

# Curriculum Vitae

## Guangming Cao



### ACADEMIC AND PROFESSIONAL QUALIFICATIONS

- BSc in Engineering, Northwestern Polytechnical University, China
- MSc in Systems Engineering, Northwestern Polytechnical University, China
- PhD in Systems Thinking and Change Management, University of Luton, UK
- Fellow of Higher Education Academy (FHEA)

### ACADEMIC EMPLOYMENT

- 2020-date Ajman University, UAE, Professor of Data Analytics
- 2019-2020 Ajman University, UAE, Associate Professor of Data Analytics
- 2011 – 2019 University of Bedfordshire, UK, Principal Lecturer (Associate Professor equivalent) in Business Systems
- 2000 – 2010 University of Ulster, UK, Lecturer in Management
- 1996 – 1999 University of Luton, UK, PhD Research Student (fully funded by a scholarship)
- 1995 – 1996 Manchester Business School, UK, Visiting Fellow
- 1992 – 1995 Northwestern Polytechnical University, China, Associate Professor in Management, Associate Dean (Teaching & Learning), Director of joint Sino-British MBA programme
- 1989 – 1991 Northwestern Polytechnical University, China, Lecturer in Management
- 1987 – 1988 Lancaster University, UK, Visiting Scholar
- 1985 – 1986 Northwestern Polytechnical University, China, Assistant Lecturer in Management

### TEACHING

- 2019-date: Organizational research perspectives (DBA), Business research methods (MBA), E-business (BSc), Project management (BSc), and Business research methods (BSc)
- Unit coordinator (2011- 2019): Business research Methods (MSc), Web Marketing (MSc), Web Analytics and Application (MSc), Analytics project (MSc), Digital Business Management (MSc/MBA), Digital Analytics (MSc), Strategic Management of Information Systems (MSc), Digital Marketing (MSc/MBA), Digital Technology Management (MBA), Research Design and Structural Equation Modelling (PhD), and Quantitative research method (PhD)
- 2000-2010: Managing Information Systems (BA), E-business (BA), Managing the Digital Enterprises (MBA/MSc), and Information for Management Decision Making (MBA/MSc)
- 1985-1996: Operational Research (BSc/MSc), Organisational Behaviour (BSc), Systems Engineering (MSc), and Management (BSc)

### CONSULTANCY

- 2014-date: Digital/Google analytics with SMEs

### ADMINISTRATION EXPERIENCE

- Diversity, Equality and Inclusion Committee, Ajman University (September 9, 2021-date)
- Head of the Department of Management, College of Business Administration, Ajman



- University (January-August, 2021)
- Head of Digital Transformation Research Centre, Ajman University (November 2020-date)
  - Co-chair of Strategic Planning Monitoring Committee, Ajman University (September 2020-date)
  - Head of Business and Management Cluster of University Research Consortium, Ajman University (November 2020-date)
  - Head of College Research Committee, College of Business Administration, Ajman University (August 2020-August 2021)
  - College representative of Council of Research, Ajman University (August 2020-August 2021)
  - Member of College Research Committee, College of Business Administration, Ajman University (September 2019-August 2021)
  - Member of Task Force on Website/Social Media and PR, Ajman University (January, 2021-date)
  - Chair of Business School Ethics Committee (May 2017-August 2019)
  - Portfolio leader for PG Business Systems courses (MSc Project Management, MSc Purchasing, Logistic and Supply Chain Management, MSc Sustainable Management, and MSc Information Systems Management), responsible for the academic leadership and development of the portfolio (2011-2019)
  - Course coordinator for MSc Information Systems Management (2017-2019)
  - Course coordinator for MSc Business Web Analytics and Management (2012-2016), responsible for maintaining an oversight of the course and coordinating the activities of the course team.
  - Member of Faculty Teaching Quality and Standards Committee (2011-2019)
  - Member of internal review panel for Periodic Review and Course Validation for a number of courses (2011-2019)
  - Full-time MBA course director, maintaining an oversight of the course and coordinating the activities of the course team (2004-2009)
  - Associate Dean (Teaching & Learning) of Management School, responsible for the academic leadership and development of Teaching & Learning activities within the School (1993-1995)
  - Dean Assistant (Teaching & Learning), working with the academic dean on coordinating all programme activities (1991-1993)
  - Director of joint Sino-British MBA programme, responsible for maintaining an oversight of the programme and coordinating the activities of the programme within the Management School (1991-1995)
  - Head of Teaching and Research Group (1988-1990), responsible for the academic leadership and development of Teaching and Research activities

