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# Sumali Conlon, Ph.D.

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## Associate Professor of Management Information Systems

### Academic Background

Ph.D. Illinois Institute of Technology, 1990.

B.A. Thammasat University, 1980.

### Academic Experience

Associate Professor of Management Information Systems, University of Mississippi, School of Business Administration (1996 - Present), University, Mississippi.

Assistant Professor of Management Information Systems, , University of Mississippi (1990 - 1996), University, Mississippi.

### Non-Academic Experience

Service Manager, Archo Company (1980 - 1981), Bangkok, Thailand.

### Refereed Articles

Balan, S., & Conlon, S. (2022). A Study of Health Recommender Systems: Analyzing the Advancement of Sustainable Health Recommender Systems Using NLP Techniques. *Journal of Strategic Innovation and Sustainability*, 17 (3), 114-125.

Conlon, S., Simmons, L. L., & Liu, F. (2021). Predicting Tech Employee Job Satisfaction Using Machine Learning Techniques. *International Journal of Management and Information Technology*, 16, 72-88.

Conlon, S. (2021). Why Do Data Scientists Want to Change Jobs: Using Machine Learning Techniques to Analyze Employees' Intentions in Switching Jobs. *International Journal of Management and Information Technology*, 16, 59-71.

Shilpa, B., & Conlon, S. (2016). Text Analysis of Green Supply Chain Practices In Health Care. *Journal of Computer Information Systems*, 58 (1), 30-38.

James, T. L., Cook, D. F., Conlon, S., Keeling, K. B., Collignon, S., James et al. (2015). A framework to explore innovation at SAP through bibliometric analysis of patent applications. *Expert Systems with Applications*, 42 (24), 13.

Conlon, S., Abrahams, A., & Simmons, L. (2014). Terrorism Information Extraction from Online Reports. *Journal of Computer Information Systems*, 55 (3), 20-28.

Simmons, L., & Conlon, S. (2013). Extraction Of Financial Information From Online Business Reports. *The Data Base for Advances in Information Systems*, 44 (3), 34-48.

Sheikh, M., & Conlon, S. (2013). Application of Machine Translation in Bilingual Knowledge Management.

*International Journal of Intercultural Information Management*, 3 (2), 123-137.

Sheikh, M., & Conlon, S. J. (2011). A Rule-Based System to Extract Financial Information. *Journal of Computer Information Systems*, 52 (4), 10-19.

Simmons, L., Conlon, S., Mukhopadhyay, S., & Yang, J. (2011). A Computer Aided Content Analysis of Online Reviews. *The Journal of Computer Information Systems*, 52 (1), 43-55.

Sheikh, M., & Conlon, S. (2011). Use of a Fast Information Extraction Method as a Decision Support Tool. *Journal of International Technology and Information Management*, 19 (4), 1-19.

Conlon, S. J., Hale, J. G., Lukose, S., & Strong, J. (2008). Information Extraction Agents For Service-Oriented Web Service Systems. *The Journal of Computer Information Systems*, XLVIII (3), 74-83.

Strong, J., Ghosh, K., & Conlon, S. (2008). Identifying opportunities in multilingual business environments using environmental scanning and text mining techniques. *Journal of Information Technology and Information Management*, 17 (3), 189-203.

Strong, J., Mukhopadhyay, S., & Conlon, S. (2008). Automatically Extracting Multilingual Information to Support International Business Decision Making. *International Journal of Intercultural Information Management*, 1 (4), 359-374.

Grant, G. H., & Conlon, S. J. (2006). Edgar Extraction System: An Automated Approach To Analyze Employee Stock Option Disclosures. *Journal of Information Systems*, 20 (2), 119-142.

Conlon, S., Conlon, J., & James, T. (2004). The Economics of Natural Language Interfaces: Natural Language Processing Technology as a Scarce Resource. *Decision Support Systems*, 38, 141-159.

Conlon, S., & Hwang, C. (1998). Maintaining Computer-Based Information Systems Using Text-Based Intelligent Systems. *Journal of International Information Management*, 7 (2), 81-94.

Conlon, J., & Conlon, S. (1998). Robustness of Retrieval Performance Measures Under Optimal User Behavior. *Journal of American Society for Information Science*, 49 (4), 356-363.

Alidaee, B., & Conlon, S. (1997). A Note on the Bicriterion Scheduling Problem Involving Total Flowtime and Range of Lateness. *International Journal of Information and Management Sciences*, 8 (2), 1-7.

Aiken, M., Aljumailh, K., Reithel, B., & Conlon, S. (1997). Group Support System Impacts Using Four Facilitating Techniques. *Journal of International Information Management*, 6 (2), 19-29.

