Welcome to the 2005 International Association for Computer Information Systems Conference. This year Issues in Information Systems (IIS) contains the very best of the many complete papers submitted for the conference. This Refereed Proceedings and Program contains the abstracts of selected presentations other than those included in IIS. We would like to extend a sincere thank you to all of the participants, presenters and reviewers in making this an outstanding conference. By sharing your ideas with others, we will all benefit and continue to improve our teaching and research activities.

This year marks the sixth year of our refereed publication, Issues in Information Systems. IIS is registered with the U.S. Library of Congress as a serial publication and is listed in Cabell’s Directory of Publishing Opportunities in Management. Only complete paper submissions appear in IIS, whereas the abstract only submissions are included in the Proceedings.

The location in Atlanta, Georgia, provides an excellent setting for the conference and we are delighted that we were able to move the conference on such short notice. Our heart-felt sympathy and prayers go out to our colleagues and all the people of New Orleans and the Gulf Coast who are attempting to deal with unimaginable grief and loss in the aftermath of Hurricane Katrina. We are delighted that this year’s conference has once again drawn participants from across North America and internationally, but we grieve for those who are unable to be with us.

Special thanks to Edie Luce for her help and support during the preparation and planning for the Conference. We are also grateful to Glenn Corlett, Dean of the Ohio University College of Business, Dr. John Day, Chair of the Management Information Systems Department and Associate Dean of the College of Business, and Susan Bauman, Administrative Coordinator in the Office of the Dean, for their support for this project. Special thanks for support is also extended to Dr. Karen Forcht, Chair of the Business Information Systems Department and Dr. Caryn Beck-Dudley, Dean of the College of Business at Utah State University. We would also like to thank all the authors and reviewers for their understanding and help through the numerous computer crashes that occurred on the way to this Conference.

In our unique positions of Conference Chair and IIS Editor, we have been privileged to preview the abstracts and papers scheduled for presentation at the Fall Conference. The competition this year for Best Research and Best Pedagogy papers is indeed rigorous, as the quality of papers submitted is excellent. As are you, we are excited to hear the presentations and network with the authors. The Fall Conference promises to be a productive exchange of ideas.

Relax and enjoy the 2005 Conference. Thanks to each of you for joining IACIS and participating in our conference.

Thom Luce       Jean A. Pratt
IACIS Vice President and Conference Chair    IACIS Secretary and IIS Editor
Ohio University    Utah State University
Athens, OH    Logan, UT

September, 2005
2005 ANNUAL CONFERENCE
INTERNATIONAL ASSOCIATION FOR COMPUTER INFORMATION SYSTEMS

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<thead>
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<th>Conference Chairman</th>
<th>IIS Editor, &amp; Publisher Arrangements</th>
<th>Director of Conference Arrangements</th>
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<tr>
<td>Thom Luce</td>
<td>Jean A. Pratt</td>
<td>Susan Haugen</td>
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<tr>
<td>Ohio University</td>
<td>Utah State University</td>
<td>UW-Eau Claire</td>
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<th>President</th>
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<td>Larry Cornwell</td>
<td>Susan Haugen</td>
<td>Daryl Nord</td>
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<tr>
<td>Bradley University</td>
<td>University of Wisconsin-Eau Claire</td>
<td>Oklahoma State University</td>
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<tr>
<td>Peoria, IL</td>
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<td>Thom Luce</td>
<td>Roger Hayen</td>
<td>Jeretta Horn Nord</td>
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<tr>
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<td>Mt. Pleasant, Michigan</td>
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<td>Jean A. Pratt</td>
<td>Robert Behling</td>
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<td>Utah State University</td>
<td>Arrowrock Technology</td>
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<tr>
<td>Logan, UT</td>
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William D. Barnett  University of Louisiana – Monroe
James Woods  University of Louisiana

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Jeanne Baugh  Robert Morris University
Frederick G. Kohun  Robert Morris University

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Alicia Aldridge  Appalachian State University

INVESTIGATING THE EFFECTS OF ETHNICITY IN COMPUTER AGENTS
Jean A. Pratt  Utah State University
Karina Hauser  Utah State University
Zsolt Ugray  Utah State University
Olga Patterson  GE Medical
Yanghee Kim  Utah State University

PATIENT RECORD PRIVACY AND ACCURACY AND THEIR EFFECTS ON THE ADOPTION OF HOSPITAL PATIENT-CARE INFORMATION SYSTEMS
Diane Lending  James Madison University
Thomas W. Dillon  James Madison University
Chelley Vician  SBE-MTU

PREPARING BUSINESS STUDENTS WITH THE MIS COMPETENCIES NEEDED IN A RAPIDLY-CHANGING GLOBAL ECONOMY
Sharon Paranto  Northern State University
Hillar Neumann  Northern State University

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A. Richard Tarver  Northwestern State University
Walter Creighton  Northwestern State University
QUALITY OF CARE AND THE TECHNOLOGY ACCEPTANCE OF NURSES
Thomas W. Dillon
Diane Lending
Chelley Vician
James Madison University
James Madison University
SBE-MTU