## EXAMINING OF TAUGHT DEGREES

- 2016-2021: **External Examiner**, Ulster University Business School, Newtownabbey, Northern Ireland, UK
  - Master of Business Administration (FT/PT) (Jordanstown);
  - Master of Business Administration (PT) (Magee);
  - Master of Business Administration (with specialist pathway in Creative Technologies) (PT) (Magee)
- 2011-2019: **Member of internal review panel** (Faculty and University) for Periodic Review and Course Approval for a number of undergraduate and postgraduate courses.
- 2011-2019: **Internal faculty chair of examination board**

## RESEARCH INTERESTS

- Artificial intelligence for organizational decision-making, Big data and business analytics, Learning analytics, Marketing capabilities, Business value of information technology, Strategic IT alignment, Supply chain management, Systems thinking, and IT-enabled change management

## RESEARCH FUNDING

- “A configuration theory analysis of aligning business strategy with supply chain, marketing, HR and IT strategies and impact on B2B firms performance”, Ajman University (Oct 2021-Sept. 2022, investigator) –43,000AED
- “Why and How Consumers are Loyal and Disloyal to Credit Card Brands?” Ajman University (Oct 2021-Sept. 2022, investigator) –49,000AED
- “A framework for understanding and managing information quality issues in organizational decision-making”, Ajman University (Oct 2021-Sept. 2022, principal investigator) – 41,836AED
- “Understanding the role of Cultural Enablers in Supply Chain Digital Transformation”, Ajman University (Oct 2021-Sept. 2022, principal investigator) – 38,740AED
- “Antecedents, Consequences, and Moderators of Social Media Marketing in B2B SME Settings”, Ajman University (Oct 2020-Sept. 2021, co-principal investigator) – 45,000AED
- “Understanding the Dark Side of Using Artificial Intelligence in organizational decision making: An Empirical Study”, Ajman University (December 2019-Sept. 2020, principal investigator) – 15,000AED
- “Enhancing Customer-Linking Marketing Capabilities Using Marketing Analytics”, Ajman University (December 2019-January 2020, principal investigator) – 15,000AED
- “Land-Mobility - Innovative and digital training materials to foster land mobility initiatives”. An Erasmus+ KA2 project funded by EU's Erasmus+ Programme. 2019 -2021, co-applicant, € 51986.00 9 (University of Bedfordshire)
- “Alternative Pathways to Utilising Marketing Analytics: A Fuzzy-Set Qualitative Comparative Analysis”, University of Bedfordshire (December 2017-July 2018, principal investigator) - £2,980
- “Understanding the state of the art research on the use and impact of Big Data and Analytics: A systematic literature review”, University of Bedfordshire (December 2017-July 2018, investigator) -£2,880
- Talented Europe - a project to facilitate and promote the employability of young talented students using Apps. An Erasmus+ KA2 project funded by EU's Erasmus+ Programme (2015-2017, Investigator)
- “Pilot Study to Evaluate the Teaching Quality and Student Learning Experience of an Innovative Approach for Masters Programmes at UBBS”, University of Bedfordshire (January-July 2017, investigator) - £3,800
- “Marketing Analytics and Its Impact on Firm Performance: Evidence from UK Firms”, University of Bedfordshire (January-July 2017, principal investigator) - £2,480
- “Understanding the critical success factors for Learning Analytics success from an IT affordance perspective”, University of Bedfordshire (January-July 2017, investigator) - £2,418
- “Understanding the Impact of Business Analytics on Decision-Making Effectiveness”, BMRI Internal Project Funding, University of Bedfordshire (December 2013-July 2014) (Principal Investigator) - £2,500
- “Assessing the impact of a data-driven culture on organisational performance”, Rising Star Programme, University of Bedfordshire (July 2012 – June 2013) (Principal Investigator) - £8,700
- “Investigating the diffusion and impact of data and business analytics on performance of