Hwang, C., & Conlon, S. (1996). An Application Framework for Text-Based Intelligent Systems in Organizational Text Processing. *The Journal of Interdisciplinary Studies*, 9, 133-140.

Govindarajulu, C., & Conlon, S. (1996). Natural Language Interfaces for End-User Query Processing. *International Business Schools Computing Quarterly*, 7 (3), 25-30.

Conlon, S., Gillenwater, E., & Hwang, C. (1996). Enhancing Menu-Based Information Systems Using a Natural Language-Menu Guide. *Journal of International Information Management*, 5 (1), 105-119.

Conlon, J., & Conlon, S. (1996). The Optimal Use of an Information Retrieval System. *Journal of American Society for Information Science*, 47 (6), 449-457.

Conlon, J., Conlon, S., & Hwang, C. (1996). Nestedness, Separability, Information Systems, and the Role of the Manager. *Decision Support Systems*, 18, 167-179.

Gillenwater, E., Conlon, S., & Hwang, C. (1995). Distributed Manufacturing Support Systems: the Integration of Distributed Group Support Systems with Manufacturing Support Systems. *Omega: The International Journal of Management Science*, 23 (6), 653-665.

Conlon, S., & Evens, M. (1994). An Adverbial Lexicon for Natural Language Processing Systems. *International Journal of Lexicography*, 7 (3), 197-221.

Conlon, S., & Evens, M. (1994). A Lexical Database for Nouns to Support Parsing, Text Generation, and Information Retrieval. *Research in Humanities Computing*, 3, 75-87.

Conlon, S. (1994). A Natural Language Processing Based Group Decision Support System. *Decision Support Systems*.

Conlon, S., Evens, M., Ahlswede, T., & Strutz, R. (1993). Developing a Large Lexical Database for Information Retrieval, Parsing, and Text Generation Systems. *Information Processing and Management*, 29 (4), 415-461.

Pin-Ngern, S., Strutz, R., & Evens, M. (1991). Lexical Acquisition for Lexical Databases. *Computer Science Series*, 507, 264-270.

## **Book Chapters**

### **Refereed**

Gates, K., Wilkins, D., Conlon, S., Mossing, S., & Eftink, M. (2014). Maximizing the Value of Student Ratings Through Data Mining. In Peña-Ayala, Alejandro (Ed.), *Educational Data Mining: Applications and Trends* (pp. 379-410). Springer International Publishing.

Conlon, S., Lukose, S., Hale, J., & Vinjamur, A. (2007). Automatically Extracting and Tagging Business Information for E-Business Systems Using Syntactic and Semantic Analysis. In A. F. Salam and Jason Steven (Eds.), *Semantic Web Technologies and eBusiness: Virtual Organization and Business Process Automation* (pp. 101-126). Idea Group Inc.

Conlon, S., Daraine, J., D'Souza, A., Evens, M., Haynes, S., J. Kim, and R. Strutz (1994). The IIT Lexical Database: Dream and Reality. *Current Issues in Computational Linguistics: in honor of Don Walker. Linguistica Computazionale* (pp. 201-226). Norwell, MA: Kluwer Academic Publishers.

## **Refereed Proceedings**

### **Full Paper**

Kim, D., & Conlon, S. (in press, 2013). Impact of Users' Cognitive Responses on User Satisfaction in Online Community: Content Analysis of Online Reviews. *America's Conference on Information Systems (AMCIS)*.

Shilpa, B., & Conlon, S. (2012). Evaluating Best Practices in Green Supply Chain. *America's Conference on Information Systems (AMCIS)*.

Mukhopadhyay, S., Conlon, S., & Simmons, L. (2011). Consumer Feedback: Does Rating Reflect Reviewers' Feelings? *America's Conference on Information Systems (AMCIS)*, Detroit, MI.

Grant, G., & Conlon, S. J. (2006). EDGAR Extraction System: An Automated Approach to Analyze Employee Stock Option Disclosures. *American Accounting Association Information Systems Section Mid-Year Conference*.

Hwang, D., & Conlon, S. (2005). A Web-based Expert Indexing Service for Web Financial Pages. *International Conference on Information Management and Business*.

Hale, J., Conlon, S., McCrady, T., Lukose, S., & Vinjamur, A. (2005). Building Discerning Knowledge Bases from Multiple Source Documents, with Novel Fact Filtering. *America's Conference on Information Systems (AMCIS)*.

Vinjamur, A., Conlon, S., Lukose, S., McCrady, T., & Hale, J. (2005). Automatic Extraction and Generation of XML Documents from Financial Reports. *America's Conference on Information Systems (AMCIS)*.

Sheikh, M., & Conlon, S. (2005). Extracting Information from a Domain of Unstructured Data. *America's Conference on Information Systems (AMCIS)*.

