

# Ignacio J. Martínez-Moyano

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Ignacio is a Ph.D. candidate in Rockefeller College, Department of Public Administration and Policy, University at Albany, State University of New York. His research focuses on organizational and policy analysis in complex systems using system dynamics modeling. He also teaches at the Rockefeller College and collaborates with the Center for Policy Research and the Center for Technology in Government.

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## Education

- Ph.D. (2004)** *Rockefeller College, University at Albany, State University of New York (2000-2004)*  
Department of Public Administration and Policy  
Decision and Policy Sciences Concentration  
Modeling and Simulation Specialization  
  
Dissertation: *Rule Dynamics: Towards a Theory of Rule Change in Organizations*  
Committee Members: Dr. George P. Richardson (Chair), Dr. David P. McCaffrey, Dr. Gerald Marschke, University at Albany, Rockefeller College, and Dr. Rogelio Oliva, Mays Business School, Texas A&M University
- M.B.A. (1991)** *Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) Querétaro, México*  
Specializing in Organizational Studies & Financial Management (1989-1991)
- M.Sc. (1989)** *Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) Monterrey, México*  
Systems Engineering and Information Science (1987-1989)  
Thesis: *An Information System for Quality Function Deployment in Organizations*
- B.E. (1987)** *Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) Querétaro, México*  
Industrial and Systems Engineering (1983-1987) Distinction; highest GPA in class.

## Interests

- **Research:** Systems approach to management, policy modeling, theory development and testing, dynamic decision making, decision making under uncertainty, system dynamics.
- **Teaching:** Quantitative methods, policy analysis, systems thinking and organizational learning, system dynamics, decision sciences, social judgment theory.

## Refereed Journal Publications

- **Martínez-Moyano, I. J.** and J. R. Gil-Garcia (2004). Rules, Norms, and Individual Preferences for Action: An Institutional Framework to Understand the Dynamics of E-Government Evolution. *Lecture Notes in Computer Science, Springer-Verlag Berlin Heidelberg.* V (3183), pp. 194-199

## Peer-reviewed Working Paper Series

- **Martínez-Moyano, I. J.,** and A. E. Smith (2004). Exploring Integration in Public Choice Economics. *Rockefeller College Review* 1(4): 35-62
- **Martínez-Moyano, I. J. (2004)** The Dynamics of Rules: Change in Written Organizational Code. *Rockefeller College Review* 1(3): 64-65

## Manuscripts Under Review

- “An Expert View of the System Dynamics Modeling Process: Concurrences and Divergences Searching for Best Practices in System Dynamics Modeling” (with G.P. Richardson), *System Dynamics Review*—revise and resubmit status.
- “Levels of Control in Securities Regulation” (with David P. McCaffrey and Amy E. Smith), *Journal of Public Administration Research and Theory*—revise and resubmit status.
- “Group Modeling of IT-Based Innovations in the Public Sector” (with George P. Richardson, David F. Andersen, Anthony Cresswell, Theresa Pardo, and Luis Luna), *System Dynamics Review*—on review status.

## Work in Process

- Competing Pressures in Norm Formation: Compliance Dynamics and the Interaction of Control Systems in the United States Securities Industry (With D. McCaffrey and R. Oliva) Target: *Administrative Science Quarterly*
- Security Dynamics of Critical Infrastructure with an emphasis in information systems in organizations (Project under development with members of the Security Dynamics Network) Targets: *Journal of Behavioral Decision Making*

This project includes the participation of more than twenty-five researchers from eight institutions that explores the dynamics of information security. Two threads are being developed, the insider cyber-threat and the outsider cyber-threat. Organizations involved include the Rockefeller College of the University at Albany, the Software Engineering Institute at Carnegie Mellon University, Syracuse University, Agder University College, Sandia National Laboratories, and the University of Navarra. I am part of the system dynamics team from the University at Albany working on the project.

