



Simon Fraser University  
Faculty of Business Administration  
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# Michael Brydon

## Education

- University of British Columbia** **Vancouver, BC**
- 2000: Ph.D. in Management Information Systems, Faculty of Commerce and Business Administration.
  - Dissertation title: *A Market-Based Approach to Resource Allocation in Manufacturing.*

- Royal Military College of Canada** **Kingston, ON**
- 1993: M.Eng. in Engineering Management (Industrial Engineering)
  - Thesis title: *Intelligent Quality Control and Improvement: Applying Machine Learning to a Large-Scale Continuous Industrial Process.*

**Royal Military College of Canada** **Kingston, ON**

- Royal Roads Military College** **Victoria, BC**
- 1990: B.Eng. in Engineering Management (Industrial Engineering)-
  - Thesis title: *Applied Quality Control: Alcan's Paint Line 3*

## Research Interests

### Primary research interest

Decision making, multi-agent intelligent systems, decision-theoretic planning, combinatorial auctions, online auctions, real options valuation

### Secondary research interest

Knowledge management, open source software, public goods, data mining, group decision support

## Experience

**Simon Fraser University** **Burnaby, BC**  
Sep 2008 – present: Associate Professor  
Dec 2000 – Sep 2008: Assistant Professor  
May 1999 – Dec 2000: Instructor  
1997 – 1999: Sessional Lecturer

**University of British Columbia** **Vancouver, BC**  
1998: Fellow, Centre for Operations Excellence  
1993 – 1998: Sessional Lecturer/Teaching Assistant  
1997: Lecturer, Certified General Accountants Program

**Royal Military College of Canada** **Kingston, ON**  
1990 – 1993: Technical Officer and Lecturer, Department of Engineering Management

## Journal Publications

- Tingling, P., Brydon, M. (2010) "Is Decision-Based Evidence Making Necessarily Bad?" *Sloan Management Review*, 51(4), pp. 71-76.
- Brydon, M. J. and Vining, A. R., 2008, "Adoption, Improvement and Disruption: Predicting the Impact of Open Source Applications in Enterprise Software Markets," *Journal of Database Management*, 19(2), pp. 73-94.
- Brydon, M. J. and Gemino A. C., "You've Data Mined. Now What?" *Communications of the Association for Information Systems*, 22(33).
- Brydon, M. J. and Gemino, A. C., "Classification Trees and Decision-Analytic Feedforward Control: A Case Study from the Video Game Industry," *Data Mining and Knowledge Discovery*, 17(2), pp. 317-342.
- Brydon, M. J. (2006) "Economic metaphors for solving intrafirm allocation problems: What does a market buy us?" *Decision Support Systems*, 42(3), pp. 1657-1672.
- Brydon, M. J. and Vining, A. R., (2006) "Understanding the failure of internal knowledge markets: A framework for diagnosis and improvement," *Information & Management*, 43(8), pp. 964-974.
- Brydon, M.J., (2006) "Evaluating strategic options using decision-theoretic planning," *Information Technology and Management*, 7(1), pp. 35-49.
- Brydon, M.J. (1990) "Using Control Charts to Monitor the Performance of Large-Scale Systems," *Engineering Management Journal*, Vol.3, No.1

## Book Chapters

- Brydon, M., and Vining, A. (2009) "A Dynamic Model of Adoption and Improvement for Open Source Business Applications," Chapter 11 in Keng Siau and John Erickson eds. *Principle Advancements in Database Management Technologies: New Applications and Frameworks* (Advanced Topics in Database Research, Volume 6), Hershey, PA: IGI Global.
- Brydon, M., and Vining, A. (2009) "Adoption, Improvement and Disruption: Predicting the Impact of Open Source Applications in Enterprise Software Markets," Chapter 8.11, in J. Erickson, ed., *Database Technologies: Concepts, Methodologies, Tools, and Applications, Volume IV*, Hershey, PA: IGI Global, [Originally published in *Journal of Database Management*, 19(2), 73-94, 2008].

## Papers under Review

- Chwelos, P., Brydon, M., and Benbasat, I., "Recognizing Strategic Reputation Manipulation on eBay: An Experimental Investigation" under second review at *Journal of Management Information Systems*.
- Brydon, M. J., Chwelos, P. D., and Benbasat, I., "Plugging the Holes in eBay's Reputation System," under review at *Communications of the Association for Computing Machinery (CACM)*.