Lukose, S., Mathew, F., Conlon, S., & Lawhead, P. (2004). Extracting Financial Information from Text Documents. *America's Conference on Information Systems (AMCIS)*.

- White, B., Posey, J., & Conlon, S. (2004). When Search Engines 'Speak' Your Language: The Role of Communication Accommodation Theory in Personalized. *America's Conference on Information Systems (AMCIS)*.
- Conlon, S., Xu, Y. A., Lindblom, T., White, B. J., & Xu, X. (2004). Expanding Web Queries Using Semantic and Collocation Information. *Decision Sciences Institute Meeting*.
- White, B. J., Lindblom, T. E., Conlon, S., & Kim, S. H. (2003). Decreasing Query Response Times For Web Auction Sites By Using Statistical And Syntactic Analysis To Reduce The Size Of The Inverted Index. *Decision Sciences Institute Meeting*.
- Wang, W., Conlon, S., & Reithel, B. (2003). Optimal Components of Research Publication Abstracts: Producing Abstracts that Meet the American National Standards. *America's Conference on Information Systems (AMCIS)*.
- Sheikh, M. I., Park, M., & Conlon, S. J. (2003). Optimal Decision Trees To Improve Text Categorization Accuracy. *Decision Sciences Institute Meeting*.
- Zhang, T., Li, J., & Conlon, S. (2003). A Neural Network Method to Predict Life Insurer Insolvency. *International Conference on Artificial Intelligence*.
- Conlon, S., Wang, J., & Wang, W. (2002). Improving Internet Search using Query Expansion and Focusing. *Decision Sciences Institute Meeting*.
- Wang, W., & Conlon, S. (2002). Automatic Extraction of Research Publications. *Decision Sciences Institute Meeting*.
- Conlon, S., Mounicou, S., Xu, J., Garner, B. L., & Wang, W. (2000). Improving Internet Search: A Prototype Using Natural Language Processing Techniques. *Decision Sciences Institute Meeting*.
- Conlon, S., & Garner, B. (1998). Improving Internet Search Using Linguistic Analysis. *Decision Sciences Institute Meeting*.
- Ahlswede, T. E., Anderson, J., Evens, M., Li, S. M., Pin-Ngern, S., and J. Markowitz (1998). Automatic Construction of a Phrasal Thesaurus for an Information Retrieval System from a Machine Readable Dictionary. *Recherche d'Informmation Assistee par Ordinateur (RIA0)*, 597-608.
- Hwang, C., Conlon, S., & Lin, C. P. (1995). An Intelligent DSS Design for Integrating Textual Information with Financial Ratio Analysis in Corporate Performance Appraisal. *Decision Sciences Institute Meeting*.
- Hwang, C., & Conlon, S. (1995). The Role of Text-Based Intelligent Systems in Organizational Text Processing. *Decision Sciences Institute Meeting*.
- Bsat, M., Seydel, J., Gillenwater, E., & Conlon, S. (1995). A Knowledge Editor for Inventory Control. *Decision Sciences Institute Meeting*.
- Aiken, M., Reithel, B., Conlon, S., & Motiwalla, L. (1995). Intelligent Agents in a Group Decision Support System. *Decision Sciences Institute Meeting*.
- Conlon, S., Gillenwater, E., & Hwang, C. (1994). Natural Language-Menu Based Executive Information Systems: A New Approach to Computer-Aided Executive Decision Making. *Southern MIS Association Conference*.
- Conlon, S., Gillenwater, E., & Mishina, T. (1993). Improving System Flexibility in Executive information Systems Using a Natural Language Processing Interface. *Decision Sciences Institute Meeting*.
- Conlon, S., & Evens, M. (1992). Can Computers Handle Adverbs? . *International Conference on Computational Linguistics*.
- Conlon, S., & Evens, M. (1991). Building a Noun Lexical Database to Support Natural Language Processing Applications. *International Joint Conference of the ACH and ALLC*, 69-75.
- Conlon, S., Evens, M., & Ahlswede, T. (1990). Generating a Lexical Database for Adverbs. *Conference of the*

*University of Waterloo Centre for the New Oxford English Dictionary: Electronic Text Research*, 95-109.

Evens, M., Pin-Ngern, S., & Ahlswede, T. (1989). Acquiring Information from Informants for a Lexical Database. *International Lexical Acquisition Workshop*.

Markowitz, J., Pin-Ngern, S., Evens, M., Anderson, J., & Li, S. M. (1988). Generating Lexical Database Entries for Phrases. *Conference of the University of Waterloo Centre for the New Oxford English Dictionary: Electronic Text Research*, 115-127.