SYSTEMS ANALYSIS AND DESIGN, IN THE CLASSROOM AND ON THE JOB
Richard R. Socash
Metropolitan State College of Denver

TESTING THE THEORY OF E-COMMERCE PURCHASE PERCEPTIONS
Harry Reif
Robert G. Brookshire
Thomas W. Dillon
James Madison University
University of South Carolina
James Madison University

THE POLITICS OF INFORMATION: A CONCEPTION FOR ANALYZING INFORMATION USE WITHIN ORGANIZATIONS
Robert J. Skovira
Robert Morris University

THE RELATIONSHIP BETWEEN HIERARCHICAL AND ENTITY-RELATIONSHIP MODELING THROUGH A DECOMPOSABILITY VIEW
P. Pete Chong
Y.S. Chen
Jason C.H. Chen
Binshan Lin
University of Houston-Downtown
Louisiana State University
Gonzaga University
LSU-Shreveport

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Natalya Goreva
John Vinsonhaler
Gerry Scheffelmaier
Utah State University
Utah State University
Middle Tennessee State University

UNDERGRADUATE COMPUTER-RELATED MAJORS IN AACSB-ACCREDITED SCHOOLS OF BUSINESS IN THE US
J. K. Pierson
S. E. Kruck
James Madison University
James Madison University

USING CODES OR CASE STUDIES TO TEACH ETHICS
Daphyne S. Thomas
David K. McGraw
Karen A. Forcht
James Madison University
James Madison University
Utah State University

IACIS – SPONSORED RECOGNITION AWARDS
SUBMISSION REVIEWERS
2005 Annual Conference
International Association for Computer Information Systems

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The University of Texas at Brownsville and  

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Linda Cresap  
Minot State University  

Timothy Paul Cronan  
University of Arkansas  

Nancy Csapo  
Central Michigan University  

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Stavanger Univ. College  

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Steve Davis  
Clemson University  

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IÉSEG School of Management  

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The University of Tennessee  

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Dakota State University  

Ephrem Eyob  
Virginia State University  

Silvana Faja  
Central Missouri State University  

Ronnie Fanguy  
Nicholls State University  

Timothy J. Fogarty  
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Raymond D. Frost  
Ohio University  

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Brunel University, UK  

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College of India  

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Dale Hanchey  
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Karina Hauser  
Utah State University  

Prachit Hawat  
Chulalongkorn University  

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Elon University  

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California State University, Chico  

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Wayne Huang  
Ohio University
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Universiti Teknologi Malaysia

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Kyungin women's college

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Ago K M Quaye
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Hui-ling Wang  
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Georgia Southern University  

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Hofstra University  

Roman M. Wong  
Barry University  

Wallace A. Wood  
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Wen-Yen Wu  
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Jensen J. Zhao  
Ball State University  

Zehai Zhou  
Dakota State University
CONFERENCE PROGRAM
# Program in Brief

**WEDNESDAY, OCTOBER 5, 2005**  
6:00-8:00 p.m.  Early Bird Reception and Registration  
Room 590 West

**THURSDAY, OCTOBER 6, 2006**

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<td>7:30–4:00</td>
<td>Registration</td>
<td>Piedmont Registration Desk</td>
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<tr>
<td>7:45-8:45</td>
<td>Continental Breakfast</td>
<td>Atlanta A &amp; B Foyer</td>
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<td>8:45-9:00</td>
<td>Welcome</td>
<td>Atlanta A &amp; B</td>
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<td>9:00-10:00</td>
<td>Keynote Address – Gerry Hanley</td>
<td>Atlanta A &amp; B</td>
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<td>10:00-10:30</td>
<td>Break</td>
<td>Atlanta A &amp; B Foyer</td>
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<tr>
<td>10:30-11:30</td>
<td>Session 1a: IS Courses and Real World Needs</td>
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<td>Session 1b: eLearning Consumers</td>
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<td>Session 1c: IS Research</td>
<td>Atlanta C &amp; D</td>
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<td>Session 1d: Database Issues – I</td>
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<td>11:30-1:30</td>
<td>Lunch (on your own)</td>
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<tr>
<td>1:30-2:30</td>
<td>Session 2a: IS Curriculum</td>
<td>Atlanta A</td>
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<td>Session 2b: Mixed Learning Environments</td>
<td>Atlanta B</td>
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<td></td>
<td>Session 2c: Issues in International Information Systems – I</td>
<td>Atlanta C &amp; D</td>
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<td>Session 2d: Database Issues – II</td>
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<td>2:30-3:00</td>
<td>Break</td>
<td>Atlanta A &amp; B Foyer</td>
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<tr>
<td>3:00-4:00</td>
<td>Session 3a: Software Development and Project Management</td>
<td>Atlanta A</td>
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<td>Session 3b: Collaboration and Communication in eLearning</td>
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<td></td>
<td>Session 3c: Issues in International Information Systems – II</td>
<td>Atlanta C &amp; D</td>
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<td>Session 3d: MERLOT and T&amp;P</td>
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<td>4:00-5:00</td>
<td>JCIS Editorial Review Board</td>
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<td>6:00-10:00</td>
<td>Fun Night</td>
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FRIDAY, OCTOBER 7, 2005