retail firms in the UK”, Research Investment Programme, University of Bedfordshire (January 2012 – July 2012) (co-investigator) - £20,000

- “Strategic ICT for Managing Student Engagement”, JISC Transformations Programme (December 2011 –July 2013) (project investigator) - £15,000
- “Change Management in the Aviation Industry ”, Chines Aviation Research Foundation (1995-1996) (Principal Investigator) – CNY15,000
- “Strategic Decision-making Systems”, The National Natural Science Foundation of China (1990-1993) (co-investigator) – CNY25,000
- “Computer-Aided Activity Network Analysis”, The National Natural Science Foundation of China (1985-1990) (co-investigator) – CNY35,000

### **COMPLETED PHD**

- 2008: Frank Wiengarten, Exploring the relationship between collaborative technologies and the performance of collaborative e-business models
- 2015: Hakim Ali Mahesar, The Impact of HRM Bundles and Organisational Commitment on Managers’ Turnover Intentions
- 2018: Abdulrahman Al-Surmi, The Impact of Triadic Strategic Alignment on Organisational Performance in Yemen
- 2018: Claudette Kika, Supporting Student Experience Management with Learning Analytics in the UK Higher Education Sector
- 2018: Seyefar Clement, SME Decision-making in Using Bank Loans: Applying an Adapted Model with Attitudinal Variables of the Theory of Planned Behaviour in Nigeria
- 2019: Abdul Ali , The Impact of Strategic Resources on Green Supply Chain Management practice and performance of SME food businesses in the UK
- 2020: Andrina Nila Halder, A relational study on celebrity influence, relational influence and positive electronic word-of-mouth in the context of fine dining restaurant in England

### **COMPLETED MPhil**

- 2018: Pramitkumar Shah, Reducing edible food waste in the UK food manufacturing supply chain through collaboration

### **PHD EXAMINER**

- Five

### **MEMBERSHIP OF PROFESSIONAL BODIES**

- Member of Association for Information Systems (AIS)
- Member of International Society for the Systems Science (ISSS)
- Member of British Academy of management (BAM) (2013-date)

### **EDITORIAL REVIEW BOARD AND REVIEWS**

- Editorial Review Board Member with International Journal of Information Management (November 2020-date)
- Editorial Review Board Member with Journal of Computer Information Systems (June 2021-date)
- Reviewer for U.S. National Science Foundation (2020)
- Reviewer for refereed journals  
European Journal of Operational Research (2018-date)

- International Journal of Operations and Production Management (2015-date)  
 Information Systems Frontier (2021-date)  
 Industrial Marketing Management (2018-date)  
 European Management Journal (2020-)  
 European Journal of Marketing (2020-)  
 Information Technology & People (2017-date)  
 International Journal of Information Management (2017-date)  
 Journal of Business Analytics (2019-date)  
 Journal of Research on Technology in Education (2020-)  
 MIS Quarterly (2014)  
 European Journal of Information Systems (2010)  
 IEEE Transactions on Systems, Man and Cybernetics: Systems (2015)  
 Production Planning & Control (2016, 2017)  
 Information & Management (2015)  
 Systems Research and Behavioural Science (2010-2016)  
 Systemic Practice and Action Research (2010-2017)
- Reviewer for refereed conference
    - 54<sup>th</sup> Hawaii International Conference on System Sciences (HICCS 2021)
    - The International Conference on Information Systems (ICIS 2020, 2021)
    - Conference on computer science and information systems (FedCSIS 2020)
    - The Annual American Conference on Information Systems (AMCIS 2019)
    - Pacific Asia Conference on Information Systems (PACIS 2014, 2017)
    - 10th Mediterranean Conference on Information Systems (MCIS 2016)
    - European Conference on Information Systems (ECIS 2013)
  - Co-track chair for Information Systems and Technologies, Conference on computer science and information systems (FedCSIS 2020)