### **Abstract Only**

Conlon, S., Balan, S., & Hazarika, B. (2011). Extracting Online Information about the Impact Of Natural Disasters On Supply Chains. *International Association for Computer Information Systems, Mobile, AL.*

Conlon, S., & Strong, J. (2011). Extracting Intelligence and Security Information from Online Reports. *International Association for Computer Information Systems, Mobile, AL.*

## **Non-Refereed Proceedings**

### **Full Paper**

Conlon, S., Shilpa, B., Strong, J., & Sheikh, M. (2012). Automatic Extraction of Information on Terrorist Incidents from the Internet. *Decision Sciences Institute*.

Shilpa, B., & Conlon, S. (2012). Evaluating Best Practices In Green Supply Chain: Using Collocation Data Mining Techniques. *Decision Sciences Institute*.

Shilpa, B., & Conlon, S. (2012). Content Analysis of E-book Reviews. *Decision Sciences Institute*.

## **Working Papers**

Balan, S., Conlon, S., & Reithel, B. (2022). "A Study on Green Supply Chain Practices among Electronic Companies," targeted for Journal of Computer Information Systems.

Conlon, S. (2022). "What Drives High-Tech Employees' Selection of Where they Want to Work? An Analysis of Employees' Job Satisfaction using Machine Learning Techniques," targeted for Information & Management.

Conlon, S. & Conlon, J. (2022). "Stock Movement Prediction using Natural Language Processing and Machine Learning Techniques on Social Media Data," targeted for Database.

Conlon, S. & Chatnuntawech, I. (2021). "Analysis of Machine Learning System Performance Using Variations in Features and Data Types," targeted for Decision Support Systems.

Balan, S. & Conlon, S. (2021). "Analyzing the Advancement of Health Recommender Systems using Natural Language Processing Techniques," targeted for Journal of Computer Information Systems.

Conlon, S. & Barnes, M. (2020). "Why are they Happy/Unhappy about their Jobs? An Analysis of Employees' Job Satisfaction Using Machine Learning Techniques," targeted for Human Resource Management.

Conlon, S., Chatnuntawech, I., & Teerapittayanon, S. (2020). "Analyzing Employees' Opinions Using Decision Tree Analysis Techniques," targeted for Decision Support Systems.

Conlon, S. & Diaz II, C. (2019). "Improving Supply Chain through Analyzing Customers' Demands using Sentiment Analysis Techniques," targeted for Journal of Management Information Systems.

Conlon, S. & Diaz II, C. (2019). "Analyzing Product Reviews to Predict Companies' Stock Performance?," targeted for Decision Support Systems.

Conlon, S. & Diaz II, C. (2019). "What Employees Like and Dislike about Their Companies: A Machine Learning/Text Mining Analysis," targeted for International Journal of Intercultural Information Management.

Conlon, S. & Diaz II, C. (2018). "Can Product Reviews Predict Companies' Stock Performance?," targeted for

Decision Sciences Institute Conference.

Conlon, S. & Diaz II, C. (2018). "Big Data Analysis of the Evolution of Customers' Opinions about Products," targeted for America's Conference on Information Systems (AMCIS).

Diaz II, C. & Conlon, S. (2018). "Analysis of Consumer Reviews and Comparison of Safety Factors for Products and their Related Items," targeted for Decision Sciences Institute Conference.

Kim, D. & Conlon, S. (2018). "Implications of Users' Cognitive Responses for User Satisfaction as Expressed in Online Communities: Content Analysis of Online Reviews," targeted for OASIS 2017 - Organizations and Society in Information Systems.

Conlon, S., Diaz II, C., & Conlon, J. (2018). "Analyzing Product Reviews to Predict Companies' Stock Performance," targeted for Decision Support Systems.

Conlon, S. & Diaz II, C. (2018). "Sentiment Analysis of Big Data to Find Evolution of Customers' Opinions about Products," targeted for Journal of Management Information Systems.

Diaz II, C., Conlon, S., Novicevic, M., & Ammeter, T. (2018). "The Emergence of Discursive Leadership in Online Communities," targeted for America's Conference on Information Systems (AMCIS).

Conlon, S., Abrahams, A., & Diaz II, C. (2018). "Big Data Analysis of Customers' Opinions on Automotive Purchasing and Service," targeted for Decision Sciences Institute Conference.

Balan, S. & Conlon, S. (2015). "Data Mining and Analysis of Green Supply Chain Practices in Healthcare from Online Reports," targeted for European Journal of Information Systems.

Conlon, S., Abrahams, A., & Ractham, P. (2015). "Do Keywords Really Tell What Customers Think about the Products they Bought? An Analysis of Syntactic and Semantic Roles in Online Product Reviews," targeted for Information Systems Research.

