

**Vitae**  
**Kelly E. Fish**  
**Professor of Information Systems & Business Analytics**

**Education:** University of Mississippi, PhD, 1995  
Thunderbird School of Global Management, MIM, 1990  
University of Texas at Austin, BBA, 1979

**Certifications:** Business Applications of Artificial Intelligence Executive Education Course,  
University of California at Berkeley, Haas School of Business, 2020  
Awarded the NASBITE Certified Global Business Professional, 2009

**Employment:** Arkansas State University, Professor of Information Systems & Business Analytics  
2013-present, Associate Professor 2006-2013, Assistant Professor 2001-2006  
University of Caen, France, Visiting Professor, May 2003-2023  
Salzburg University of Applied Sciences, Austria, Visiting Professor, June 2008  
Rhodes College, Assistant Professor of Business, 1994-2001  
University of Mississippi, Teaching Assistant, 1992-1994

**Teaching:** Foundations of Business Analytics (undergraduate)  
Artificial Intelligence Business Strategies (undergraduate)  
Management Information Systems (undergraduate and MBA)  
e-Commerce Business Strategies (undergraduate and MBA)  
Marketing Analytics (undergraduate)  
Data Mining (MBA)  
Oracle Database Development & Administration (undergraduate)

**Publications:**

Fish, K.E., Ruby, P., Philhours, M. (2023), "Using Writing Support Software to Improve Student Composition Outcomes: Empirical Study," *International Journal of Education Research*, Volume 18, Number 1, Winter, 16-31.

Fish, Kelly E. and Gauri-Shankar Guha (2020), "Towards an Electronic Medical Record System for a Rural Haitian Medical Clinic," *Journal of Strategic Innovation and Sustainability*, 15(4), 15-20.

Guha, Gauri-Shankar and Kelly E. Fish (2018), "Measuring Requisite Expatriate Personality Traits: A Partial Empirical Validation of the Bird and Osland Global Leadership Model," *International Leadership Journal*, 10(3), 92-109.

- Fish, Kelly E. and Gauri-Shankar Guha (2018), "Strategies for Enhancing IB leadership Skills in the Arkansas Delta Region – A Decision Science Approach" in *Journal of Leadership, Accountability, and Ethics*, 15(1): 51-59.
- Guha, Gauri-Shankar and Kelly E. Fish (2016), "A Confirmatory Analysis of Leadership Traits Perceived by US Expatriates," *International Research Journal of Global Business Development*, 5 (1), 50-56.
- Rodriguez-Baez, Alberto and Kelly E. Fish (2015), "An Entrepreneur's Introduction to Selecting and Managing International Distributors," *Business Journal for Entrepreneurs*, Vol 2015, No. 3, 77-88.
- Relyea, Clint, Gauri-Shankar Guha and Kelly E. Fish (2013), "Increasing Intercultural Effectiveness through a Global Citizenship Approach," *Administrative Issues Journal Conference Proceedings*, Nov 7-8; 15-18.
- Fish, Kelly E., Gauri-Shankar Guha, Clint W. Relyea (2012), "Towards the Measurement of Global Leadership Traits," *Southwest Review of International Business Research*, 23 (1), 273-280.
- Relyea, Clint W., Sandra Liliana Tejada, Kelly E. Fish and Gauri-Shankar Guha (2011), "Laissez Faire and International Trade: A Critique of the Proposed United States-Colombia Free Trade Agreement," *Journal of International Business Research*, Vol. 10. No. 1, 47-58.
- Relyea, Clint W., Gauri-Shankar Guha and Kelly E. Fish (2010), "Insights Into Undergraduate IB Curriculum Development for Global Leadership," *International Academy of Business and Public Administration Disciplines Proceedings*, Oct. 22-24 New Orleans, Louisiana, Vol. 7, No. 3, 52-59.
- Fish, Kelly E., Richard Segall, John Seydel and Jollean Sinclair (2010), "Assessing Technology Skills of Business Students," *Southwest Decision Sciences Institute Annual Conference Proceedings*, Dallas, Texas, PA116.
- Fish, Kelly E. and Paula Ruby, (2009) "An Artificial Intelligence Foreign Market Screening Method for Small Businesses," *International Journal of Entrepreneurship*, Vol. 13, 65-81.
- Fish, Kelly E., Faisal Rahman and Siti Mardiana (2009), "Towards a DSS for Arkansas Exporters," *16th Annual South Dakota International Business Conference Proceedings*, Oct. 1-3, Rapid City, South Dakota, 207-216.
- Fish, Kelly E. and Gauri-Shankar Guha, (2008) "Determining Growth Inducing Parameters from a Neural Network Model of Regional Exports," *Southwest Review of International Business Research*, 19, 1, 85-88.