## REFEREED JOURNAL PUBLICATIONS

1. Cao, C., Duan, D., Edwards, J. and Dwivedi, Y. 2021. Understanding Managers' Attitudes and Behavioral Intentions towards Using Artificial Intelligence for Organizational Decision-Making. *Technovation*. <https://doi.org/10.1016/j.technovation.2021.102312> (A in ABDC, ABS 3, and Q1 in Scopus)
2. Bilgic, E., Cakir, O., Kantardzic, M., Duan, D. and Cao, G. 2021. Retail Analytics: Store Segmentation Using Rule-Based Purchasing Behaviors Analysis. *The International Review of Retail, Distribution and Consumer Research* (accepted) (B in ABDC, ABS1, Q2 in Scopus). <https://doi.org/10.1080/09593969.2021.1915847>
3. Cao G., Duan Y., Tian N. 2021. Identifying the Configurational Conditions for Marketing Analytics Use in UK SME. *Management Decision* (accepted) (B in ABDC, ABS2, and Q1 in Scopus). <https://doi.org/10.1108/MD-07-2020-0945>
4. Cao, G., Tian, N. and Blankson, C. 2020. Big Data, Marketing Analytics, and Firm Marketing Capabilities. *Journal of Computer Information Systems* (accepted) (A in ABDC, ABS2, and Q1 in Scopus). <https://doi.org/10.1080/08874417.2020.1842270>
5. Cao, G. and Tian, Q. 2020. Social Media Use and Its Effect on University Student's Learning and Academic Performance in the UAE. *Journal of Research on Technology in Education* (accepted) (C in ABDC and Q1 in Scopus). <https://doi.org/10.1080/15391523.2020.1801538>.