## Conference Papers and Presentations

- Brownstein, M., Brydon, M. J., and Vining, A. R., (2006), "Can Open Source Disrupt Enterprise Software? The Case of CRM," in the proceedings of Conference of the Administrative Sciences Association of Canada (ASAC 06).
- Brydon, M. J., (2004) "Economic Metaphors for Computation: What do Markets Buy Us?" presented at the CORS/INFORMS International Meeting, Banff, AB.
- Brydon, Michael J., (2003), "Evaluating Strategic Options Using Decision Theoretic Planning," Eighth Annual Informatics Conference on Information Systems and Technology (CIST-03), Atlanta, GA.
- Collins-Dodd, C., Brydon, M., and Maygar, E., 2003, "Consumer channel decisions in a bricks and mortar vs. electronic retailing environment," 10th International Conference on Recent Advances in Retailing and Services Science (EIRASS '03).
- Brydon, Michael J., 2002, "Using Decision-Theoretic Planning Agents in Market-Based Systems," AAAI Workshop on Game Theoretic and Decision Theoretic Agents (GTDT'02), Edmonton, AB.
- Gemino, A., Brydon, M., and Olnick Kutzschan, A., 2002, "Requirements Engineering in Web Development Projects," Conference of the Administrative Sciences Association of Canada (ASAC '02).
- Chwelos, Paul D., and Brydon, Michael J., 2000, "Clicks vs. Bricks: Towards a Model of Internet-Induced Channel Competition," International Conference on Information Systems (ICIS-2000), Brisbane, Australia.
- Brydon, Michael J., 1998, "Markets As Decision Makers: A Framework For Multi-Agent Planning," in the Proceedings of the 1998 Workshop on Information Technology and Systems (WITS 98), Helsinki, Finland.
- M. J. Brydon, 1996, "Emergent Planning and Control in Manufacturing" presented at INFORMS-96, Atlanta, GA, 03 Nov.
- M.J. Brydon and A.L. Jenkins, 1994, "Applying Machine Learning for Intelligent Quality Improvement," *Proceedings of the 6th Symposium/Workshop on Applications of Expert Systems in DND*, Kingston, Ont.
- M. J. Brydon, 1993, "Quality Control Using Artificial Intelligence Techniques," presented at the 35th Annual Conference of the Canadian Operational Research Society, Halifax, N. S., 26 May.
- M.J. Brydon, 1990, "Using Control Charts to Monitor the Performance of Large-Scale Systems," Proceedings of the 11th Annual Conference of the American Society for Engineering Management, St. Louis MO, 15 Oct.

## Invited Presentations

- 2004 Management Information Systems Seminar, Sauder School of Business, "Valuating Strategic Alternatives Using Decision-Theoretic Planning".
- 2003, Management Information Systems Colloquium, Haskayne School of Business, University of Calgary, "Strategic Decision Making in the Face of Uncertainty or: What to do with a GartnerGroup Report".

## Grants

- 2001, Fisher College of Business, Ohio State University, “Resource Allocation Using Markets”.
- 2008 SSHRC-SFU Institutional Grant – Small with P. Tingling “Predicting black swans: an empirical investigation of forecasting in fat-tailed environments” (\$5,800)
- 2002-04 SSHRC INE with A. Vining (principal), E. Love, and A. Pavlov: “Rethinking the Application of Formal Models to Strategic Decision Making” (\$200,000)
- 2000-04 NSERC Individual Research Grant: “Solving resource allocation problems using markets and rational agents” (\$55,500)
- 2000-01 Finning Endowment, SFU: “A Market-Based Approach to Resource Allocation in Manufacturing” (\$10,000)
- 2000 Management of Technology Business Council, SFU: “Channel Conflict: The Risks of Clicks and Mortar” (\$3,900)

## Teaching

Years	Level	Course	Name
2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000	Graduate/ MBA	Bus 756	Strategic Use of Information and Knowledge
2001, 2000, 1999	Graduate/ MBA	Bus 905	Electronic Commerce
2004	Graduate/ MBA	Bus 554	Management Information Systems (Regional MBA)
2009, 2007, 2006, 2005, 2004	Undergrad	Bus 462	Managerial Support Systems/Business Intelligence
2003, 2000(2)	Undergrad	Bus 492/ 464	Building Business Systems/Database Management
2006, 2005, 2003, 2002(2), 2001	Undergrad	Bus 362	Information Systems Analysis and Design
2009	Undergrad	Bus 237	Information Systems in Business

## Professional Service

- Reviewer for Management Science, Information Systems Research, IEEE Transactions on Engineering Management, Computational Intelligence, Journal of the Association for Information Systems
- 2006, Reviewer for SSHRC Individual Grants.

### **University/Faculty Service**

- 2009, 2007, 2006: Reviewer for Administrative Sciences Association of Canada (ASAC)
- 2002, 1999: Reviewer for NSERC Discovery Grants and Collaborative R&D Grants
- 2007, 2004, 2002, 2001, 2000 Program Committee for the International Conference on Information Systems (ICIS)
- 2001 Program Committee for the Workshop on Information Technology and Systems (WITS 2001)
- Management of Technology MBA Committee, 2007 – present
- Academic Appeals Committee, 2006 – 2007
- Area Coordinator, MIS, Aug 2003 – Sep 2005; Jun 2009-present
- Member, Appointments Committee, Jun 2002 – May 2003
- Member, Faculty Tenure and Promotion Committee: Jun 2001 – Jan 2002

### **Awards and Achievements**

- 1996 International Conference on Information Systems (ICIS) doctoral consortium participant
- McPhee Fellowship, University of British Columbia (1993-1996)
- First place: 1990 American Society for Engineering Management/McDonnell Aircraft Student Paper Competition