



**Dr. Bob Travica** is Associate Professor of information systems. He teaches in the I.H. Asper School of Business at The University of Manitoba in Canada.

Bob completed Doctoral and Master's studies in the United States, and worked as academic in North America, Latin America, and Europe. He also worked in the software industry, corporate communications, and journalism in Europe. Bob considers himself a citizen of the world.

In his research, Bob focuses on the informing view of organization, organizational evolution with information and communication technologies including social media, information systems in the international context, and philosophy of information systems. His specialty is model building from an interdisciplinary perspective.

Bob has published close to forty academic articles and two books, and he is actively engaged in the academic editorship.

In his free time, Bob enjoys dancing, music playing and making, skiing, biking, tennis, travel, and charity work. Bob's motto is that "life is a project in progress", so one should never stop moving.