6. Cadden, T., Cao, G., Yang, Y., McKittrick, A., McIvor, R. and Onofrei, G. 2021. The effect of buyers' socialization efforts on the culture of their key strategic supplier and its impact on supplier operational performance. *Production Planning & Control*, 32(13), 1102-1118 (A in ABDC, ABS 3, and Q1 in Scopus).
7. Cao, G and Tian, N. 2020. Enhancing Customer-linking Marketing Capabilities Using Marketing Analytics. *Journal of Business and Industrial Marketing*, 35(7): 1289-1299. <https://doi.org/10.1108/JBIM-09-2019-0407> (A in ABDC, ABS2, and Q1 in Scopus)
8. Duan, D., Cao, C. and Edwards, J. 2020. Understanding the Impact of Business Analytics on Innovation, *European Journal of Operational Research*, 281(3): 673-686. <https://doi.org/10.1016/j.ejor.2018.06.021>. (A\* in ABDC, ABS4, and Q1 in Scopus).
9. Al-Surmi, A., Cao, G. and Duan, Y. 2020. The Impact of Aligning Business, IT, and Marketing Strategies on Firm Performance. *Industrial Marketing Management*, 84: 39-49. (A\* in ABDC, ABS3, and Q1 in Scopus).
10. Cao, G., Duan, Y. and El Banna, A. 2019. A Dynamic Capability View of Marketing Analytics: Evidence from UK Firms, *Industrial Marketing Management*, 76: 72-83. (A\* in ABDC, ABS3, and Q1 in Scopus).
11. Cao, G., Duan, Y., Cadden, T. 2019. The Link between Information Processing Capability and Competitive Advantage Mediated through Decision-making Effectiveness, *International Journal of Information Management*, 44: 121-131. (A\* in ABDC, ABS2, and Q1 in Scopus).
12. Tian, Q., Zhang, S., Yu, H. and Cao, G. 2019. Exploring the Factors Influencing Business Model Innovation Using Grounded Theory: The Case of a Chinese High-End Equipment Manufacturer, *Sustainability*, 11(5): <https://doi.org/10.3390/su11051455>. (Q1 in Scopus).
13. Ramanathan, R.; Duan, D.; Philpott, E. and Cao G. 2017. Adoption of business analytics and impact on performance: A qualitative study in retail, *Production Planning and Control*, 28(11-12): 985-998 (A in ABDC, ABS3, and Q1 in Scopus).
14. Cao, G. and Duan, Y. 2017. How Do Top- and Bottom-Performing Companies Differ in Using Business Analytics? *Journal of Enterprise Information Management*, 30(6): 874-892. (A in ABDC, ABS2, and Q1 in Scopus).
15. Ali, A., Bentley, Y., Cao, G., Farooq, H. 2017. Green Supply Chain Management - Food for Thought? *International Journal of Logistics Research and Applications*, 20(1):22-38. (Q1 in Scopus).
16. Cao, G., Duan, Y., Cadden, T. and Minocha, S. 2016. Systemic Capabilities: The Source of IT Business Value, *Information Technology & People*, 29(3): 556-579. (A in ABDC, ABS3, and Q1 in Scopus).
17. Cao, G., Duan, Y. and Li, G. 2015. Linking Business analytics to Decision making effectiveness: A Path model analysis, *IEEE Transactions on Engineering Management*, 62(3): 384 – 395. (A in ABDC, ABS3, and Q1 in Scopus).
18. Cadden, T., Marshall, D. and Cao, G. 2013. Opposites Attract: The influence of organisational culture on supply chain performance, *Supply Chain Management: an International Journal*, 18(1): 86-103. (A in ABDC, ABS3, and Q1 in Scopus).
19. Wiengarten, F., Humphreys, P. and Cao, G. 2013. Exploring the Important Role of Organizational Factors in IT Business Value: Taking a Contingency Perspective on the Resource-Based View, *International Journal of Management Review*, 15(1): 30-46. (A in ABDC, ABS3, and Q1 in Scopus).
20. Bentley, Y., Cao, G. and Lehaney, B. 2013. The Application of Critical Systems Thinking to Enhance the Effectiveness of a University Information System, *Systemic Practice and Action Research*, 26:451-465. (B in ABDC, ABS2, and Q2 in Scopus).
21. Cao, G., Wiengarten, F. and Humphreys, P. 2011. Towards a Contingency Resource-Based View of IT Business Value, *Systemic Practice and Action Research*, 24(1): 85-106. (B in ABDC, ABS2, and Q2 in Scopus ).
22. Wiengarten, F., Humphreys, P. and Cao, G. 2010. Collaborative supply chain practices and performance: Exploring the key role of information quality, *Supply Chain Management*, 15(6): 463-473. (A in ABDC, ABS3, and Q1 in Scopus).