Kim, D. & Conlon, S. (2014). "Impact of users' cognitive responses on user satisfactionuser in online community: Contents analysis of online reviews Contents analysis of online reviews," targeted for Information & Management.

Conlon, S., James, T., & Simmons, L. (2014). "Text Mining For IT Businesses To Analyze Their Technology Trends," targeted for Information & Management.

Shilpa, B. & Conlon, S. (2014). "Computational Analysis of Green Supply Chain Practices in Healthcare," targeted for Database.

Yang, J., Conlon, S., Simmons, L., & Mukhopadhyay, S. (2012). "Why do they write reviews? An empirical study of consumers' online movie reviews," targeted for Journal of Retailing.

Conlon, J. & Conlon, S. (2011). "THE OPTIMAL USE OF A SEARCH ENGINE," targeted for Management Science.

Conlon, S. (2011). "Extracting Business Intelligence from Financial Reports," targeted for Database.

Mukhopadhyay, S., Conlon, S., & Simmons, L. (2011). "Consumer Feedback: Does Rating Reflect Reviewers' Feelings?," targeted for Information & Management.

Sheikh, M. & Conlon, S. J. (2011). "Extracting Detailed Financial Information from Documents of Publicly Traded Companies: A Semi-Automated Approach," targeted for IEEE Intelligent Systems.

Sheikh, M. & Conlon, S. (2008). "Extracting Detailed Financial Information from Documents of Publicly Traded Companies: A Semi-Automated Approach," targeted for Database.

## **Presentation of Refereed Papers**

### **International**

Conlon, S. (2022). *Stock Market Analysis Using Natural Language and Machine Learning Techniques*.

Decision Sciences Institute Annual Meeting, Houston, Texas.

Conlon, S. (2022). *HR Analytics: Analyzing Employees' Job Changing Behavior Using Machine Learning Techniques*. Decision Sciences Institute Annual Meeting, Houston, Texas.

Diaz II, C., Conlon, S., Novicevic, M., & Ammeter, T. (2018). *The Emergence of Discursive Leaders in Online Communities*. America's Conference on Information Systems (AMCIS), New Orleans, Louisiana.

Conlon, S. & Diaz II, C. (2018, August). *Big Data Sentiment Analysis of Customers' Reviews, and the Prediction of Companies' Stock Performance*. America's Conference on Information Systems (AMCIS), New Orleans, Louisiana.

Balan, S. & Conlon, S. (2015, November). *Impact of Online Reviews on Business Intelligence in Healthcare*. Decision Sciences Institute, Tampa, Florida.

Balan, S. & Conlon, S. (2014). *Sentiment Analysis of Improving Patient Satisfaction*. Decision Sciences Institute, Tampa, Florida.

Conlon, S. & Simmons, L. (2013, May). *Text Mining For IT Businesses To Analyze Their Technology Trends*. Technology Innovation and Industrial Management 2013, Phuket, Thailand.

Xu, Y., Alidaee, B., Conlon, S., Kochenberger, G., & Wang, H. (2004). *New Optimization Algorithm for Support Vector Machine in Text Categorization*. INFORMS, Denver, Colorado.

Conlon, S., Wang, W., Zhang, J., & She, Y. (2002, June). *Improving Internet Search using Query Expansion and Focusing*. International Military Applications Symposium Conference, Unknown, Unknown.

Conlon, S., James, T., & Garner, B. L. (1999, November). *A Natural Language Interface-Based Internet Search System*. INFORMS, Philadelphia, Pennsylvania.

Pin-Ngern, S. & Evens, M. (1990, March). *Collecting Noun Information for Natural Language Processing Systems*. International Linguistic Association Conference, New York, New York.

## **National**

Conlon, S. & Diaz, C. (2019). *What is important to employees' satisfaction: Analyzing employees' reviews using machine learning techniques*. Decision Sciences Institute Conference, New Orleans, Louisiana.

Diaz, C. & Conlon, S. (2019). *Automated detection of objectively identified spam product reviews*. Decision Sciences Institute Conference, New Orleans, Louisiana.

Conlon, S. & Diaz II, C. (2018). *Can Product Reviews Predict Companies' Stock Performance?* Decision Sciences Institute Conference, Chicago, Illinois.

Conlon, S. & Diaz II, C. (2018). *Predicting Customers' Demand for Products using Sentiment Analysis Techniques*. Decision Sciences Institute Conference, Chicago, Illinois.

Diaz II, C. & Conlon, S. (2018, November). *The effect of social media posts by gun violence survivors on the market value of corporate sponsors of gun rights*. Decision Sciences Institute Conference, Chicago, Illinois.