8:00-4:00   Registration       Atlanta A & B Foyer

8:00-9:00  Continental Breakfast    Atlanta A & B Foyer

9:00-10:00  Session 4a: IS Curriculum Development    Atlanta A
            Session 4b: Assessment in eLearning    Atlanta B
            Session 4c: Knowledge Management    Buckhead
            Session 4d: eCommerce Marketing    Peachtree

10:00-10:30  Break                 Atlanta A & B Foyer

10:30-11:30  Session 5a: Issues in Program Assessment    Atlanta A
            Session 5b: IS Theory and Publication    Atlanta B
            Session 5c: Issues in the Teaching of Ethics – I    Buckhead
            Session 5d: eCommerce                  Peachtree

11:45-1:30  Business Luncheon        590 West

1:45-2:45  Session 6a: Systems Analysis and Design    Atlanta A
            Session 6b: eLearning Development and Use    Atlanta B
            Session 6c: Issues in the Teaching of Ethics – II    Buckhead
            Session 6d: eCommerce – II    Peachtree

2:45-3:15  Break                   Atlanta A & B Foyer

3:15-4:15  Session 7a: Course Integration    Atlanta A
            Session 7b: Assessment of eLearning programs    Atlanta B
            Session 7c: IT in Medicine                  Buckhead
            Session 7d: Tools for Instruction    Peachtree

4:30-5:30  Session 8a: Issues in the Teaching of Networking Courses    Atlanta A
            Session 8b: Life-Long Learning    Atlanta B
            Session 8c: Security, Fraud and other Risks    Buckhead
            Session 8d: Wireless Technology    Peachtree

SATURDAY, OCTOBER 8, 2005

8:00-10:30  Registration       Peachtree Foyer

8:00-9:00  Continental Breakfast    Peachtree Foyer

9:00-10:00  Session 9a: Software and Operating Systems    Roswell
            Session 9b: Digital Libraries and Citation Studies    Lenox
            Session 9c: Decision Support in Organizations    Peachtree

10:00-10:30  Break                 Peachtree Foyer

10:30-11:30  Session 10a: Strategic Planning and Competitive Advantage    Roswell
            Session 10b: Information Security    Lenox
            Session 10c: Doctoral Programs    Peachtree

11:30-12:00  Debriefing            Peachtree
Program Presentations

THURSDAY OCTOBER 6, 2005
10:30 - 11:30

Session 1A: IS Courses and Real World Needs
Chair: Sean McGann, Ohio University

CAREER ROLE MODELS AND CAREER SEEKER INTENTIONS: BUILDING INTEREST IN IT PROFESSIONS
Paul Stephens, Bradley University

CONNECTING STUDENTS AND FACULTY TO BUSINESSES: THE PIPES PROJECT
Steven C. Ross, Western Washington University
Craig K. Tyran, Western Washington University
Kristi L. Tyran, Western Washington University
Thomas Roehl, Western Washington University
John Sands, Western Washington University

IDENTIFYING COMPETENCIES FOR THE IT WORKFORCE: A QUANTITATIVE STUDY
Paul J. Kovacs, Robert Morris University
John C. Turchek, Robert Morris University
Gary Alan Davis, Robert Morris University
Donald J. Caputo, Robert Morris University

PREPARING BUSINESS STUDENTS WITH THE MIS COMPETENCIES NEEDED IN A RAPIDLY-CHANGING GLOBAL ECONOMY
Sharon Paranto, Northern State University
Hillar Neumann, Northern State University

10:30 - 11:30

Session 1B: eLearning Consumers
Chair: Joseph-Rene Corbeil, The University of Texas at Brownsville and Texas Southmost College

CONSUMERS OF ONLINE INSTRUCTION
Lillie Anderton Robinson, North Carolina A&T State University

E-STUDENT RETENTION: FACTORS AFFECTING CUSTOMER LOYALTY FOR ONLINE PROGRAM SUCCESS
Queen Booker, Minnesota State University
Carl M. Rebman, Jr, University of San Diego

INVESTIGATING THE EFFECTS OF ETHNICITY IN COMPUTER AGENTS
Jean A. Pratt, Utah State University
Karina Hauser, Utah State University
Zsolt Ugray, Utah State University
Olga Patterson, GE Medical
Yanghee Kim, Utah State University
10:30 - 11:30
Session 1C: IS Research
Chair: Ewuuk Lomo-David, North Carolina A&T State University

AN EMPIRICAL ANALYSIS OF THE TECHNOLOGY CAMEL
Wallace A. Wood
   Bryant University
Suhong Li
   Bryant College

