

FRANCIS PEREIRA, Ph.D.

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Education

Ph.D. Political Economy and Public Policy. Department of Economics, December 1993.
University of Southern California, (USC)

Dissertation: The Politico-economic Determinants of Intra-ASEAN Financial and Trade Flows: A Regression Approach

B.S. Economics and Political Science. May 1986, Graduated Magna cum Laude with Honors in Economics and Political Science. Illinois State University (ISU)

Current Position

Associate Professor of Clinical Information and Operations Management, Marshall School of Business, University of Southern California. Aug 25, 2013 to present

Adjunct Professor, Information and Operations Management, Marshall School of Business, University of Southern California. Jan 3, 2012 to Aug 6, 2013

- Teach MBA and upper division undergraduate classes: IOM 543(Business Issues in the Global Networked Digital Industry; IOM 401 (Business Information Systems - Spreadsheet Applications); IOM 443 (Business of Interactive Digital Media); BUAD 310 (Applied Business Statistics)

Research Experience

Director, Industry Research. Institute for Communications Technology Management, Marshall School of Business, University of Southern California. Jul 1, 2007 to Nov 3, 2011.

As research director, was responsible for the supervision of research design of all projects, grant applications and sponsor management, as well as being Principal Investigator in applied proprietary research for corporate sponsors. Acted as primary liaison with corporate sponsors

Associate Director, Industry Studies, Center for Telecom Management, Marshall School of Business, University of Southern California. July 1, 2006 to June 30, 2007.

- Principal Investigator, Digital Home and Pick-A-Life Project. 2007 to present. Developed and designed consumer survey with new consumer and motivational groups. Responsible for survey instrument design, and data analyses.

- Principal Investigator, Annual Forecasting and Scenario-construction project, 2002-2010.
Developed new scenario-construction “tension-resolution and trigger” methodology to forecast adoption of services and applications in the industry
- Principal Investigator, Corporate proprietary projects
Projects from CTM corporate sponsors, including SK Telecom (Korea), Texas Instruments, Intel, Samsung, Telus, and Institute for Information Industry (Taiwan).
- Organize and moderate industry and academic conferences, workshops and roundtable discussions (Speak and Spark Workshops, Understanding the Networked Digital Industry, e-Mob, Executive Round Table, Global Mobility Roundtable).

Principal Researcher, Center for Telecom Management, Marshall School of Business, University of Southern California. Aug, 26, 1995 to date to May 31, 2006

Research Associate, Center for Telecom Management, Marshall School of Business, University of Southern California. Fall 1993 to Fall 1995.

Teaching Experience

Adjunct Lecturer, Information and Operations Management, Fall 2006 to Aug 2013.

- Taught MBA and upper division undergraduate classes: IOM 543(Business Issues in the Global Networked Digital Industry); GSBA 556 (Business Development for Interactive Digital Media & Services); IOM 401 (Business Information Systems - Spreadsheet Applications); IOM 443 (Business of Interactive Digital Media)

Visiting Professor, Sungkyunkwan University (SKKU), Advanced Methods in Marketing Research, Feb. 2010

- Intensive MBA course in marketing research methodology

Assistant Professor of Clinical, Information and Operations Management , Marshall School of Business, University of Southern California Fall 2001 to Summer 2006.

- Taught MBA and undergraduate classes in E-business and Statistics : IOM 540 (E-Commerce) BUAD 309 (Business Decisions Under Uncertainty-Honors); BUAD 310 (Applied Business Statistics)

Lecturer, Annenberg School of Communications, University of Southern California.
Summer 2003

- Taught graduate class in economics: COMM 570 (Economics of the Communication Industry)

Lecturer, School of Policy, Planning and Development, University of Southern California. Spring 1991 to Summer 2001

- Taught upper division undergraduate classes in statistics: PPD 404 (Statistics in Public Policy and Management)

Adjunct Professor, Political Science Department, University of Southern California
Spring 1999.

- Taught classes in research methodology for Ph.D. students; POSC 600 (Seminar in Advanced Research Methods)

Adjunct Lecturer, Economics Department of Economics, University of Southern California Spring/Summer 1990.