- Fish, Kelly E. and John Seydel, (2006) "Where IT Outsourcing Is and Where It Is Going: A Study Across Functions and Department Sizes," *The Journal of Computer Information Systems*, 46 (3), 96-103.
- Fish, Kelly E., John Seydel and Russell Jones, (2006) "New Trends in the Perceived Importance of IS Knowledge/Skill Areas" *Southwest Decision Sciences Institute Annual Conference Proceedings*, Oklahoma City, Oklahoma, 524-530.
- Fish, Kelly E., David T. Boyd, S.C. Boyd and Jan W. Duggar, (2005) "Challenges and Solutions to Developing International Trade in the Arkansas Delta Region," *Southwest Review of International Business Research*, 16, 1, 5-10
- Fish, Kelly E. and Richard S. Segall, (2004) "A Visual Analysis of Learning Rule Effects and Variable Importance for Neural Networks Employed in Data Mining Operations," *Kybernetes: The International Journal of Systems and Cybernetics*, Vol. 33, No. 5/6.
- Fish, Kelly E., John D. Johnson, Robert E. Dorsey and Jeffrey G. Blodgett, (2004) "Using an Artificial Neural Network Trained with a Genetic Algorithm to Model Brand Share," *Journal of Business Research*, Vol. 57, No.1, 79-85.
- Fish, Kelly E., (2004) "Towards an Artificial Intelligence Approach to Foreign Market Screening," *Southwest Decision Sciences Institute Annual Conference Proceedings*, Orlando, Florida, 17-22.
- Fish, Kelly E., (2003) "Visualizing International Business Data with Self-Organizing Maps," *Southwest Decision Sciences Institute Annual Conference Proceedings*, Houston, Texas, 351-355.
- Fish, Kelly E. and Jeffery G. Blodgett, (2003) "A Visual Method for Determining Variable Importance in an Artificial Neural Network Model: An Empirical Benchmark Study," *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 11, No. 3, 244-254.
- Fish, Kelly E. and Richard S. Segall, (2001) "A Visual Analysis of Learning Rule Effects and Variable Importance for Neural Networks Employed in Data Mining Operations," *Conference on Applied Research in Data Engineering*, Little Rock, Arkansas.
- Fish, Kelly E. and Maria Lam, (2001) "Improving the Globally Interactive Group Case Method: New Perspectives from the United States and Hong Kong," *Annual Meeting Proceedings*, Academy of Collegiate Marketing Educators Conference, New Orleans, LA., 168-173.

- Fish, Kelly E., (1999) "Classic Motorcycles, Inc. (A) & (B) with Teaching Note," *Advances in Marketing*, Proceedings of the Southwestern Marketing Association Conference, Houston, Texas, 77-85.
- Fish, Kelly E., Carlos Ruy Martinez, Roberto J. Santillán and Jeff D. Brazell, (1998) "International Marketing Internet in the Classroom (IMIC): A Global Approach to the Group Case Method," *Marketing Education Review*, Vol. 8, No. 2, (Summer), 75-82.
- Fish, Kelly E., James H. Barnes and Milam Aiken, (1995) "Artificial Neural Networks: A New Methodology for Industrial Market Segmentation," *Industrial Marketing Management*, 24, 431-438.
- Barnes, James H., Benjamin F. Banahan III and Kelly E. Fish, (1995) "The Response Effect of Question Order in Computer-Administered Questioning in the Social Sciences," *Social Science Computer Review*, 13, 1, (Spring) 47-53.
- Aiken, Milam, Luvai Motiwalla, Kelly Fish and Mohammed Bsar (1995) "A Comparison of Neural Networks with Discriminant Analysis" *Northeast Decision Science Institute Proceedings*, March 22-24, pp. 203-205.
- Fish, Kelly E., James H. Barnes and Benjamin F. Banahan III (1994), "Convenience or Calamity? Pharmaceutical Study Explores the Effects of Sample Frame Error on Research Results," *Journal of Health Care Marketing*, 14 (Spring), 45-49.
- Fish, Kelly E. (1994), "Attitude Toward the Ad Goes Global: The Theory of a Nexus Between Cultural Values and A<sub>ad</sub> Antecedents," *Advances in Marketing*, Proceedings of the Southwestern Marketing Association Conference, Dallas, Texas.