EVALUATING THE IMPACT FACTOR: A CITATION STUDY FOR INFORMATION TECHNOLOGY JOURNALS
Kara J. Gust
   Michigan State University

IMPACT OF ECONOMIC PROSPERITY AND POPULATION ON E-GOVERNMENT INVOLVEMENT
Victor Wilkinson
   Central Michigan University
James Cappel
   Central Michigan University

RANKING ORDINAL SCALES USING THE CONSENSUS MEASURE
Bill Tastle
   Ithaca College
Mark Wierman
   Creighton University
U. Rex Dumdum
   Marywood University

10:30 - 11:30
Session 1D: Database Issues - I
Chair: Brian Mackie, Northern Illinois University

AN ANALYSIS OF STUDENT PERCEPTIONS AND PERFORMANCE AT DATABASE COMPETITION NCC 2004
Lissa Pollacia
   Northwestern State
Jack Russell
   Northwestern State University
Marcos Sivitanides
   Texas State University – San Marcos

DATABASE ELEMENTS IN THE IS 2002 MODEL CURRICULUM AND HIRING EXPECTATIONS FOR NEW INFORMATION SYSTEMS GRADUATES
William D. Barnett
   University of Louisiana – Monroe
James Woods
   University of Louisiana

NORMALIZATION SHOOTOUT: A COMPETITIVE GAME THAT IMPACTS STUDENT LEARNING
Ronnie Fanguy
   Nicholls State University
Betty A. Kleen
   Nicholls State University
1:30 - 2:30
Session 2A: IS Curriculum
Chair: Sharon Paranto, Northern State University

HOW DO IS PROGRAMS COMPARE WITH ABET ACCREDITED PROGRAMS
Ronald J. MacKinnon, Georgia Southern University

IMPLEMENTING AN NSF-FUNDED SCHOLARSHIP PROGRAM
Lynn R. Heinrichs, Elon University
David J. Powell, Elon University

THE IT / IS / SME HIERARCHY: CURRICULUM AND PRACTICE
Robert J. Boncella, Washburn University

UNDERGRADUATE COMPUTER-RELATED MAJORS IN AACSB-ACCREDITED SCHOOLS OF BUSINESS IN THE US
J. K. Pierson, James Madison University
S. E. Kruck, James Madison University

1:30 - 2:30
Session 2B: Mixed Learning Environments
Chair: Victor Wilkinson, Central Michigan University

AN EXPLORATORY LOOK AT STUDENTS' PERCEPTIONS OF BLENDED LEARNING
Karl L. Smart, James Cappel, Central Michigan University

EFFECTIVENESS OF HYBRID LEARNING ENVIRONMENTS
Omar F. El-Gayar, Dakota State University
Terry Dennis, Illinois State University

INFORMATION SYSTEMS AND CONTINUOUS LEARNING THROUGH AN ALTERNATIVE TO BRAILLE
Elia Chepaitis, Fairfield University

COMMUNICATION SKILLS USED BY INFORMATION SYSTEMS GRADUATES
Nancy Csapo, Richard Featheringham, Central Michigan University

1:30 - 2:30
Session 2C: Issues in International Information Systems - I
Chair: Lillie Anderton Robinson, North Carolina A&T State University

DESIGNING STRATEGIC INFORMATION SYSTEMS PLANNING (SISP) METHODOLOGY FOR MALAYSIAN INSTITUTES OF HIGHER LEARNINGS (IHLs)
Irny Suzila Ishak, Rose Alinda Alias, Universiti Teknologi Malaysia

MOTIVATING FACTORS ON INFORMATION TECHNOLOGY EMPLOYEES IN BAHRAIN HOTEL INDUSTRY
Adel Ismail Al-Alawi, University of Bahrain
1:30 - 2:30
Session 2D: Database Issues - II
Chair: Hae-Yeon Choi, Savannah State University

DATA VISUALIZATION STRATEGY: CHALLENGES AND A SOLUTION
Zhenyu Huang
Central Michigan University

MODELING THE MANY-TO-MANY RELATIONSHIP USING MULTI-VALUED FOREIGN KEYS
Durward Jackson
California State University
Ming Wang
California State University

THE RELATIONSHIP BETWEEN HIERARCHICAL AND ENTITY-HIERARCHY MODELING THROUGH A DECOMPOSABILITY VIEW
P. Pete Chong
University of Houston-Downtown
Y.S. Chen
Louisiana State University
Jason C.H. Chen
Gonzaga University
Binshan Lin
LSU-Shreveport

3:00 - 4:00
Session 3A: Software Development and Project Management
Chair: William D. Barnett, University of Louisiana – Monroe

COMPARING TRADITIONAL AND AGILE DEVELOPMENT APPROACHES: THE CASE OF EXTREME PROGRAMMING
Mary Helen Fagan
University of Texas at Tyler

