

Murli Nagasundaram, Ph.D.

221, 4th Cross, HRBR Layout 3rd Block, Kalyananagar
Bangalore 560 043, INDIA

murli@murli.com | www.murli.com | +91-99 0269 6920



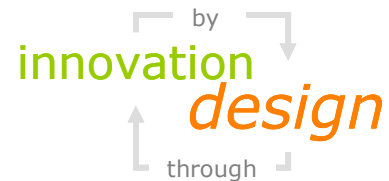
Dr. Murli Nagasundaram is a consultant on **creativity, innovation** and **design thinking** in business, government, education and society. He also conducts workshops on cultural sensitivity for business success in India.

Murli has been training and facilitating business teams, conducting research, and teaching creativity and innovation for over two decades. His research on the subject has been published in leading international academic journals. He has been trained and certified in the Osborne-Parnes Creative Problem Solving (CPS) Methodology at the Creative Problem Solving Institute, USA.

Murli's corporate clients have learned methods and strategies for generating business opportunities by developing breakthrough products, technologies, services and customer experiences that help them thrive in a competitive market. They have also acquired the means for generating creative solutions to business problems and for designing and implementing innovative business strategies, policies, processes and systems. Murli's college students have acquired essential perspective-changing skills in creative and design thinking that make them valued employees.

Murli has a PhD in Management from the University of Georgia, Athens, USA, an MBA from the Indian Institute of Management (IIM) Kolkata, and a Bachelor's degree in Engineering from the National Institute of Technology (NIT), Tiruchirapalli.

He was a tenured faculty member of the College of Business at Boise State University, Boise, Idaho, USA, for fourteen years. He also has taught at the University of Texas at Austin, University of Georgia, Athens, and University of Baltimore, Maryland, in the USA; at the Indian Institute of Management, Bangalore (IIMB), India; and S P Jain College of Management, Dubai.



His corporate clients include Hewlett-Packard, Micron Technology, and governmental agencies of the states Idaho and Oregon in the US; and the Civil Service College in Singapore.



In the mid-1980's, Murli helped found Collaborative Technologies Corporation in Austin, Texas, and designed a groupware product called **VisionQuest**. VisionQuest was a pioneering tool that enabled structured group interactions including: simultaneous and anonymous idea generation and elaboration, fully-recorded discussions and debates, assessment of ideas generated, group decision-making and reporting. Extensive academic research conducted at universities around the world established that groups using VisionQuest to mediate their discussions experienced significantly enhanced group creativity, meeting productivity, and overall satisfaction, among other results. VisionQuest was adopted by many Fortune 50 corporations including Procter & Gamble, Hewlett-Packard, Westinghouse, Boeing, and Coca-Cola to support executive decision-making, market research, strategic planning, research and development, and other critical applications.

Murli has engaged with the technology industry for most of his career, from both business and technical perspectives. He worked for an IT company in India and also helped found two software companies in the US. His varied experiences – as researcher, marketing executive, professor, trainer, systems analyst, facilitator, speaker, business process consultant and entrepreneur – inform his work with a diverse range of organizations and individuals.

He has a passion for and involvement in the arts, design, the written word, theatre and emerging digital interactive technologies. More details on Murli at: <http://about.murli.com>.

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Education

Ph.D. (Mgmt.)	1995	Univ. of Georgia, Terry College of Business, Athens, Georgia (USA)
PGDM (MBA)	1980	Indian Institute of Management (IIM), Kolkata (India)
B.Engg. (Mech.)	1978	National Institute of Technology (NIT), Tiruchirapalli (India)

Other qualifications

Trained and Certified in the Osborne-Parnes Creative Problem Solving (CPS) Methodology at the Creative Problem Solving Institute (CEF-CPSI), Buffalo, NY, USA.

Training, Facilitation and Consulting Expertise Areas

- Management Innovation & Creative Problem Solving
 - Design Thinking
 - Experience Design
- Application areas for above: *products, services, processes, policies, systems* and *organization design*. Examples: new product development, strategic planning, technical troubleshooting, developing a mission statement, exploring new organizational structures, formulating organizational policies, and creating a brand image.
- Cultural appreciation of India for Business & Government professionals

Professional Experience

- Business school professor
- Innovation, Creativity and Experience Design consultant/trainer/facilitator
- Innovation researcher (made key contributions to Electronic Brainstorming research)
- Principal designer of **VisionQuest**, a pioneering Group Decision Support System
- Electronic Meeting System designer and facilitator
- Group process facilitator
- Software Entrepreneur (helped found two software startups)
- Systems Analyst/consultant
- Marketing/sales professional
- Keynote Speaker

Select Clients (Corporate/Government)

Singapore Civil Service College, Hewlett-Packard, Agilent, Micron Technology, Idaho Power, United Water Idaho, Delta Dental Insurance, J. R. Simplot Co., Govts. of the States of Idaho and Oregon, ITC-Windsor Manor.

Select Clients (academic)

University of Baltimore, Maryland; Indian Institute of Management, Bangalore; S P Jain College of Management, Dubai; T A Pai Management Institute.

