

Nick V. Flor

Anderson Schools of Management
University of New Mexico
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Education

Ph.D., University of California, San Diego (1994)
Cognitive Science

Dissertation: *Dynamic Organization in Multi-Agent Distributed Cognitive Systems*
Committee: Ed Hutchins (chair), Richard Belew, Yrjo Engestrom, David Kirsh, Donald Norman

M.S., University of California, San Diego (1991)
Cognitive Science, Emphasis: Human-Computer Interaction

B.A., University of California, San Diego (1985)
Computer Science

Research Interests

Programmable autonomous businesses, web business engineering, electronic business (e-business) and commerce (e-commerce), distributed cognition, computer-supported cooperative work (CSCW), human-computer interaction (HCI), autonomous agents.

Professional & Research Experience

University of New Mexico
2002 to Present: Assistant Professor in Information Systems
Anderson Schools of Management

Carnegie Mellon University
1999 to 2002: Lecturer in Information Systems
Graduate School of Industrial Administration

Carnegie Mellon University
1998 to 1999: Associate Director, FlexMode Distance Learning Program
Graduate School of Industrial Administration

Carnegie Mellon University
1995-1999: Assistant Professor in Information Systems
Graduate School of Industrial Administration

Carnegie Mellon University
1994-1995: Instructor in Information Systems
Graduate School of Industrial Administration

Hewlett Packard, San Diego Division
1984-1994: Project Leader / Software Engineer

Grants

DARPA, Virtual Market Square Project
Principal Investigator. \$100,000 awarded 1995-1996

Information Networking Institute (INI), Softrade
Co-Principal Investigator (w/ Javier Lerch). \$100,000 awarded 1996-1997

Honors

University of California Presidential Fellowship (1989-1993)

Publications

Refereed Journal Publications

Flor, N. (2004). An analysis of the design of a programmable autonomous business. *Journal of Information Systems and Information Technology*, 7.

Flor, N., & Maglio, P. (2004). Modeling representational activity online. *Knowledge-Based Systems*, 7, 39-56.

Flor, N., Learch, F., Hong, S. (1999). A market-driven approach to teaching software components engineering. *Annals of Software Engineering*, 6, 223-251.

Flor, N. (1998). Side-by-side collaboration: A case study. *International Journal of Human-Computer Studies*, 49, 201-222.

Lerch, F., Flor, N., Fichman, M., & Hong, S. (1998). Software reuse and competition: Consumer preferences in a components market. *Annals of Software Engineering*, 5, 53-85.

Flor, N. & Coulson, S. (1996). Activity without Intersubjectivity: A Case Study of Side-by-Side collaboration. *Cognitive Studies: The Journal of the Japanese Cognitive Science Society*, 3, 63-76.

Textbooks / Books

Flor, N. (2000). *Web Business Engineering*. Reading, MA: Addison-Wesley Longman.

Flor, N., & Flor, N (2001). *e!Businesses*. Completed Manuscript.

Book Chapters

Flor, N. (forthcoming). Social Oracles as Advertising Tools in Programmable Businesses. In S. Krishnamurthy (Ed.), *Contemporary Issues in E-Marketing, Volume 1*. Hershey, PA: Idea Group.

Flor, N. & Hutchins, E. (1993). Analyzing distributed cognition in software teams: A case study of team programming during perfective software maintenance. In R. Baecker (Ed.), *Readings in Groupware and Computer Supported Cooperative Work*. San Mateo, CA: Morgan Kaufmann.

Flor, N. & Hutchins, E. (1991). Analyzing distributed cognition in software teams: A case study of team programming during perfective software maintenance. In J. Koenemann-Belliveau, T. Moher, & S. Robertson (Eds.), *Empirical Studies of Programmers: Fourth Workshop*. Norwood, NJ: Ablex.

Refereed Conference Publications

Flor, N. (2004). The architecture of the symbol engine in a programmable autonomous business. *2004 Proceedings of the IEEE Conference on Electronic Commerce Technology*.

Flor, N. (2004). Synthesizing a Business out of Social Parts: A Cognitive Analysis. *2004 Proceedings of the ISOneWorld Conference*.

Flor, N. (2004). The Distribution of Processes in a Virtual Advice Community. *2004 Proceedings of the International Association for the Development of the Information Society (IADIS)*.

Flor, N. (2003). Mappings Between Virtual Community Processes and Business Processes. *Proceedings of the Third International Conference on Electronic Business (ICEB2003)*.

Flor, N. (2003). Adapting a Cultural Process for Business Purposes Through Technology Mediation. *Proceedings of the 2003 Hawaii International Conference on Business*.

Flor, N., & Maglio, P. (1997). Modeling business representational activity online: A case study. *Proceedings of the 1997 International Conference in Information Systems*.

Flor, N., & Maglio, P. (1997). Global control of local activity. *Proceedings of the 1997 International Conference on Computer Support for Collaborative Learning*.

Flor, N., & Holder, B. (1996). Hearing with the eyes: Towards a theory of improvisation. *Eighteenth Annual Proceedings of the Cognitive Science Society*.

Coulson, S. & Flor, N. (1994). Rational choice and framing devices: Argumentation and computer programming. *Sixteenth Annual Proceedings of the Cognitive Science Society*.

Non-refereed Conference Publications

Flor, N. (1995). External media and expertise in distributed cognitive systems. *Proceedings of the Florida AI Research Symposium*.

