovation at the Bottom of the Pyramid: A Graduate Business Project. 8(2).

George, B. (2015). Innovations in Outsourcing - the case of Boston Scientific.. International Association of Outsourcing Professionals. [www.iaop.org/Content/19/165/4141](http://www.iaop.org/Content/19/165/4141)

George, B., Hirschheim, R., von Stetten, A. (2014). Through the Lens of Social Capital: A Research Agenda for Studying IT Outsourcing. [dx.doi.org/10.1108/SO-12-2013-0025](https://doi.org/10.1108/SO-12-2013-0025)

Love, J., Hirschheim, R., George, B. (2014). Is the IS Crisis Real?: Business School Deans and IS Academics Respond. 45(4). <http://dl.acm.org/citation.cfm?id=2691519>

- George, B., Hirschheim, R., Jayatilaka, B., Das, M. (2014). Social Capital: A Framework for Studying IT Outsourcing. (pp. 451-476). Springer Link.  
[link.springer.com/chapter/10.1007%2F978-3-662-43820-6\\_18](http://link.springer.com/chapter/10.1007%2F978-3-662-43820-6_18)
- Simms, M., George, B. (2014). Approaching Assessment from a Learning Perspective: Elevating Assessment beyond Technique. 26(1), 95-104. [www.springer.com](http://www.springer.com)
- George, B. (2013). Innovations in Outsourcing - the Sprint Nextel Experience.. International Association of Outsourcing Professionals.
- Fischer, T., Hirschheim, R., George, B. (2012). Governance in Outsourcing Relationships – The Role of Information Technologies.. International Conference on Information Systems.
- Taj, S., Badaa, S., Garcia-DeLeone, S., George, B. (2012). Morocco's Novatis Group: Diaper Manufacturing in a Developing Country. (8th ed., vol. 2, pp. 11). Emerald Emerging Markets Case Studies. [dx.doi.org/10.1108/20450621211295569](http://dx.doi.org/10.1108/20450621211295569)
- George, B., Khoja, F. (2012). Doing good and making profits: a case study of Affordable Business Solutions. 32(2).
- George, B. (2012). Best Practices in Outsourcing - the P&G Experience.. International Association of Outsourcing Professionals.
- George, B., Delcours, N. (2012). Integration: an elusive concept. 7.
- George, B. (2011). Bringing the library to the student in a blended course.. Proceedings of the 27th Annual Conference on Distance Teaching & Learning.
- George, B. (2011). Boundary Spanners and Client Vendor Relationships in IT Outsourcing: A Social Capital Perspective.. Proceedings of the 49th SIGMIS Annual Conference on Computer Personnel Research.
- Morosan, C., Karns, G., George, B., Petkus, E. (2011). A Study of Adoption of Electronic Textbooks in Marketing Classes. (pp. 4). San Diego, CA: Marketing Educators Association.
- George, B., Davis, A. (2011). Development of Scales for Global Business Mindedness.. Proceedings of the Academy of International Business - Southwest 2011 Conference.
- George, B., Krishna, S. (2011). Innovations in Outsourcing - the Microsoft Experience.. International Association of Outsourcing Professionals.  
[www.iaop.org/Download/Default.aspx?ID=1543](http://www.iaop.org/Download/Default.aspx?ID=1543)
- George, B. (2010). The Role of Consultants in the Outsourcing Lifecycle.. Proceedings of the Academy of International Business - Southwest 2010 Conference.
- Dykman, C., George, B. (2009). Educational Tutoring Originating in India – An International Response to the “No Child Left Behind” Act. 13(1), 53-59.
- George, B., Dykman, C., Khosrow-Pour, M. (2009). Virtual Tutoring: The Case of TutorVista. 11(3), 45-61. [www.igi-global.com](http://www.igi-global.com)
- Dykman, C., George, B. (2008). A New Twist on E-Commerce: Educational Tutoring Originating in India.. Tunica, Mississippi: Allied Academies Proceedings.
- George, B., McGee, R. (2008). Ethics of Tax Evasion: A comparison of India and US. 9(3).

- George, B. (2008). Exploring IS Outsourcing Relationships – The Role of Social Capital... VDM Verlag.
- George, B. (2008). Efectos de la Globalización: Una Mirada Interdisciplinary..
- Dykman, C., George, B. (2008). Tutors and Tutees on the Net: What are the real issues?.. Southwest Association for International Business.
- George, B. (2007). Three waves of Information Technology Outsourcing..
- George, B. (2007). The offshore outsourcing landscape: historical development and challenges for the I.S. discipline...
- George, B. (2005). Antecedents of inappropriate email use.. Proceedings of the Academy of Global Business Advancement.
- George, B. (2004). Information Technology Outsourcing: The Move towards Offshoring.
- George, B. (2000). Modeling the Technology Adoption Decision: The Impact and Generalizability of the Perceived Characteristics of Innovating Inventory on Email Adoption.. Diffusion Interest Group in Information Technology Workshop.
- George, B. (2000). A Framework for IT Evaluation Research.. Long Beach, CA: American Conference on Information Systems.