### **Working Paper:**

"Drivers of student performance on technology assessment of learning" manuscript development

### **Recent Presentations**

Ruby, P., Philhours, M., Fish, K.E., Ferry, J., Shephard, V., "From Educators to Artificial Intelligence: Three Perspectives on Writing Support" *Conference on College Composition and Communication*, Spokane, WA. April 4, 2024.

Fish, K.E., "Transitioning a Global E-commerce Class to Online," presented to NASBITE International Conference, March 29-31, 2022.

Fish, K.E., Ruby, P., Philhours, M., Ferry, J., “Arkansas State *CorrectEnglish* Pilot Study: A Case Study for Increasing Writing Proficiency” presented on October 20, 2021, to Missouri Community College Association, Jefferson City, MO.

## **Grants and Contracts**

Co-Investigator, with G. Guha, U.S. Department of Education, Business and International Education (BIE) program two-year matching grant for raising the level of readiness to tackle a new normal in international business; total budget \$280,364, October 2021.

Co-Investigator, with C. Relyea and G. Guha, Middle East Studies Grant, \$11,500 for the study of global leadership traits in US-expatriates and Egyptian nationals, 2011.

Primary investigator; U.S. Department of Education, Business and International Education (BIE) program two-year matching grant for the development of global leadership curriculum and outreach through the International Business Resource Center at ASU; total budget \$376,791, July 2009.

Horizon Institute of Technology; a one-year grant for development of Oracle 10g Database Administration study library; \$7,900, 2006.

Primary investigator; U.S. Department of Education, Business and International Education (BIE) program two-year matching grant for the continued operation of the International Business Resource Center at ASU; total budget \$358,000, July 2006.

ASU College of Business summer research grant for developing, “An Artificial Intelligence Foreign Market Screening Method for Small Businesses;” \$10,000 funded for 2006.

Horizon Institute of Technology; a one-year grant for faculty development in *Oracle 10g*; \$4,800 funded for 2005

Primary investigator; U.S. Department of Education, Business and International Education (BIE) program two-year matching grant for the establishment and operation of the International Business Resource Center at ASU; total budget \$330,000, July 2004.

Horizon Institute of Technology; with John Seydel, a one-year grant for the study of outsourcing and MIS graduate needs for US firms; \$4,400 funded for 2004.

## **Professional**

**Activities:** 2006-present, NASBITE International (formerly, North American Small Business International Trade Educators); elected 2010-16 to National Board of Governors, 2012 appointed to Executive Committee, 2014-16 elected National President, 2018 bestowed NASBITE Fellow

## **Service: Arkansas State University**

**2001-present**

- 1 ISBA Search Committee, Chair 2022-present
- 2 ASU Intercollegiate Sports Committee 2016-2022
- 3 ISBA PRT Committee, Chair 2008-10, 2016-19, Co-Chair 2006-07
- 4 COB Assessment of Learning Committee (AACSB), ISBA Team Leader
- 5 COB PRT Committee 2006-07, 2008-10, 2014-19
- 6 ISBA Undergraduate Curriculum Committee, Chair 2020 – present
  - a. Led departmental effort to redesign and update ISBA undergraduate curriculum 2020
- 7 ISBA Undergraduate Curriculum Committee, 2020-2021, Chair, led complete curriculum restructure
- 8 COB Graduate Curriculum Committee, 2020-2022t
  - a. Served Graduate Curriculum Taskforce, 2020 - 2022
- 9 Director, International Business Resource Center 2005-2015\*
- 10 International Business Committee, 2001- 2015

\* The mission of the International Business Resource Center (IBRC) was to enhance the global competence of the residents living in Arkansas Delta Region (ADR) by improving the teaching of international business at Arkansas State University and, assisting ADR businesses in learning to export products or services.