PULLING IT ALL TOGETHER: AN MIS CAPSTONE COURSE FOR THE 21ST CENTURY EMPHASIZING EXPERIENTIAL AND CONCEPTUAL ASPECTS, SOFT SKILLS AND CAREER READINESS
Sean McGann
Ohio University
Matthew A. Cahill
Ohio University

SOFTWARE DEVELOPMENT PRODUCTIVITY: CONSIDERING THE SOCIO-TECHNICAL SIDE OF SOFTWARE DEVELOPMENT
Tyson R. Henry
California State University, Chico

THE EFFECT OF PRIOR EXPOSURE TO PROJECT MANAGEMENT TECHNIQUES IN PROJECT-BASED COURSES
Manouchehr Tabatabaei
Georgia Southern University
Han Reichgelt
Georgia Southern University
3:00 - 4:00
Session 3B: Collaboration and Communication in eLearning
Chair: Ronald J. MacKinnon, Georgia Southern University

COLLABORATION AND INTERACTION AS THE MAINSTAYS OF A LEARNING MANAGEMENT SYSTEM
Brian Mackie Northern Illinois University

COMMUNICATING ACROSS THE ATLANTIC: US AND BRITISH STUDENTS DISCUSS CRIMINAL JUSTICE ISSUES
Helen Jones Manchester Metropolitan University
Julie Kunselman University of West Florida
Kathy Johnson University of West Florida
Maria Wowk Manchester Metropolitan University

USING WEB POLLS TO ENHANCE SOCIAL INTERACTION IN COMPUTER-MEDIATED DISTANCE EDUCATION
Joseph-Rene Corbeil The University of Texas at Brownsville and Texas Southmost College

VIRTUAL TEAM LEARNING IN ONLINE MBA EDUCATION: AN EMPIRICAL INVESTIGATION
Wayne Huang Ohio University
Thom Luce Ohio University
Eric Y. Lu Ohio University

3:00 - 4:00
Session 3C: Issues in International Information Systems - II
Chair: Binshan Lin, LSU-Shreveport

CAN WIFI ENABLE E-LEARNING IN DEVELOPING NATIONS?
Jesús E. Zamora AIU Online
Winston Tellis Fairfield University

EFFECT OF UNIT COST ON ACQUISITION OF TECHNOLOGY IN NIGERIA'S OIL EXPLORATION AND PRODUCTION INDUSTRY
Ewuuk Lomo-David North Carolina A&T State University
Amijaan B. Ikuru Shell Petroleum Development Company of Nigeria Limited

THE VARIATION IN THE USE OF ERP SOFTWARE IN THAILAND
Prachit Hawat Chulalongkorn University
Sarun Chookhiatti Chulalongkorn University

3:00 - 4:00
Session 3D: MERLOT and T&P

MERLOT AND THE TENURE AND PROMOTION PROCESS
Gerry Hanley California State University

4:00 - 5:00
JCIS Editorial Review Board
FRIDAY OCTOBER 7, 2005

9:00 - 10:00

Session 4A: IS Curriculum Development
Chair: Steven A. Brown, Capella University

A TALE OF TWO COURSES: PLACEMENT OF MIS IN THE BUSINESS CORE
Lynn R. Heinrichs, Elon University
Herb Schuette, Elon University

CURRICULUM DEVELOPMENT: DEVELOPING UNDERGRADUATE AND GRADUATE DEGREE PROGRAMS IN BUSINESS INTELLIGENCE
Gary Alan Davis, Robert Morris University

INFORMATIONS SYSTEMS OR INFORMATION TECHNOLOGY--A CASE STUDY IN CURRICULAR FOCUS
Floyd A. Wilkes, Utah Valley State College
Christopher G. Jones, Utah Valley State College

IQ + EQ + CQ = SYNERGISTIC TRANSFORMATIONAL SUCCESS: A MODEL FOR DESIGNING INTEGRATE IT COURSES
Jensen J. Zhao, Ball State University

9:00 - 10:00

Session 4B: Assessment in eLearning
Chair: Hsiu-Li Liao, National Taiwan University of Science and Technology

A PROPOSED PILOT STUDY TO DETERMINE ONLINE COMPUTER TRAINING IMPACTS: A COMPARISON OF THE EFFECTS ON COMPUTER SELF-EFFICACY
Monica Parzinger, St. Mary's University
Ed Reeves, St. Mary's University
Orion Welch, St. Mary's University

DO YOU HEAR WHAT I HEAR? ADVANCES IN WEB-BASED PERCEPTUAL TESTING AND TRAINING
Richard Johnson, University of Alberta

DYNAMIC ONLINE ASSESSMENT SYSTEM
Reggie Davidrajuh, Stavanger Univ. College
Koneswaran Tharmalingam, SARA Systems AS