- Taught classes in economic theory: Econ 303 (Intermediate Microeconomic Theory)

Adjunct Lecturer, Economics Department, Glendale Community College, Fall 1993-Spring 2002

- Taught classes in economic theory: Econ 101 (Introduction to Microeconomics); Econ 102 (Introduction to Macroeconomics)

Academic and Professional Contributions

Advisory Council Member, Pacific Telecommunications Council, January 2013 to present

Guest Editor, Telecommunications Policy Special Issue, “*The Promise and Reality: Assessing the gap between theory and practice in ICT4D*.” Volume 40 (7). 2016

Project Funding, Awards Grants and International Collaboration

Pacific Telecommunications Council Best Research Paper (2011): Capabilities, Configurations and Customer-Contexts: A Business Model Framework for the Process of Digital Service Innovation

CigRef Foundation Grant (2010): Towards a Unified Framework for Business Models in the Evolving Digital Space

Consortium Project (2007-2011): Pick-A-Life (PAL)-Digital Home Project funded by 12-15 corporate members annually, using primary consumer data to explore new growth areas for service providers in the digital home

Federation of Telecommunication Experts of the European Union Congress (2008): Best Research Presentation

Consortium Project (2003-2010): Annual scenario-construction “Firecracker” project funded between 20-30 corporate sponsors develop scenario based in sponsor identified topic

Media Development Authority, Singapore (2007-2010): Business Model’s for Interactive Digital Media Services & Policy Implications for Regulators. Project in collaboration with Nanyang Technological University, Singapore

CIBER, USC (2001-2003): Economic, Social and Cultural Factors Determining Rate of Adoption of IP-based Applications in Small and Medium Size Enterprises: A Cross-Country Analysis

Books, Papers and Publications

A Business Model Approach to Realizing Opportunities and Overcoming Barriers in E-Health (with E.Fife)

Proceedings of the 22nd International Telecommunications Society Biennial Conference, Seoul, Korea, June 24 to June 27, 2018

The Business Model for Tele-Health: Analyses and Insights

Smart Homecare and Telehealth, Vol. 4, February, 2017. 13-29

The Promise and Reality: Assessing the gap between theory and practice in ICT4D

(with E. Fife) Telecommunications Policy, Vol. 40(7) 595-501

Samsung’s Success & Challenges: Focus on the Chinese of Southeast Asian Market

(with E. Fife and M. Jun) Academy of Asian Business review, June 2015, 1(1). 55-70

De-Novo Firms and Digital Markets: Findings from Use Cases of the ADVISOR Modelling Tool (with Ravi Sharma), Journal of Digital Business, 2013-2014, Vol. 8(1). 14-43

Activating the Tools of Social Media for Innovative Collaboration in the Enterprise (with Majchrzak, A., Fife, E., and Min, Q.), Springer, London January 2014.

Business Modelling in the Dynamic Digital Space (with El Sawy, O.)

Springer, Berlin, September 2012.

The Promise of m-Health (with Fife, E.)

Intermedia, 2011, Vol 39 (4). 35-45.

Understanding the Interactive Digital Media Marketplace, Editor

Sharma, R and Tan, M., IGI Global, Pennsylvania, September, 2011

The Effectiveness of Government Policies in Broadband Deployment: An Assessment of Singapore, Hong Kong SAR and South Korea (with Fife, E.)

Adoption, Usage, and Global Impact of Broadband Technologies: Diffusion, Practice and Policy, Y.K. Dwivedi (ed), IGI Global: Information Science Reference, Hershey, PA: USA. October 2010.

Government and Cultural Factors in Broadband Adoption (with Fife, E and Hosman, H.)

Handbook of Research on Global Diffusion of Broadband Data Transmission, Ed. Y.K. Dwivendi, Idea Group Publishing, Spring 2008.

In Search of Universal Consumer Demand Characteristics for Mobile Data Services: Applying the Global Acceptance of Technology Model (with Fife, E.)
Journal of Communications Networks, September 2005.

Adoption of Mobile Data Services: Towards a Framework for Sector Analysis
(with Fife, E.)
Mobile and Wireless Systems Beyond 3G. Editor Margherita Pagani. Ideas Group. December 2004.