Published Abstract, Discussions, Reviews

Flor, N. (1994). What about everyday creativity. *Behavioral and Brain Sciences*.

Completed Manuscripts

Flor, N. (2002). *Programmable Autonomous Businesses* (NVF-UNM-001). Albuquerque: University of New Mexico, Anderson Schools of Management.

Flor, N. (2002). *Adapting a Cultural Process for Business Purposes Through Technology Mediation* (NVF-UNM-002). Albuquerque: University of New Mexico, Anderson Schools of Management. Submitted.

Flor, N. (2002). *Retrofitting Web Content for Pocket Computers* (NVF-UNM-003). Albuquerque: University of New Mexico, Anderson Schools of Management. Submitted.

Flor, N. (2002). *Social Information Agents as Customer Creators: Mediating Technology as Advertiser* (NVF-UNM-004). Albuquerque: University of New Mexico, Anderson Schools of Management.

Presentations

Invited talks (after critical review)

Improvisation in Music and Management: A cognitive science approach. Nagoya University, May 1996.

Collaboration between Dyads. Nagoya University, May 1996.

Conference talk after critical review prior to presentation

The architecture of the symbol engine in a programmable autonomous business. IEEE Conference on Electronic Commerce Technology. San Diego, CA, July 2004.

Synthesizing a Business out of Social Parts: A Cognitive Analysis. ISOneWorld Conference. Las Vegas, NV, April 2004.

The Distribution of Processes in a Virtual Advice Community. International Association for the Development of the Information Society. Lisbon, Portugal, March 2004.

Mappings Between Virtual Community Processes and Business Processes. International Conference on Electronic Business. Singapore, December, 2003.

Adapting a Cultural Process for Business Purposes Through Technology Mediation. Hawaii International Conference on Business. Honolulu, HI, June 2003.

Global control of local activity. International Conference on Computer Support for Collaborative Learning. Toronto, Canada, December, 1997.

Modeling business representational activity online: A case study. International Conference in Information Systems. Atlanta, GA, December, 1997.

Hearing with the eyes: Towards a theory of improvisation. Cognitive Science Society Annual Meeting. July, 1996.

Analyzing distributed cognition in software teams. Presented at the fourth workshop for Empirical Studies of Programmers. Rutgers, NJ, 1991

Conference talks (not invited, not reviewed)

External Media and Expertise: A Distributed Cognition Perspective. Presented at the Florida Artificial Intelligence Research Symposium, Melbourne Beach, FL. 1995.

Cognitive and cultural issues in software reuse. Led a three hour workshop at the Software Reuse Expert Forum. Palo Alto, CA, 1991.

Seminars at other academic institutions

Collaboration and Cognition. Presented to the Cognition In Group Settings Research Group. University of Pittsburgh, Learning Research and Development Center. Pittsburgh, PA, 1995.

Why You Don't Always Need to Collaborate to Collaborate. Presented to Carnegie Mellon University's Human-Computer Interaction Institute. Pittsburgh, PA, 1995.

External Media and Expertise: Designing Remote Collaboration Tools. Presented to the Cognition In Group Settings Research Group. University of Pittsburgh, Learning Research and Development Center. Pittsburgh, PA, 1995.

Towards a theory of improvisation: A distributed cognition perspective. Given at LRDC, University of Pittsburgh, September, 1995.

Invited Executive Presentations

Web Business Engineering for CIOs. Presented to NASA's Chief Information Officers. Arlington, VA, August, 2001.

Consumer-based Web Strategies. Presented to the Heinz Corporation. Pittsburgh, PA. 1999.

Internet and Web strategies for Large Corporations. India Manufacturing Technologies Executive Education Program. Mumbai, India; New Delhi, India; Poona, India, April, 1996.

Technology for Improved Information Management. The Executive Education Network (EXEN). Dallas, TX, February, 1995.

Teaching and Education

Courses Taught

Management of Information Systems
Expert Systems
Distributed Cognition and Collaboration (PhD)
Distributed Virtual Businesses
End-User Programming for Virtual Businesses
Electronic Commerce for Virtual Businesses
Information Systems Modeling
Programming for the Web
Program Trading
Software Trading
The Web: Adding Firm Value
Web Business Engineering

Educational Software/Technology Developed

- The Virtual Market Square Toolkit
- Video-telephone/remote collaboration tool
- SoftTrade
- Customer-centered online components
- Database-driven web course software
- SofTrade auction software
- Web-survey generator
- Data collection and relationship management modules for GSIA store
- Java shared-workspace, remote collaboration tool
- Java neural network
- FlexMode Web Software

Membership and Activities in Professional Societies

Member, Association of Computing Machinery.

Member, IEEE Society

References

<p>F. Javier Lerch Senior Research Scientist Director, Center for Interactive Simulations Grad. School of Industrial Administration Carnegie Mellon University Pittsburgh, PA 15213 USA fl0c@andrew.cmu.edu</p>	<p>Fallaw Sowell Associate Professor of Economics Associate Dean, MBA Program Grad. School of Industrial Administration Carnegie Mellon University Pittsburgh, PA 15213 USA fs0v@andrew.cmu.edu</p>
<p>John Hooker Professor of Operations Research T. Jerome Holleran Professor of Business Ethics Social Responsibility Head, Undergraduate Business Program Grad. School of Industrial Administration Carnegie Mellon University Pittsburgh, PA 15213 USA jh38@andrew.cmu.edu</p>	