Shilpa, B. & Conlon, S. (2012). *Evaluating Best Practices in Green Supply Chain*. America's Conference on Information Systems (AMCIS), Seattle, Washington.

Conlon, S., Grant, G., Lukose, S., Mathew, F., & Sheikh, M. (2004, November). *The Role of Information Extraction Systems in Improving E-Business*. Decision Sciences Institute Meeting, Boston, Massachusetts.

Conlon, S., White, B. J., & Wang, W. (2002, November). *A Tool for Improving Knowledge Management*. Decision Sciences Institute Meeting, San Diego, California.

Conlon, S., White, B. J., & Wang, W. (2002, November). *Finding Information on the Web using Linguistic Analysis*. Decision Sciences Institute Meeting, San Diego, California.

Wang, W. & Conlon, S. (2002, November). *Reducing Information Overload using Automatic Text Summarization*. Decision Sciences Institute Meeting, San Diego, California.

Pin-Ngern, S. & Evens, M. (1989, August). *Developing a Computer-Based Adverbial Lexicon*. Conference of the Dictionary Society of North America, Cleveland, Ohio.

### **Regional**

Balan, S. & Conlon, S. (2022). *Analyzing Health Recommender Systems using NLP*. The 34th Annual CSUPOM Conference, San Jose, California.

Conlon, S. & Diaz Ii, C. (2017, March). *DO THEY SAY THE SAME THING FOREVER? - TRACKING LONG TERM CONSUMERS' OPINIONS ABOUT PRODUCTS THROUGH ANALYSIS OF ONLINE REVIEWS*. Decision Sciences Institute Conference, Little Rock, Arkansas.

Diaz Ii, C. & Conlon, S. (2017, March). *Analyzing Crib and Related Product Safety through Text Analysis of Online Reviews*. Decision Sciences Institute Conference, Little Rock, Arkansas.

## **Presentation of Non-Refereed Papers**

### **International**

Conlon, S., Shilpa, B., Strong, J., & Sheikh, M. (2012). *Automatic Extraction of Information on Terrorist Incidents from the Internet*. Decision Sciences Institute, San Francisco, California.

Shilpa, B. & Conlon, S. (2012). *Evaluating Best Practices In Green Supply Chain: Using Collocation Data Mining Techniques*. Decision Sciences Institute, San Francisco, California.

Shilpa, B. & Conlon, S. (2012). *Content Analysis of E-book Reviews*. Decision Sciences Institute, San Francisco, California.

Ghosh, K., Strong, J., & Conlon, S. (2008). *Information extraction for decision making during business acquisitions*. Decision Sciences Institute , Baltimore, Maryland.

Mukhopadhyay, S. & Conlon, S. (2008). *Business Policy Prediction by the Technology of Information Extraction and Data Warehousing*. Decision Sciences Institute , Baltimore, Maryland.

Sheikh, M., Conlon, S., Strong, J., & Mukhopadhyay, S. (2008). *Analyzing Customer Comments from Product Reviews: A Text Based Business Intelligence Application*. Decision Sciences Institute, Baltimore, Maryland.

Strong, J., Ghosh, K., & Conlon, S. (2008). *Identification of Potential Markets with Information Extraction*. Decision Sciences Institute , Baltimore, Maryland.

Conlon, S., Sheikh, M., Strong, J., Ghosh, K., Mukhopadhyay, S., Conlon (2008, November). *Extracting Knowledge from Text Documents*. Decision Sciences Institute , Baltimore, Maryland.

Conlon, S., Strong, J., & Mukhopadhyay, S. (2007, November). *Mining Business Texts from Online Sources*. Decision Sciences Institute , Phoenix, Arizona.

Mukhopadhyay, S., Strong, J., & Conlon, S. (2007, November). *Improving E-commerce Systems with Automatic Information Acquisition*. Decision Sciences Institute , Phoenix, Arizona.

Strong, J., Conlon, S., & Mukhopadhyay, S. (2007, November). *Supporting International Business with Information Processing Tools*. Decision Sciences Institute , Phoenix, Arizona.

### **National**

Balan, S. & Conlon, S. (2016). *Analyzing the Determinants of Patient Satisfaction using a Business Analytics Approach*. Decision Sciences Institute Conference, Austin, Texas.

Strong, J. & Conlon, S. (2010). *Terrorism Incidents Information: Extraction from the Internet*. Decision Sciences Institute Conference, San Diego, California.

Mukhopadhyay, S., Simmons, L., & Conlon, S. (2010, November). *Online Consumer Feedback Reviews*



*Mood Categorization on Content Analysis*. Decision Sciences Institute Conference, San Diego, California.

Sheikh, M. & Conlon, S. (2010, November). *Use of a Fast Information Extraction Methodology as a Tool for Designing a Smart Information System*. Decision Sciences Institute Conference, San Diego, California.