SMEs and the Internet: Re-Engineering Core Business Processes and Defining the Business Proposition for Success, (with Fife, E.)
Electronic Business in Small to Medium-Sized Enterprises: Framework, Issues and Implications. Editor Nabeel Al-Quinn, Idea Group. November 2003.

The Diffusion of Mobile Data Applications (with Fife, E.)
Journal of Communications Networks, Vol. 2 Part 2. 2003

Socio-Economic Factors Affecting Adopting of Broadband: A Cross Country Analysis
(with Fife, E.)
Journal of Communications Networks, Vol. 1 Part 2. 2002

Meeting Consumer Needs on the Internet: Successful Business Models (with Fife, E.)
Journal of the Institution of British Telecommunication Engineers, Vol. 1 Part 3 , 2001.

End-User Demand, Business Applications and the Emerging Internet
Carrier IP Telephony, International Engineering Consortium, Chicago, 2000

The Internet, IP and New Market Opportunities: A Strategic Analysis (with Fife, E. and Worthington, R.)
International Engineering Consortium, Chicago, Illinois. November 1999.

The Internet: Business Efficiencies of Merged Voice and Data Communications
British Telecommunications Engineering, Vol 18, Part 2, 1999. pp. 1-8.

ADSL: Prospects and Possibilities (with Jana Harrison, J Fife, E and Richard Worthington R.)
ADSL Forum, Chicago, July 1998.

The Internet a la Fin de Siecle: The Prospects for Internet Commerce (Fife, E., Mehler, M. Worthington, R.)
Center for Telecommunications Management, Marshall School of Business, University of Southern California, December 1997.

Telemedicine: An Inquiry into the Economic Social Dynamics of Diffusion of Communications Technologies in the Medical Field. (with Fife, E. & Schuh, A.)
Association for the Advancement of Computing in Education, Conference Proceedings, November 1997.

Internet-based Commerce: A Survey of the Performance of Firms on the Web.
Center for Telecommunications Management, Marshall School of Business, University of Southern California. December, 1996.

Benchmarking for Best Practices: A Performance Assessment for the Global Telecommunications Industry (with Hanley, Jerry et al.)
Center for Telecommunications Management. Marshall School of Business, University of Southern California USC. July 1996.

Building the National Information Infrastructure in K-12 Education: A Survey of Attitudes Towards Linking Both Sides of the Desk (with Harrison, J. and Johnson, C.)
Center for Telecommunications Management, Marshall School of Business, University of Southern California, May 1995.

Telecommunications Investment and Effectiveness: A Cross-Country Analysis.
Telecommunications Research Series, Center for Telecommunications Management, Marshall School of Business, University of Southern California USC. Jan 1995.

The Politico-Economic Determinants of intra-ASEAN trade; Unpublished Doctoral Dissertation, University of Southern California, December 1993.

Select Conference Papers and Presentations

The Value proposition of E-Health: A comparative look at the United States and Singapore
Paper presented at Pacific Telecommunications Council Conference, Honolulu, Hawaii, January 19-23, 2020.

Broadband Development in Southeast Asia: Barriers and Solutions to National Coverage
(with Fife, E)
Paper presented at International Telecommunications Society Biennial Conference, Taipei, Taiwan, June 28, 2016.

The Role of information communication technology policies in economic development: A Comparison of select Asian countries
Proceedings of the 20th International Telecommunications Society Biennial Conference, Rio de Janeiro, Brazil, December 2nd, 2015

Digital Home Health and mHealth: Prospects and Challenges for Adoption in the U.S.
(with Fife, E.)
Proceedings of the 50^h European Telecommunications Congress, Palermo, Italy, September 2nd 2011.

Why Addressing Human Needs Still Matter in the Digital Age: A “Life-Goals” Approach to Understanding End-User Adoption of ICT (with Fife, E.)
Proceedings of the 49^h European Telecommunications Congress, Santiago de Compostella, Spain, September 1st 2010.

Realizing the Connected Digital Home: Identifying Value Propositions and Overcoming Challenges (with Fife, E.)

Proceedings off the 48^h European Telecommunications Congress, Prague, The Czech Republic, September 3rd 2009.

