

# MMIS Departmental Research Seminar

## My Journey in the Technology Adoption Stream: Past, Present, and Future

Date: Feb 10, 2023

Time: 14:30 – 16:00

Venue: WLB 602



Prof. Viswanath VENKATESH  
Chair Professor  
MMIS

### Abstract

The primary stream of Dr. Venkatesh's work has been technology adoption and diffusion. He has worked on this topic from the 1990s and his work has evolved with the evolution of technologies and contexts. In this presentation, he will share his research journey, highlighting the key contributions of his work, the planned steps that went well, serendipitous happenings, coping with mishaps, mistakes made, bad hands dealt, and lessons learned. Depending on audience interest and time available, he will also share potential avenues for future research on this topic.

### About the Speaker

Viswanath Venkatesh, who completed his PhD at the University of Minnesota, is an Eminent Scholar and Verizon Chair at the Pamplin College of Business, Virginia Tech. Since Fall 2021, he is also the Director of Pamplin's Executive PhD program. He is widely regarded as one of the most influential scientists, both in terms of premier journal publications and citation impact (e.g., Clarivate, Thomson Reuters' highlycited.com, Emerald Citations, SSRN, PLoS Biology), with a recent career ranking of 485th (out of ~9 million scientists in all scientific fields) and 1st in information systems. His 2021 citation impact ranking was 95th (out of ~9 million scientists in all scientific fields). His research focuses on understanding the diffusion of technologies in organizations and society. His most impactful project focuses on improving the quality of life of the poorest of the poor in India—which he has presented in various forums including at the United Nations. The sponsorship of his research has been about US\$10M. His work has appeared in leading journals in human-computer interaction, information systems, organizational behavior, psychology, marketing, medical informatics, and operations management, and included best paper awards (e.g., Academy of Management Journal). His works have been cited over 157,000 times (Google Scholar) and over 51,000 times (Web of Science), with an h-index of 85 and i-10 index of 140. He developed and maintains an IS research rankings web site that has received many accolades from the academic community including Association for Information Systems' Technology Legacy Award. He has served in editorial roles in various journals. He is a Fellow of the AIS and the Information Systems Society, INFORMS.