## **Presentations**

- George, B., Assessment Institute, "Data Management for Assessment," IUPUI, napolis, India. (October 29, 2012).
- George, B., Briefing on South India, World Affairs Council of Houston. (August 2, 2012).
- George, B. (Presenter & Author), Rosell, R. (Author Only), MacDonald, C. (Author Only), Association of History, Literature, Science and Technology Interdisciplinary Conference, "Student Perceptions of a Learning Management System," Houston, TX. (May 2012).
- Simms, M. (Other), George, B., TAMU, "Elevating Assessment beyond Technique," Texas A&M, College Station, TX. (February 22, 2012).
- George, B., Outsourcing Institute Roadshow, "Trends and Innovations in Outsourcing," Outsourcing Institute, Houston. (December 8, 2011).
- George, B., CFE Presentation, "Blended Learning: The Pros and Cons of Hybrid Courses." (November 2, 2011).
- Delcoure, N. (Author Only), George, B. (Presenter & Author), AABRI, "Integration: an elusive concept," Las Vegas, NV. (October 2011).
- George, B. (Presenter & Author), Kelleher, M. (Presenter & Author), 27th Annual Conference on Distance Teaching & Learning, "Bringing the library to the student in a blended course," University of Wisconsin - Madison, Madison, WI. (August 4, 2011).
- Aundhe, M. (Author Only), George, B. (Presenter & Author), Hirschheim, R. (Author Only), 49th SIGMIS Annual Conference on Computer Personnel Research, "Boundary Spanners and

- Client Vendor Relationships in IT Outsourcing: A Social Capital Perspective," Association for Computing Machinery, San Antonio, TX. (May 20, 2011).
- Morosan, C., Karns, G., George, B., Marketing Educators' Association Conference, "A Study of Adoption of Electronic Textbooks in Marketing Classes," Marketing Educators Association, San Diego, CA. (April 2011).
- George, B., AEF Annual Meeting, "Blended Learning Techniques for Teaching Economics and Finance," Academy of Economics and Finance, Jacksonville, FL. (February 12, 2011).
- George, B., IAOP Symposium, "ToolsMAP: The Next Steps." (October 25, 2010).
- Dykman, C., George, B., "Transforming Your Classes with Blended Learning," University of St. Thomas - Center for Faculty Excellence, Houston, TX. (April 23, 2010).
- George, B. (Presenter & Author), Delcoure, N. (Author Only), Academy of International Business, "Integration: an elusive concept," FBD, Dallas, TX. (March 3, 2010).
- George, B. (Presenter & Author), Delcoure, N. (Author Only), Academy of International Business, "Integration: an elusive concept," FBD, Dallas, TX. (March 3, 2010).
- Trivedi, S. (Presenter & Author), George, B. (Presenter & Author), Academy of International Business, "The Role of Consultants in the Outsourcing Lifecycle," FBD, Dallas, TX. (March 3, 2010).
- George, B., Meeting of the IAOP Outsourcing Tools & Technology Innovation Chapter, "ToolsMAP - An Update." (February 2, 2010).
- George, B., Henderson, M., CFE Workshop, "There's an App for that!." (November 11, 2009).
- George, B., Meeting of the IAOP Outsourcing Tools & Technology Innovation Chapter, "ToolsMAP V1: Introducing the Providers." (August 25, 2009).
- George, B., Meeting of the IAOP Outsourcing Tools & Technology Innovation Chapter, "Release of ToolsMAP V1." (July 29, 2009).
- George, B., Mendenhall Summer Program, "Things that faculty wish students knew," Mendenhall Center, University of St. Thomas. (July 17, 2009).
- George, B., International Association of Outsourcing Professionals Governance Forum, Chicago. (September 9, 2008).
- Dykman, C. (Presenter & Author), George, B. (Author Only), Academy for Studies in International Business, "A New Twist on E-Commerce-Educational Tutoring Originating in India," Allied Academies, Tunica, MS. (April 2008).
- George, B., President's Research Symposium, University of St. Thomas, "Faculty Librarian Collaboration." (March 2008).
- Dykman, C. (Presenter & Author), George, B. (Author Only), Academy of International Business - Southwest, "Tutors and Tutees on the Net-What are the Real Issues?," Federation of Business Disciplines, Houston, TX. (March 2008).
- Morefield, R. (Presenter & Author), George, B. (Author Only), Southwest Decision Sciences Institute Thirty-Ninth Annual Conference, "Technology in the Economics Classroom: Student

Perceptions of and Attitudes towards the Use of Hand-Held "Clicker" Systems," Southwest Decision Sciences Institute, Houston, TX. (March 6, 2008).