RESPONDING TO THE CHALLENGE OF ACADEMIC INTEGRITY IN THE DISTANCE LEARNING ENVIRONMENT: USING EXCEL TO GUARANTEE INDIVIDUAL EFFORT
Paul M. Goldwater, University of Central Florida
Timothy J. Fogarty, Case Western Reserve University
9:00 - 10:00  
Session  4C: Knowledge Management  
Chair:  Don Moscato, Iona College  
A HOLISTIC FRAMEWORK FOR KNOWLEDGE MANAGEMENT  
Shamsul Chowdhury  
Roosevelt University  
DEVELOPING METRICS FOR DETERMINING KM SUCCESS: A FUZZY LOGIC APPROACH  
Jay Liebowitz  
Johns Hopkins University  
QUALITATIVE APPROACHES TO KNOWLEDGE MANAGEMENT ASSESSMENT  
Martin Grossman  
Bridgewater State College  
Richard V. McCarthy  
Quinnipiac University  

9:00 - 10:00  
Session  4D: eCommerce Marketing  
Chair:  Thomas W. Dillon, James Madison University  
INTERNET CONVERGENCE: ARE RETAILERS PREPARED FOR CROSS CHANNEL SHOPPERS  
Alicia Aldridge  
Appalachian State University  
MARKETING ON THE INTERNET: ONLINE COURSE TO MERGE E-MARKETING THEORY AND SYSTEMS DEVELOPMENT  
Marc D. Miller  
Augusta State University  
Barbara C. Coleman  
Augusta State University  
TESTING THE THEORY OF E-COMMERCE PURCHASE PERCEPTIONS  
Harry Reif  
James Madison University  
Robert G. Brookshire  
University of South Carolina  
Thomas W. Dillon  
James Madison University  
TRACKING THE INFORMATION NEEDED BY ONLINE BUYERS WHO SHOP FOR HIGH-COST AND FOR LOW-COST PRODUCTS FOR THE ENTREPRENEUR  
Natalya Goreva  
Utah State University  
John Vinsonhaler  
Utah State University  
Gerry Scheffelmaier  
Middle Tennessee State University
10:30 - 11:30
Session 5A: Issues in Program Assessment
Chair: Diane Lending, James Madison University

AN INTEGRATED FRAMEWORK FOR AN INFORMATION SYSTEMS PROGRAM ASSESSMENT
Monica C. Holmes Central Michigan University
Nancy Csapo Central Michigan University

AN INVESTIGATION OF SELF-REPORTED COMPUTER LITERACY: IS IT RELIABLE?
Kimberly Merritt Cameron University
K. David Smith Cameron University
John C. Di Renzo, Jr Cameron University

AUTOMATED RUBRIC GENERATION AND ANALYSIS FOR ASSURANCE OF LEARNING TASKS
Mike Mitri James Madison University

IMPROVING THE EFFECTIVENESS OF THE ACADEMIC DELIVERY PROCESS UTILIZING SIX SIGMA
Monica C. Holmes Central Michigan University
Anil Kumar Central Michigan University
Larry Jenicke Central Michigan University

10:30 - 11:30
Session 5B: IS Theory and Publication
Chair: Carl Case, St. Bonaventure University

ADAPTABLEITY OF COLA FRAMEWORK
Alexander Vengerov Ramapo College of NJ

PEDAGOGICAL IMPLICATIONS OF TECHNOLOGY: TOWARD A MORE CRITICAL STANCE OF INSTRUCTIONAL TECHNOLOGY
Dacia Charlesworth Robert Morris University
William J. McKinney Slippery Rock University

PUBLICATION TRENDS IN TECHNOLOGY MEDIATED LEARNING (TML): A RECENT RETROSPECTIVE
Mark A. Ward Southern Illinois University - Edwardsville

UNDERSTANDING CYBER-DEMOCRACY WITH THE CRITICAL SOCIAL THEORY
Ook Lee Hanyang University, Korea(South)
10:30 - 11:30
Session 5C: Issues in the Teaching of Ethics - I
Chair: G. Kent Webb, San Jose State University

BLUES IN ETHICS: BLENDING UNDERGRADUATE EDUCATION SKILLS IN ETHICS
Cindy Meyer Hanchey Oklahoma Baptist University

INCORPORATING ETHICS INTO MANAGEMENT INFORMATION SYSTEMS CURRICULUM IN BUSINESS SCHOOLS
Huei Lee Eastern Michigan University
Melissa Dark Purdue University
Kuo Lane Chen University of Southern Mississippi

TEACHING INFORMATION SYSTEMS ETHICS THROUGH SERVICE-LEARNING
Thomas S. Hilton University of Wisconsin – Eau Claire
Donald D. Mowry University of Wisconsin – Eau Claire

USING CODES OR CASE STUDIES TO TEACH ETHICS
Daphyne S. Thomas James Madison University
David K. McGraw James Madison University
Karen A. Forcht Utah State University

10:30 - 11:30
Session 5D: eCommerce
Chair: Wallace A. Wood, Bryant University

ANALYZING SCALABILITY: A RISK FACTOR FOR EBUSINESS DISCONTINUITY
Cretson L. Dalmadge Winston-Salem State University
Roman M. Wong Barry University