- Rule Dynamics: Towards a Theory of Rule Change in Organizations Target: *The Academy of Management Review*
- Expectations, Realities, and the Success of Interorganizational Networks in the Public Sector (With C.N. Le and A. Cresswell) Target: *Organization Science*
- Explaining E-Government Evolution: Exploring the Influence of Systems of Rules on Organizational Outcomes (With J. R. Gil-Garcia) Target: *The Journal of the Association of Information Systems (JAIS)*

## Selected Refereed Conference Papers

- **Martínez-Moyano, I. J.,** and G. Marschke (2004). Exploring Change in Organizational Rule Systems: Learning Dynamics in Performance Measurement 22nd International Conference of the System Dynamics Society, Oxford, UK. --Paper accepted as a *Parallel Session* at the Conference--
- **Martínez-Moyano, I. J.,** G. Wadhwa, and R. MacDonald (2003). Evolution of a System Dynamics Intervention: How changing the rules in a small health care practice can redefine the strategic position of the firm and increase overall performance. Proceedings of the 21st International Conference of the System Dynamics Society, New York, New York. **Paper presented as a Plenary Session**
- **Martínez-Moyano, I. J.** and G.P. Richardson (2002). An Expert View of the System Dynamics Modeling Process: Concurrences and Divergences Searching for Best Practices in System Dynamics Modeling Proceedings

of the 20th International Conference of the System Dynamics Society, Palermo, Italy. **Paper presented as a Special Plenary Session at the Conference--**

- **Martínez-Moyano, I. J.** and G. Wadhwa (2002). Modeling the Impact of Knowledge-Based Innovations in the Health Care Sector: The Case of Best Practices Implementation in a Small Health Care Private Practice. Proceedings of the 20th International Conference of the System Dynamics Society, Palermo, Italy. **Paper recognized with the Dana Meadows Student Paper Award** Honorable Mention and presented as a Parallel Session at the Conference—
- **Martínez-Moyano, I. J.** and L. F. Luna (2001). The Dynamics of Best Practices: A Structural Approach. Proceedings of the 19th International Conference of the System Dynamics Society, Atlanta, GA USA. **Paper recognized with the Dana Meadows Student Paper Award** Honorable Mention and presented as a Poster Session at the Conference—

## Academic Experience

<b>Associate</b> (5/04 - present)	<b>University at Albany</b> Center for Policy Research	Albany, New York
<b>Research Assistant &amp; Lecturer</b> (2000-2004)	<b>University at Albany</b> Rockefeller College, Public Administration and Policy Department	Albany, New York
<b>Adjunct Professor</b> (1990-2000)	<b>Instituto Tecnológico y de Estudios Superiores de Monterrey</b> Industrial and Systems Engineering Department & Graduate Business School	Querétaro, México
<b>Assistant Professor</b> (1989-1991)	<b>Instituto Tecnológico y de Estudios Superiores de Monterrey</b> Industrial and Systems Engineering Department	Querétaro, México
<b>Researcher</b> (1987-1989)	<b>Instituto Tecnológico y de Estudios Superiores de Monterrey</b> Center for Quality Management Implementation of quality management systems in manufacturing and service firms. Introduced for the first time in Mexico the quality function deployment (QFD) technology and the Taguchi Methods to manufacturing and service firms. Design and development of teaching materials for the dissemination of Quality Function Deployment (QFD) and simplified experimental design using the Taguchi Methods.	Monterrey, México

## Grants and Honors

<b>2003</b>	<b>Innovations in Teaching Award</b> University at Albany. Center for Excellence in Teaching and Learning.
<b>2002</b>	<b>Dana Meadows Award</b> – Honorable Mention for Best Student Paper presented at the International Conference of the Society. Palermo, Italy. July 2002 System Dynamics Society.
<b>2001</b>	<b>Dana Meadows Award</b> – Honorable Mention for Best Student Paper presented at the International Conference of the Society. Atlanta, GA. July 2001 System Dynamics Society.
<b>2000-2004</b>	<b>Department Fellowship</b> University at Albany. Public Administration and Policy Department.
<b>2000-2004</b>	<b>Fellowship</b> to undertake graduate work (Ph.D. level) Consejo Nacional de Ciencia y Tecnología (CONACYT). México.
<b>1989-1991</b>	<b>Fellowship</b> to undertake graduate work (MBA) <i>Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)</i> . México.
<b>1987-1989</b>	<b>Fellowship</b> to undertake graduate work (M.Sc.) <i>Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)</i> . México.