The Effectiveness of Government Policies in Broadband Deployment: An Assessment of Select Asian Countries (with Fife, E.)

Proceedings of the 31st Pacific Telecommunications Conference, Hawaii, U.S.A. January 21, 2009.

The Business Modes for Mobile Tele-Health in the U.S.: Applying the VISOR Framework (with Fife, E.)

Proceedings of the 7th Global Mobility Roundtable, Auckland New Zealand, November 24th 2008.

Maslow's Hierarchy of Needs and ICT: Challenges of End-User Adoption in Digital Life (with Fife, E.)

Proceedings of the 47th European Telecommunications Congress, London England, September 22nd 2008.

Business Models for Broadband Services: The Case of Tele-medicine in the United States (with Fife, E.)

Proceedings off the 46th European Telecommunications Congress, Warsaw, Poland, August 30th 2008.

Private-Public Partnerships and Development: A New and Effective Model?

(with Fife, E and Hosman, H.)

Proceedings of the International Telecommunications Society Biennial Conference, Montreal, Canada June 26, 2008.

The "Intermediary" in Public Private Partnerships for ICT Projects in Developing Economies (with Fife, E, and Hosman, H.)

Proceedings of the 30th Pacific Telecommunications Conference, Hawaii, U.S.A. January 14, 2008.

The Convergence in Fixed-Wireless Applications: Requirements for Successful Business Models.

Proceedings off the 45th European Telecommunications Congress, Athens, Greece, 1st September, 2006.

The Convergence in Fixed-Wireless Applications: An Analysis through the Global Acceptance of Technology (GAT) Model.

Paper presented at the International Telecommunications Society Biennial Conference, Beijing, China, June 15, 2006.

The Diffusion of Networked Gaming in the United States and Korea

With Elizabeth Fife, E, Hillebrandt, M and Chung Kim

Paper presented at Helsinki Global Mobility Round Table, Helsinki, Finland, June 1, 2006.

Adoption of Mobile Data Services: Towards a Framework for Sector Analysis.

Paper presented at Hong Kong Global Mobility Round Table, May 30, 2005.

“The Future Workforce: Outsourcing, “Home Sourcing, What’s Your Source,” Valley Industry and Commerce Association, Woodland Hills, California, October 29,2004.

The Broadband Home: From Vision to Reality

27th Pacific Telecommunications Conference, Honolulu, Hawaii. January 19 -23, 2003.

Drivers for E-Business and the Internet: Re-engineering Core Business Processes and Re-defining the Business Proposition for Success

The 14th Biennial Conference of International Telecommunication Society, Seoul, Korea, August 18, 2002.

Economic, Social and Cultural Factors Affecting of Adoption of E-commerce Applications in Small and Medium Size Enterprises: A Cross-Country Analysis

26th Pacific Telecommunications Conference, Honolulu, Hawaii, January 13-17, 2002

Small and Medium Size Enterprises and the E-economy: Challenges and Prospects.

40th European Telecommunications Congress, Barcelona, Spain, August 22 – 25, 2001.

Socio-Economic Considerations in the Adoption of New Technologies: A Cross Country Analysis.

23rd Pacific Telecommunications Conference, Honolulu, Hawaii. January 14 –18, 2001

Meeting Consumer Needs on the Internet: Successful Business Models

39th European Telecommunications Congress, Limerick, Ireland. August 22 –26, 2000

End-User Demands, Business Applications and the Emerging Internet

National Communications Forum, Chicago, Illinois. October 24 -28, 1999.

The Internet: Business Efficiencies of Merged Voice and Data Communications

38th European Telecommunications Congress, The Netherlands. August 24 –28, 1999

Telecommunications Act of 1996: Consumer Requirements for Economic Growth and Transformation

Western Communications Forum, Dallas February 9, 1998.

Efficiency of Telecommunication Investment and Regime: A Cross-Country Analysis.

Western Economic Association Conference, San Diego, 7th July 1995.

The Economic Determinants of Intra-ASEAN Trade: A Regression Analysis

Western Economics Association Conference, San Francisco, July 1992.

Languages

English and Malay (very fluent)