

February 20, 2023

It is my honor and privilege to offer my strongest support for Professor Roberta (Robby) Roth's request for Faculty Emeritus Status. Professor Roth joined UNI in 1980 and was subsequently hired as Assistant Professor after completing her doctorate in MIS from the University of Iowa in 1990. Her effective departure date from the University of Northern Iowa is June 1, 2023.

It is a challenging task to attempt to encapsulate Professor Roberta Roth's nearly four-decade-long career at UNI into a concise narrative. Nonetheless, I will try to do so. Professor Roth has made substantial contributions to UNI in the areas of teaching, scholarship, and service over these years, and she is very deserving of receiving Emeritus Professor status upon her retirement on June 1, 2023.

Robby first arrived on the UNI campus as an instructor in the fall of 1980 semester. Soon she discovered she loved what she was doing, leading to participation in the first "class" in Dean Robert Waller's Faculty Development Program, thus, propelling her to pursue a career in higher education. Robby selected the new academic field of Management Information Systems (MIS) as her specialization based on her work experiences with Arthur Andersen's consulting practice. During her years with AA & Co., she experienced developing computer-based information systems first-hand and clearly saw the future role of computer systems in business. The burgeoning field of MIS was exciting, and I believe that UNI was fortunate that she returned to help establish an undergraduate major in MIS.

Robby was asked to lead the MIS program development process, and the first class of "real" MIS majors graduated in 1990. In her subsequent years, she was involved guiding the MIS program through the challenges of the dot-com boom in the 1990s and the bust in the 2000s, continuously updating and modifying the curriculum to include new technologies and new applications of the technology that reshaped the business environment. Throughout this time and continuing today, she has provided exceptional leadership for the MIS group while also pitching in and doing whatever it took to ensure the students got the courses needed to graduate by teaching a wide variety of courses.

With respect to teaching, given her over forty (40) years of career at UNI, Professor Roth has taught nearly every course in the MIS curriculum and taught in the MBA program. Her student ratings have been consistently good. She also participated in several international teaching experiences. She sought opportunities to learn, innovate, and apply new pedagogical

approaches and technologies in her course designs, garnering several innovative teaching awards along the way. I know she is a well-respected teacher.

In terms of scholarship, Professor Roth has undertaken both scholarship of discovery and scholarship of integration. Professor Roth has worked on seven (7) editions of a popular Systems Analysis and Design textbook, including as the sole author of the past six (6) editions. Despite being an undergraduate textbook, it has garnered more than 475 citations. Finally, her scholarship of discovery contributions has been cited over 670 times (with h-index = 10).

Throughout her career, Professor Roth consistently participated in departmental, college, and university service activities. Her previous department heads and I have recognized and appreciated her exceptional impact as a productive citizen and member of the department. She is undoubtedly a servant leader who says "yes" when asked to step up and help with whatever needs to be done.

To conclude, let me reiterate my strongest support for Professor Roth's request for Faculty Emeritus Status. Professor Roth has been an asset to the University of Northern Iowa for many years. She embodies our teacher-scholar model. She has selflessly contributed to service, particularly to the MIS program, department, and college. She certainly deserves the Emeritus Professor status upon her retirement from UNI. Please feel free to contact me (319-273-2237, atul.mitra@uni.edu) if you need any additional information. Thank you.

Sincerely,

Atul Mitra

Atul Mitra

Head and Professor of Management

Nationwide Mutual Insurance Company Professor

Department of Management

College of Business

University of Northern Iowa

Cedar Falls, IA 50613

Phone: 319-273-2237

Email: atul.mitra@uni.edu