George, B., Southwest Academy of International Business Conference, "Study Abroad Programs: Making it Work for Everyone," San Diego, CA. (March 15, 2007).

George, B., President's Research Symposium, University of St. Thomas, "Study Abroad Programs: Making it Work for Everyone." (February 2007).

George, B., Americas Conference on Information Systems, "Innovations in Information Systems Education -- Reflections of AIS Award (2004) Winners," Omaha, Nebraska. (August 12, 2005).

## **Teaching Experience**

ICUSTA Course: Globalization & Technology module, 1 course.

BIB 4399, Senior Seminar, 8 courses.

FINA 3350, Investment Analysis, 1 course.

MBA 5191, Internship, 1 course.

MBA 5306, Introduction to Graduate Studies, 2 courses.

MBA 5315, Operations Management and Supply Chain, 2 courses.

MBA 5322, Organizational Behavior, 2 courses.

MBA 5357, Management Information Systems, 5 courses.

MBA 5366, Sourcing Management, 6 courses.

MBA 5370, Applied Strategic Management, 7 courses.

MBA 5393, Study Abroad, 2 courses.

MBA 5399, Independent Research, 1 course.

MCTM 5318, Practicum, 3 courses.

MCTM 5351, Market Analysis and the Competitive Landscape, 1 course.

MCTM 5361, Idea to Clinic 1: Pre-clinical, 1 course.

MCTM 5371, Business Model Innovation in the Life Sciences, 1 course.

MCTM 5373, Capstone - Strategy & Entrepreneurship, 2 courses.

MCTM 5391, Internship, 1 course.

MCTM 5911, Intro to Clinical Trans Mgmt, 2 courses.

MCTM 5941, Marketing Principles, 2 courses.

MCTM 5947, Market Opportunity Analysis, 1 course.

MCTM 5994, New Venture Design & Implement, 3 courses.

MCTM 5998, Capstone-Part I: Entrepren Pri, 3 courses.

MCTM 5999, Capstone-Part II Strategic Mgm, 3 courses.

MGMT 3390, Management Information Systems, 2 courses.

MGMT 4192, Directed Readings, 1 course.

MGMT 4292, Independent Study: Use of Social Media, 3 courses.

MGMT 4369, Practicum in Entrepreneurship, 1 course.

MGMT 4391, Internship in Business Administration, 2 courses.

MGMT 4392, Independent Study: Strategy for Sustainable Business, 3 courses.

MGMT 4393, Special Topics: Business Administration/Marketing, 1 course.

MGMT 4399, Senior Seminar, 31 courses.

MIB 5393, Special Topics - Sourcing Management, 1 course.

MKTG 3344, Marketing Applications, 3 courses.

MKTG 3345, Consumer Behavior, 1 course.

MKTG 3346, Advertising and Integrated Communication, 1 course.

MKTG 3351, Marketing Research, 2 courses.

UNIV1111, Freshman Symposium, 1 course.

## Directed Student Learning

Dissertation Committee Member. (August 2011 – August 2013).

Advised: Santiago Pena

Supervised Research, "How do Cultural and Technological Factors in India Contribute to Sustainable IT Innovation?," Management. (June 2008 - March 2009).

Advised: Paul Marek

Supervised Research, "Growth sustainability within Indian IT/BPO industry," Management. (June 2008 - March 2009).

Advised: Joe Ponce de Leon

Supervised Research, "Benefits of Automating Business Continuity: Disaster Recovery Plans," Management. (September 2007 - April 2008).

Advised: Yvette Mitchell

Supervised Research, "India- THE PERFECT CULTURE FOR BUSINESS SUCCESS," Management. (June 2006 - March 2007).

Advised: Kashif Khurshid

Supervised Research, "Corporate Profits and Offshore Outsourcing Can the Average American Worker Actually Compete in the Global Marketplace?," Management. (June 2006 - March 2007).

Advised: Joseph Tovlin

Supervised Research, "The Global Impacts of Outsourcing: Corporate Governance beyond the corporation and its shareholders," Management. (June 2006 - March 2007).

Advised: Cynthia Jimenez

Supervised Research, "DO MBA STUDENTS FIND STUDY ABROAD PROGRAMS BENEFICIAL. CURRICULUM ADDITIONS?," Management. (June 2006 - March 2007).

Advised: Christina Luffman