Experience (Academic & Industry)

1999 – 2008	Associate Professor (tenured), Boise State University, Boise, Idaho, USA
2000 (fall)	Visiting Faculty, Indian Institute of Management (IIM) Bangalore, India.
1996 (summer)	Rotary International Teaching Fellow, IIM Bangalore, India.
1994 – 1999	Assistant Professor, Boise State University, Boise, Idaho, USA
1992 – 1994	Instructor, University of Georgia, Athens, Georgia, USA.
1991 – 1992	Milagro Systems, Inc., Austin, Texas, USA; Co-founder.
1988 – 1990	Instructor, University of Texas at Austin, Austin, Texas, USA.
1987 – 1991	Collaborative Technologies Corporation, Austin, Texas, USA, Co-founder.
1981 – 1986	International Data Management Ltd., Bangalore, India; Area Manager.
1980 – 1981	Forbes, Forbes, Campbell & Co. Ltd., Bombay, India; Management Trainee

University courses taught: Experience Design; Creative Thinking & Problem Solving; MIS (classroom and online); DBMS; Networking and Telecommunications; Systems Analysis and Design; Information Resource Management; Decision Support Systems.

Murli Nagasundaram, Ph.D. -- Published Research

Refereed Journal Articles

- Satzinger, J., Garfield, M., and Nagasundaram, M. (1999). The Creative Process: The Effects of Group Memory on Individual Idea Generation. *Journal of Management Information Systems*. 15 (3), 143-160.
- Watson, H. J. Aronson, J., Hamilton, R.H., Iyer, L., Nagasundaram, M., Nemat, H., Suleiman, J. (1996). Assessing EIS benefits: A survey of current practice, *Journal of Information Technology Management*, VII (1&2), 23-30.
- Nagasundaram, M. and Bostrom, R. P. (1995). The Structuring of Creative Processes using GSS: A Framework for Research, *Journal of Management Information Systems*, 11(3), 89- 116.
- Nagasundaram, M. and Dennis, A. R. (1993). When a Group is Not a Group: The Cognitive Foundation of Group Idea Generation, *Small Group Research*, 24(4), 463-489.

Refereed Book Chapters

- Nagasundaram, M. (2007). E-Collaboration Through Blogging, in *Encyclopedia of E-Collaboration*, Ned Kock (ed.), Information Science Reference (Igi Global).
- Nagasundaram, M. (1997). Creativity, Group Support Systems, and Systems Development, in *Systems Development Methods for the Next Century*, Wojtkowski, G. W., Wojtkowski, W., Wrycza, S., and Zupancic, J. (eds.), Plenum Press, New York and London, pp39-48.
- Nagasundaram, M. (1995). Towards a Social Engineering of Social Technologies, in *Human Factors in Information Systems: Emerging Theoretical Bases*, vol. 3, Jane Carey (ed.), Ablex Publishing.
- Wagner, G. R. and Nagasundaram, M. (1992). Meeting Process Augmentation: The Real Substance of Group Decision Support Systems, in Fred Y. Phillips (ed.), *Thinkwork: Working, Learning, and Managing in a Computer Interactive Society*, Praeger Publishing Corp., pp. 47-58.

Refereed Conference Proceedings

- Bostrom, R. P. and Nagasundaram, M. (1998). Research in Creativity and GSS. Proceedings of the Thirty-First Hawaii International Conference on System Sciences, January 6-9, vol. 6. pp. 391-505. Best paper in minitrack.
- Satzinger, J., Garfield, M., and Nagasundaram, M. (1996). The Effects of Group Memory on GSS Idea Generation, Proceedings of Association of Information Systems Conference, August 16-18, Phoenix, AZ.
- Nagasundaram, M. and Bostrom, R. P. (1995). Structuring Creativity with GSS: An Experiment, Proceedings of Association of Information Systems Conference, '95, August 25-27, Pittsburgh, PA.
- Nagasundaram, M. and Bostrom, R. P. (1994). The Structuring of Creative Processes: Implications for GSS Research, Proceedings of the Twenty-Seventh Hawaii International Conference on Systems Sciences. Best paper in mini-track.
- Nagasundaram, M. (1993). Structures in Creativity Techniques, in Proceedings of the 3rd Annual Georgia Research in Information Technology Conference, November 13, 1993, Marietta, Georgia.
- Nagasundaram, M. and Wagner, G. R. (1992). Ambiguity in Human Communication and the Design of Computer Mediated Communication Systems, in Proceedings of the Twenty-Fifth Hawaii International Conference on Systems Sciences, January 7-10, 1992, Koloa, Hawaii.
- Nagasundaram, M. and Wagner, G. R. (1991). Goal Centered Dialogues: A Process Structuring Framework for Group Decision Support Systems, in Proceedings of DSS-91 Transactions: Eleventh International Conference on Decision Support Systems, I. Zigurs (ed.), June 3-5, 1991, Manhattan Beach, Calif., pp. 195-203.
- Nagasundaram, M. (1990). Towards a Social Engineering of Social Technologies, in Proceedings of the 3rd Symposium on Human Factors in Information Systems, Oct. 17-19, 1990, Norman, OK, pp. 176-192.
- Wagner, G. R. and Nagasundaram, M. (1988). Meeting Process Augmentation: The Real Substance of Group Decision Support Systems, in *Organizational Decision Support Systems*, R. M. Lee, A. McCosh and P. Migliarese, Amsterdam: North-Holland, 1988, pp. 305-316.

Other publications

- Nagasundaram, M. Cognitive Mapping for Better Group Decisions, Groupware Report, 2(4), Sep 1993.
- Nagasundaram, M. Groupware Times Groupware: Multiplying Group Productivity With VisionQuest for Notes, Groupware Report, 2(3), May 1993, 7-9.
- Nagasundaram, M. Groupware in Community Development: The Atlanta Project," Groupware Report, 2(1), Jan 1993, 1-3.
- Nagasundaram, M. Style and Substance in Communication: Implications for Message Structuring Systems, in ACM SIG Office Information Systems Bulletin, December 1990, 33-41.
- Nagasundaram, M. Middle-Range Technology: Designing for Social Acceptability, in ACM SIG Office Information Systems Bulletin, March 1990, 22-27.