Simmons, L. L., Yang, J., Mukhopadhyay, S., & Conlon, S. J. (2009). *Driving forces of consumers' online reviews: An empirical study of the movie industry*. Decision Sciences Institute, New Orleans, Louisiana.

## **Research Grants**

### **Funded**

2010: Conlon, S. Extracting Intelligence and Security information from Online Reports, Principal Investigator, Center for Intelligence and Security Studies. A great deal of information related to Intelligence and Security is available in electronic formats, such as online news articles, reports published by the Worldwide Incidents Tracking System, and the National Counterterrorism Center. These documents are in a textual form and currently require people to read and interpret their contents. In this research, we propose a system that extracts intelligence and security information from electronic documents automatically. This research is built on ongoing research on automatic information extraction from text, by the author and several graduate students in the department of Management Information Systems at Ole Miss.

2003: Sumali, C. Retrieving Correct Web Documents Using Syntactic and Semantic Analysis, Principal Investigator, University of Mississippi, Faculty Research Program.

2001: Conlon, S. Automatic web searching and categorizing using query expansion and focusing, Principal Investigator, Navy Personnel Research Studies and Technology Program-ONR.

2000: Conlon, S. Improving Internet/Intranet Search Using Linguistic Analysis, Principal Investigator, Navy Personnel Research Studies and Technology Program-ONR.

2000: Sumali, C. Query Expansion for Internet Search, Principal Investigator, Hearin Center for Enterprise Science.

1994: Sumali, C. Summer Research Grant, \$3000, Principal Investigator, University of Mississippi.

1993: Sumali, C. Partner's Grant, \$990, University of Mississippi.

1992: Sumali, C. Partner's Grant, \$700, University of Mississippi.

1990: Sumali, C. Summer Research Grant, \$3000, University of Mississippi.

## **Research Honors and Awards**

### **Award**

2005: , Mississippi Academy of Science conference. First prize award.

## **Service to the University**

### **Department Assignments**

#### **Member:**

2007-2008: Telecommunications Analyst II Search committee member

2004-2005: MIS/POM Department, Faculty Search Committee

### **School Assignments**

**Member:**

- 2010-2011: SOBA Tenure and Promotion Committee - MIS
- 2009-2010: Strategic Planning Committee
- 2009-2010: Marketing Search Committee
- 2004-2005: School of Business Administration, Faculty Search Committee-Finance

**University Assignments****Committee Member:**

- 2008-2009: Undergraduate Council
- 2007-2008: Member of the Faculty Senate
- 2006-2007: University of Mississippi
- 2004-2005: University of Mississippi

**Dissertation Assignments****Chair:**

- 2009-2010: Jody Strong

**Member:**

- 2009-2010: Kaushik Ghosh
- 2008-2009: Mina Park
- 2008-2009: Susan Lukose
- 2004-2005: Katherine Boswell
- 2004-2005: Bennie Waller

**Unassigned****Dissertation Assignments****Chair:**

- 2009-2010: Lakisha L. Simmons
- 2008-2009: Jody Strong
- 2008-2009: Mahmudul I. Sheikh
- 2006-2007: Yaquan Xu
- 2004-2005: Gerry Grant

**University of Mississippi****Department Assignments****Member:**

- 2022-2023: MIS Faculty Search

## **School Assignments**

### **Member:**

2022-2023: Tenure and Promotion  
2022-2023: Tenure and Promotion Review  
2014-2015 – 2019-2020: Strategic Planning Committee  
2010-2011 – 2016-2017: Curriculum Committee  
2014-2015 – 2015-2016: Tenure and Promotion  
2010-2011 – 2011-2012: Tenure and Promotion  
2010-2011: Marketing Department Searches  
2010-2011: Assistant Professor of Finance Search  
2010-2011: Information Technology Coordinator Search  
2008-2009: Clinical Asst Professor of POM Search  
2006-2007: IT Manager Search

## **University Assignments**

### **Committee Member:**

2020-2021 – 2022-2023: Tenure and Promotion Review  
2019-2020 – 2022-2023: Undergraduate Council  
2018-2019: Faculty Senate

### **Member:**

2015-2016: Undergraduate Council  
2012-2013 – 2015-2016: Tenure and Promotion Review Committee

### **Other Institutional Service Activities:**

2019-2020: Faculty Senate

## **Dissertation Assignments**

### **Chair:**

2014-2015: Shilpa Balan  
2003-2004: Wendy Wang

### **Member:**

2022-2023 – 2023-2024: Cara Xing Yin  
2022-2023: Carla Rego  
2022-2023: Chad Phillip Diaz II  
2020-2021: Achini Kumari Herath  
2019-2020: Nichole Gligor

2018-2019 – 2019-2020: Siddik Bozkurt

2017-2018: Vahid Ghomi

## **Service to the Profession**

### **Board Member: Advisory Board**

2020: Expert Systems with Applications.