CULTURAL IMPACT ON THE DESIGN OF E-COMMERCE WEBSITES: PART I – SITE FORMAT AND LAYOUT
Bruce Lo University of Wisconsin-Eau Claire
Panqun Gong Southern Cross University

PRIVACY IN E-COMMERCE: UNDERSTANDING USER TRADE-OFFS
Silvana Faja Central Missouri State University
1:45 - 2:45
Session 6A: Systems Analysis and Design
Chair: Reggie Davidrajuh, Stavanger Univ. College

BREAKING DOWN THE BLOCKING BOUNDARY OF SEPARATED IS COURSES IN IS CURRICULUM: A CASE STUDY
Raymond D. Frost Ohio University
Jacqueline C. Pike Ohio University
Wayne Huang Ohio University

ENHANCEMENT OF THE CLASSROOM PERFORMANCE SYSTEM
Chuck West Bradley University

INNOVATIVE IS PROJECT MANAGEMENT PEDAGOGY COMBINING REAL WORLD PROJECTS AND ACTION LEARNING
Sean McGann Ohio University
Matthew A. Cahill Ohio University

INVESTIGATION OF THE INTEGRATION OF SAP ENTERPRISE SOFTWARE IN BUSINESS CURRICULA
Roger L. Hayen Central Michigan University
Frank Andera Central Michigan University

1:45 - 2:45
Session 6B: eLearning Development and Use
Chair: Marc D. Miller, Augusta State University

FACTORS INFLUENCING THE ADOPTION OF E-LEARNING WEBSITES: AN EMPIRICAL STUDY
Hsiu-Li Liao National Taiwan University of Science and

FACTORS THAT IMPACT MULTIMEDIA TRAINING APPLICATION DEVELOPMENT
Elaine Winston Hofstra University

IF YOU BUILD IT, WILL THEY COME? CHALLENGES IN E-LEARNING DELIVERY SYSTEM CHOICE
Jane Lee Saber University of Texas at Tyler
Isaura Flores University of Texas at Tyler
Mary Helen Fagan University of Texas at Tyler
Carol Kilmon University of Texas at Tyler
Janith Williams University of Texas at Tyler
Kristina Ibitayo University of Texas at Arlington

WEBCT USAGE: ARE INFORMATION SYSTEMS FACULTY USING E-LEARNING COURSEWARE TOOLS MORE THAN OTHERS ON CAMPUS?
Camille F Rogers Georgia Southern University
Manouchehr Tabatabaei Georgia Southern University
1:45 - 2:45
Session 6C: Issues in the Teaching of Ethics - II
Chair: Richard V. McCarthy, Quinnipiac University

INFORMATION TECHNOLOGY ETHICS: A RESEARCH FRAMEWORK
Richard V. McCarthy
Leila Halawi
Jay E. Aronson
Quinnipiac University
Nova Southeastern University
The University of Georgia

UNIVERSITY INTERNET POLICIES UNDER THE DIGITAL
MILLENNIUM COPYRIGHT ACT: SWIFT JUDGMENT OR DUE PROCESS DENIED?
Bryan McKinney
David E. Griffith
Ouachita Baptist University
Ouachita Baptist University

WOULD YOU SACRIFICE YOUR JOB FOR A METHODOLOGY--A CASE STUDY IN ETHICAL AGILITY
Christopher G. Jones
Nate M. Jones
Utah Valley State College
N8 Werks, Inc

1:45 - 2:45
Session 6D: eCommerce - II
Chair: Winston Tellis, Fairfield University

A FRAMEWORK FOR THE DEVELOPMENT OF COLLABORATIVE COMMERCE APPLICATIONS
Kazuo Nakatani
Ta-Tao Chuang
Florida Gulf Coast University
Gonzaga University

CREATING VALUE IN ONLINE COLLABORATION IN E-COMMERCE
Steven A. Brown
Capella University

ELECTRONIC SUPPLY CHAIN COOPERATION: CONSIDERING THREE CAPABILITIES OF INTERORGANIZATIONAL INFORMATION TECHNOLOGY INFRASTRUCTURE
Haiwook Choi
Hae-Yeon Choi
Morehead State University
Savannah State University
3:15 - 4:15
Session 7A: Course Integration
Chair: Monica C. Holmes, Central Michigan University

DECISION SUPPORT SYSTEMS ANALYSIS WITH SIMULATION
Shamsuddin Ahmed, KA University
Jim Cross, Edith Cowan University

HANDS-ON PROTOTYPING IN SYSTEM ANALYSIS DESIGN
Robert Zant, Illinois State University

SYSTEMS ANALYSIS AND DESIGN, IN THE CLASSROOM AND ON THE JOB
Richard R. Socash, Metropolitan State College of Denver

TEACHING OBJECT ORIENTED SYSTEMS ANALYSIS AND DESIGN: A COURSE MODEL
Roy A. Boggs, Florida Gulf Coast University