**1983-1987**      **Fellowship** to undertake undergraduate work (B.E.)  
*Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM). México.*

## Other Professional Experience

<b>President</b> (2000- present)	<b>Grupo Proyectos Consulting Group,</b> Querétaro City, Querétaro México
<b>Director &amp; Managing Partner</b> (1999-2000)	<b>Grupo Proyectos Consulting Group,</b> Querétaro City, Querétaro México
<b>General Manager</b> (1997-1999)	<b>Grupo Fertinal, México</b> Research and Development Unit (Fomento MIRA México)
<b>Operations Manager</b> (1994-1997)	<b>Grupo Proyectos Consulting Group</b> Querétaro City, Querétaro, México
<b>Independent Consultant</b> (1991-1994)	<b>Consultant</b> in Industrial Engineering, Systems Engineering, System Dynamics, and Organizational Effectiveness Querétaro City, Querétaro, México

## Selected Teaching References

- **2004** University at Albany, Albany, New York
  - Fall PAD 204 Computer Modeling for Decision Support (Student Rating: NA\*)
  - Summer PAD 504 Data, Models, and Decisions I (Student Rating: NA\*)
  - Spring PAD 324 Policy Analysis in Complex Systems (Student Rating: 5.0 on 5.0 scale)
- **2003** University at Albany, Albany, New York
  - Fall PAD 204 Computer Modeling for Decision Support (Student Rating: 4.88 on 5.0 scale)
  - Spring PAD 324 Policy Analysis in Complex Systems (Student Rating: 4.80 on 5.0 scale)
- **2002** University at Albany, Albany, New York
  - Fall PAD 204 Computer Modeling for Decision Support (Student Rating: 4.88 on 5.0 scale)
  - Spring PAD 504 Data, Models, and Decisions I (Teaching assistant to Dr. David F. Andersen)
- **2001** University at Albany, Albany, New York
  - Fall POS 416 Research Methods in Political Science I (Statistical Methods) (Teaching assistant to Dr. George P. Richardson)
- **2000** *Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)*, Mexico
  - Spring IN 9589301 Decision Support Systems (Sistemas de Soporte para la Toma de Decisiones) Department of Industrial and Systems Engineering (In Spanish)
- **1989-1999 Available upon request**

\* Student rating has not been released yet by the Institutional Research Office of the University in charge of disseminating this information to faculty.

## Professional Affiliations

- Academy of Management (AOM) Member (2003-2004)
- Institute for Operations Research and the Management Sciences (INFORMS) (2003-2004)
- System Dynamics Society (SDS) Member (2000-2004)
- Association for Public Policy Analysis and Management (APPAM) Member (2003-2004)
- American Society for Public Administration (ASPA) Member (2000-2004)
- Security Dynamics Network (SDN) Member (2004)

## **Academic Conferences Experience and Refereeing**

- 19<sup>th</sup> to 22<sup>nd</sup> International Conference of the System Dynamics Society -Volunteer Coordinator
- Reviewer for the Hawaii International Conference on System Sciences (HICSS)
- Reviewer for the International Conference of the System Dynamic Society (ISDC)
- Reviewer and Session Chair for the Academy of Management Conference (AOM) *Public and Non-for-profit Division and Organizational Development and Change Division*
- Session Chair for the Institute for Operations Research and the Management Sciences (INFORMS) Conference

## **Additional Information**

Born on May 12, 1966 in Mexico City, Mexico

Married to Claudia Garcia; children: Ignacio Javier (6) and Paula (5)

Citizenship: Mexican

Eagle Scout (1979)