### **Board Member: PRJ Editorial Review Board**

2020 – 2022: Journal of Computer Information Systems.

2019 – 2020: International Journal of Intercultural Information Management.

2015 – 2018: Journal of Computer Information Systems.

2017: Sasin Journal of Management, Bangkok, Thailand.

2016: International Journal of Service Sciences.

2015 – 2016: International Journal of Intercultural Information Management (IJIIM).

2014 – 2016: International Journal of Business Research and Management (IJBRM).

2015: Sasin Journal of Management.

2014: International Journal of Service Sciences.

2008: Sasin Journal of Management, Bangkok, Thailand.

2008: International Journal of Intercultural Information Management (IJIIM).

2007 – 2008: International Journal of Service Sciences.

2006: International Journal of Intercultural Information Management (IJIIM), Geneva, Switzerland.

### **Chair: Committee / Task Force**

2004: Decision Sciences Institute. Session

2002: Midwest Artificial Intelligence and Cognitive Science Conference, Chicago, Illinois.

### **Reviewer - Article / Manuscript**

2021: Information Systems Management.

2020 – 2021: Expert Systems with Applications.

2019 – 2021: Journal of Computer Information Systems.

2017 – 2021: Information Technology & People.

2018 – 2020: Expert Systems with Applications.

2019: ACM Transactions on Management Information Systems (TMIS).

2018 – 2019: Industrial Management & Data Systems.

### **Editor: Associate Editor**

2021 – 2022: Intelligent Systems with Applications.

2020 – 2022: Expert Systems with Applications.

### **Invited Lecture**

2018: Thammasat University, Thailand.

2015: School of Business Administration, Thammasat University, Thailand, Bangkok, Thailand. Title: What do Customers Think? - Sentiment Analysis for Product Reviews using Linguistic Analysis of Big Data

#### **Member: Committee/Task Force**

2019: ACM SIGMIS Computers and People Research 2019, Nashville, Tennessee.

2015: International Conference on e-Business, Bangkok, Thailand.

2009: Midwest Artificial Intelligence and Cognitive Science Conference, Fort Wayne, Indiana. The MAICS conference is a regional forum where presenting and exchanging ideas related to Artificial Intelligence and Cognitive Science.

2007: Midwest Artificial Intelligence and Cognitive Science conference , Chicago, Illinois.

2005: Mid-South College Computing Conference.

2003 – 2005: Midwest Artificial Intelligence and Cognitive Science Conference.

2002: Oriental COCODA Workshop.

2002: The Fifth Symposium on Natural Language Processing .

2000 – 2001: Midwest Artificial Intelligence and Cognitive Science Conference.

#### **Other Professional Service Activities**

2010: ACM SE Conference, University, Mississippi. Posters judge at the ACM SE conference April 16th-17th.

#### **Presentation**

2009: Decision Sciences Institute Conference, Baltimore, Maryland.

#### **Reviewer: Ad Hoc Reviewer for a Journal**

2016 – 2017: Expert Systems with Applications.

2005: Man and Cybernetics.

2005: IEEE Transactions on Systems.

2005: ACM SIGMIS Database.

2004: IEEE Transactions on Systems, Man and Cybernetics, Part A .

#### **Reviewer: Conference Paper**

2021: Southeast Decision Sciences Institute Meeting.

2016: International Conference on e-Business, Bangkok, Thailand.

2005: Mid-South College Computing Conference.

2005: America's Conference on Information Systems (AMCIS).

2005: Decision Sciences Institute.

## **Faculty Development**

#### **DS: Research-Related Conference/Seminar**

2018: International Conference on Information Systems.

### **Technology-Related Training**

2019: DataRobot Essentials Certification. Gain the skills to make the most of the automated capabilities of DataRobot to explore, model, and act on data. This course provides hands-on coverage of the DataRobot platform and its features, expert advice on best practices in machine learning, and guidance on how to integrate predictions into your production systems.

2007: . attended training on campus about how to do distance learning

2006: . General TACIT, Advanced Blackboard, Macromedia Flash Trainings

### **Other Activities**

2005 - : S. Lukose, F. Mathew, S. Conlon, and P. Lawhead, 'Effectiveness of information Extraction Using Natural Language Processing Techniques.' Presented at the Mississippi Academy of Science conferences (MAS), Oxford, MS--First prize award.

### **Memberships**

International Association for Computer Information Systems, 5

Decision Sciences Institute, 15