23. Cao, G. 2010. A four-dimensional view of IT business value, *Systems Research and Behavioral Science*, 27(3): 267-284. (A in ABDC, ABS2, and Q2 in Scopus ).
24. Cao, G. 2007. The Pattern-matching Role of Systems Thinking in Improving Research Trustworthiness, *Systemic Practice and Action Research*, 20(6): 441-453. (B in ABDC, ABS2, and Q2 in Scopus ).
25. Cao, G. and McHugh, M. 2005. A Systemic View of Change Management and Its Conceptual Underpinnings, *Systemic Practice and Action Research*, 18 (5): 475-490. (B in ABDC, ABS2, and Q2 in Scopus ).
26. Cao, G., Clarke, S. and Lehaney, B. 2004. The need for a systemic approach to change management—a case study, *Systemic Practice and Action Research*, 17(2): 103-126. (B in ABDC, ABS2, and Q2 in Scopus ).
27. Cao, G., Clarke, S. and Lehaney, B. 2003. Diversity management in organizational change: towards a systemic framework, *Systems Research and Behavioral Science*, 20(3): 231-242. (A in ABDC, ABS2, and Q2 in Scopus).
28. Cao, G., Clarke, S. and Lehaney, B. 2001. A critique of BPR from a holistic perspective, *Business Process Management Journal*, 20(3): 332-339. (B in ABDC, ABS2, and Q1 in Scopus).
29. Cao, G., Clarke, S. and Lehaney, B. 2000. TQM and organisational change, *Measuring Business Excellence*, 4(4). (B in ABDC, ABS1, and Q2 in Scopus).
30. Cao, G., Clarke, S. and Lehaney, B. 1999. Towards systemic management of diversity in organizational change, *Strategic Change*, 8(4): 205-216. (ABS2 and Q2 in Scopus).
31. Cao, G. 1994. 硬系统思想与软系统方法论的比较——优化模式及学习模式 (Hard System Thinking and Soft System Methodology— Optimal Model and Learning Model), *系统工程理论与实践 (Systems Engineering---Theory & Practice)*, 14(1): 22-25.
32. Cao, G. and Bai, S. 1993. 国外PERT / CPM网络计划技术发展的三个方面 (Development of PERT / CPM Technique in Foreign Countries), *系统工程理论与实践 (Systems Engineering--Theory & Practice)*, 13(3): 1-10.
33. Cao, G. 1994. 战略思维过程及方式初探, *管理工程学报 (Journal of Industrial Engineering and Engineering Management)*.
34. Cao, G. and Yao, H. 1994. 企业管理的一个新领域——变革管理, *管理现代化 (Modernization of Management)* (6): 39-42.
35. Zhang, X. and Cao, G. 1994. 扁平化——西方企业组织结构的演变趋势, *管理现代化 (Modernization of Management)*, 3: 58-59.
36. Cao, G. and Bai, S. 1988. 计算机模拟技术的一个新方向——图象模拟技术. *计算机仿真*, (4), 47-48.

## BOOK CHAPTER

1. Cao G., Shah P., Ramanathan U. (2020) Reducing Edible Food Waste in the UK Food Manufacturing Supply Chain Through Collaboration. In: Ramanathan U., Ramanathan R. (eds) *Sustainable Supply Chains: Strategies, Issues, and Models*. Springer, Cham [https://doi.org/10.1007/978-3-030-48876-5\\_10](https://doi.org/10.1007/978-3-030-48876-5_10)

## REFEREED CONFERENCE PAPERS (SINCE 2008)

1. Duan, Y., Cao, G., XU, M. and Ong, V. 2021. A conceptual model for understanding factors affecting the managers' perception of AI applications in information processing. The 3rd European Conference on the Impact of Artificial Intelligence and Robotics (ECIAIR 2021), November 18-19, 2021, Lisboa, Portugal.



2. Cadden, T., Cao, G., Treacy, R., Yang, Y. and Onofrei, G. 2021. A Dynamic Capability Lens to Investigate Big Data Analytics and Supply Chain Agility: Antecedents and Outcomes. The 20th IFIP Conference e-Business, e-Services, and e-Society, Galway, Ireland, September 1-3.
3. Ali, A., Bentley, Y., and Cao, G. 2019. Collaboration for Sustainability: A study of UK food Supply Chain, presentation at the Production and Operations Management Society (POMS) 2019 International Conference in Brighton, UK, 2-4 September 2019.
4. Duan, Y., Ramanathan, R. and Cao, G. 2019. A Systematic Literature Review on the Applications of Big Data Analytics – Identifying Influential Factors and Impact. 2019 Annual Americas Conference on Information Systems (AMCIS), Cancún, México August 15-17.
5. Bejihh, A., Cao, G., and Duan, Y. 2019. The Impact of Analytics 3.0 on the Product Quality from an R&D perspective: The Case of the Software Product Development. 30th European Conference on Operational Research, Dublin, Ireland, June 23-26.
6. Cao, G., Duan, Y. and Tian, N. 2019. Improving Strategic Decision-Making through the Use of Business Analytics: A Resource-Based View. 2019 International Conference on Information Resources Management, Auckland, New Zealand, May 27 – 29.
7. Cao, G., Duan, Y. and El Banna, A. 2018. The Impact of Marketing Analytics on Firm Competitiveness: A Dynamic Capability View. 2018 International Conference on Business and Information, July 6-8, 2018, Seoul, Korea.
8. Duan, Y, Ramanathan, R, Cao, G and Khilji, N. 2018. “Understanding the current research on the use and impact of big data analytics: a systematic literature review”. Big Data Analytics, Data Mining and Computational Intelligence (BigDaCI 2018) – Multi Conference on Computer Science and Information Systems (MCCSIS 2018) Proceedings. Madrid, Spain, 18-20 July 2018.
9. Cao, G., Duan, Y., El Banna, A. and Cadden, T. 2018. The Configurational Impact of Top Management Team Characteristics on Marketing Analytics Use in SME: A Fuzzy-Set Qualitative Comparative Analysis. The 11<sup>th</sup> International Conference on Information Resources Management, University of Nottingham Ningbo China, June 4-6, 2018
10. Bentley, Y., Minett-Smith, C., Cao, G. and Kofinas, A. 2018. Findings from the investigation of the Block Teaching of MSc Programmes at a UK Business School. 20<sup>th</sup> Annual International Conference on Education, 21-24 May 2018, Athens, Greece.
11. Ramanathan U. and Cao, G. 2017. Role of data analytics in supply chain collaborations. The Production and Operations Management Society (POMS) 2017 International Conference in Sydney, Australia, December 12-14, 2017
12. Cao, G., Duan, Y. and El Banna, A. 2017. Antecedents and Outcomes of Marketing Analytics: Evidence from UK Firms. The 23<sup>rd</sup> Americas Conference on Information Systems, Boston, MA, August 10-12, 2017.
13. Kika, C, Duan, Y. and Cao, G. 2017. The Use and Critical Success Factors of Learning Analytics: An Organisational Absorptive Capacity Analysis. The 23<sup>rd</sup> Americas Conference on Information Systems, Boston, MA, August 10-12, 2017.
14. Cao, G. and Duan, Y. 2017. Understanding Learning Analytics from an IT Affordance Perspective. The 21<sup>st</sup> Pacific-Asia Conference on Information Systems 2017, Langkawi Malaysia, 16-20 July, 2017.
15. Kofinas, A., Bentley, Y., Minett-Smith, C. and Cao, G. 2017. Block Teaching as the Basis for an Innovative Redesign of the PG Suite of Programmes in University of Bedfordshire Business School. 3<sup>rd</sup> International Conference on Higher Education Advances (HEAd'17), Valencia, Spain, June 21 – 23, 2017.
16. Bentley, Y., Cao, G. and Bentley, R. 2017. Investigating the impact of change in oil price on global logistics and supply chain activities. The 24<sup>th</sup> EurOMA Conference, Edinburgh, 1<sup>st</sup> – 5<sup>th</sup> July, 2017.
17. Ali, A., Bentley, Y., and Cao, G. 2017. Environmental practices in UK food supply chains: Role of supplier collaboration. The Production and Operations Management Society (POMS) 28<sup>th</sup> Annual Conference, Seattle, the USA , 5<sup>th</sup>–8<sup>th</sup> May 2017.



18. Kika, C., Duan, Y. and Cao, G. 2017. Understanding the factors affecting the use of Learning Analytics in the UK Higher Education Sector, EARLI 2017 in University of Tampere, Tampere, Finland, August 29<sup>th</sup> - September 2<sup>nd</sup> 2017.
19. Ali, A., Bentley, Y., and Cao, G. 2016. The influence of supplier collaboration on green supply chain management practices and firm performance in UK food supply chain SMEs. The 21st LRN (Logistic Research Network) Annual Conference: Doing the Right Thing – Ethical Issues in Logistics and Supply Chain, Hull, 7<sup>th</sup> – 9<sup>th</sup> September 2016.
20. Bentley, Y., Cao, G. and Bentley, R. 2016. The impact of oil price on global logistics and supply chain activities: A survey of practitioner and educator opinions. The 21st LRN (Logistic Research Network) Annual Conference: Doing the Right Thing – Ethical Issues in Logistics and Supply Chain, Hull, 7<sup>th</sup> – 9<sup>th</sup> September 2016.
21. Trevor, C., Millar, K., McKittrick, A., Cao, G., Humphreys, P. 2016. The influence of socialisation practices on organisational culture and supplier operational performance. 30th annual conference of the British academy of management, Newcastle, 6<sup>th</sup> - 8<sup>th</sup> September 2016. **Best full paper award.**
22. Al-Surmi, A., Cao, G. and Duan, Y. 2016. Strategic orientation, triadic strategic alignment and firm performance. The 20<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2016), Taiwan, 26<sup>th</sup> June-1<sup>st</sup> July 2016.
23. Kika, C., Duan, Y. and Cao, G. 2016. Understanding the use and impact of learning analytics on student experience management in the UK higher education sector. The 20<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2016), Taiwan, 26 June-1 July 2016.
24. Cao, G., Zhang, X., Cadden, T., Wang, J. and Duan, Y. 2016. Path Dependence in R&D and Its Impact on Tobin's Q and Return on Assets: Evidence from UK Manufacturing Firms. International Conference on Innovation, Management and Industrial Engineering, Fukuoka, Japan, 05-07<sup>th</sup> August 2016.
25. Cao, G. and Duan, Y. 2015. Do Top-performing Companies Use Business Analytics Differently and Why? Proceedings of the 15<sup>th</sup> International Conference on Electronic Business, Hong Kong, 6-10<sup>th</sup> December 2015.
26. Kika, C., Duan, Y. and Cao, G. 2015. Supporting student management with Business Analytics in the UK higher Education sector - Findings from an exploratory study, Proceedings of 12<sup>th</sup> International Conference on Intellectual Capital, Knowledge Management & Organisational Learning, Bangkok, Thailand, 5-6<sup>th</sup> November 2015. **PhD Paper Certificate of Merit awarded.**
27. Al-Surmi, A., Cao, G. and Duan, Y. 2015. The Impact of Triadic Strategic Alignment on Organisational Performance, Proceedings of International Conference on Engineering Technologies and Big Data Analytics (ETBDA'2015), Bangkok, Thailand, Oct. 5-6<sup>th</sup>, 2015.
28. Cao, G. and Duan, Y. 2015. The affordances of business analytics for strategic decision-making and their impact on organisational performance, Proceedings of JAIS-endorsed Paper Development Workshop in PACIS Singapore, and Proceedings of the 19<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2015) <http://aisel.aisnet.org/pacis2015/255>, Singapore 5-9<sup>th</sup> July 2015.
29. Duan, Y. and Cao, G. 2015. An analysis of the impact of business analytics on innovation Proceedings of the Twenty Third European Conference on Information Systems (ECIS 2015), Munster, Germany, 26-29<sup>th</sup> May, 2015, [http://aisel.aisnet.org/ecis2015\\_cr/40](http://aisel.aisnet.org/ecis2015_cr/40)
30. Mahesar, H, Cao, G. and Clark J. 2014. Impact of Motivation-enhancing Practices on Talented Employees' Turnover Intentions: Mediating Role of Organisational Commitment, presented at the International Journal of Arts and Sciences' (IJAS) International Conference for Academic Disciplines in Freiburg, Germany 2-5<sup>th</sup> December 2014.
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