RECESSION EFFECTS ON SALARIES IN THE COMPUTING SECTOR
Kai S. Koong, University of Texas Pan American
Lai C. Liu, University of Texas Pan American
Adnan Omar, Southern University at New Orleans
Leetta Allen-Haynes, Southern University at New Orleans

3:15 - 4:15
Session 7B: Assessment of eLearning programs
Chair: Mike Mitri, James Madison University

APPLYING THE TECHNOLOGY ACCEPTANCE MODEL AND FLOW THEORY TO ONLINE E-LEARNING USERS’ ACCEPTANCE BEHAVIOR
Su-Houn Liu, Chung Yuan Christian University
Hsiu-Li Liao, National Taiwan University of Science and Technology
Cheng-Jun Peng, Chung Yuan Christian University

ASSESSING THE VALUE OF A SYNCHRONOUS SEMINAR COMPONENT IN ONLINE DATABASE CLASSES
Matthew A. North, Washington & Jefferson College

PRESENTING INFORMATION TECHNOLOGY IN A VIRTUAL CLASSROOM DOES IT WORK?
A. Richard Tarver, Northwestern State University
Walter Creighton, Northwestern State University

STUDENTS’ ACTIVITY PREFERENCES IN WEB-BASED DISTANCE LEARNING COURSES: A BUSINESS SCHOOL’S EXPERIENCES
Don Moscato, Iona College
Eric D. Moscato, Iona College
3:15 - 4:15
Session 7C: IT in Medicine
Chair: Dacia Charlesworth, Robert Morris University

PATIENT RECORD PRIVACY AND ACCURACY AND THEIR EFFECTS ON THE ADOPTION OF HOSPITAL PATIENT-CARE INFORMATION SYSTEMS
Diane Lending
Thomas W. Dillon
Chelley Vician
James Madison University
James Madison University
SBE-MTU

QUALITY OF CARE AND THE TECHNOLOGY ACCEPTANCE OF NURSES
Thomas W. Dillon
Diane Lending
Chelley Vician
James Madison University
James Madison University
SBE-MTU

TELECOMMUNICATIONS TRAINING NEEDS IN HOSPITALS
John R. Willems
Karen Ketler
Eastern Illinois University
Eastern Illinois University

TRAINING ISSUES IN INFORMATION TECHNOLOGY: A COMPARISON OF SMALL BUSINESS AND HOSPITALS
Karen Ketler
John R. Willems
Meena Srinivasan
Eastern Illinois University
Eastern Illinois University
University of Mary Washington

3:15 - 4:15
Session 7D: Tools for Instruction
Chair: Mark A. Ward, Southern Illinois University - Edwardsville

A LONGITUDINAL ASSESSMENT OF INSTANT MESSAGING
Carl Case
Darwin L. King
St. Bonaventure University
St. Bonaventure University

AN EXPLORATORY INVESTIGATION OF THE EFFECT ON LEARNING OUTCOMES OF DIFFERENT TYPES OF PRESENTATION HANDOUTS
Vic Matta
Raymond D. Frost
Ohio University
Ohio University

SIMPLIFIED PROCEDURES IN DIGITAL VIDEO EDITING: CONCEPTS AND TECHNOLOGICAL ALTERNATIVES
Azad Ali
Frederick G. Kohun
Gary DeLorenzo
Butler County Community College
Robert Morris University
California University of Pennsylvania

SURVEY OF STUDENT USAGE OF DIGITAL TECHNOLOGY: TEACHING IMPLICATIONS
Susan Switzer
Nancy Csapo
Central Michigan University
Central Michigan University
4:30 - 5:30
Session 8A: Issues in the Teaching of Networking Courses
Chair: Frank Andera, Central Michigan University

A PROPOSED METHODOLOGY TO TEACH NETWORK USING PORTABLE NETWORK PROGRAMMING PROJECTS
Ardian N. Greca
Sonny Butler
James K. Harris

MANAGEMENT OF LAN DESIGN FOR BUSINESS APPLICATIONS USING HIERARCHICAL SWITCHING: SIMPLICITY VERSUS ADDED DELAY
Paul Safonov
Dennis Guster
Amit Parmerkar
Chuck Hall

RECENT WIRELESS LAN MANAGEMENT TECHNOLOGIES: TRENDS AND OUTSTANDING ISSUES
Young B. Choi
Jae-Yoon Park
Daniel Fernandez
Kook-Bong Kim

USING AN ON-LINE VIRTUAL SERVER TO SIMULATE NETWORK ADMINISTRATION
G. Kent Webb

4:30 - 5:30
Session 8B: Life-Long Learning
Chair: Elaine Winston, Hofstra University

LIFELONG AND ON-LINE LEARNING IN HIGHER EDUCATION: A CASE OF SLOVENIA
Nada Trunk Širca
Dušan Lesjak
Žiga Čeper
Viktorija Sulčič

LIFELONG E-LEARNING: A FOUNDATION FOR TECHNOLOGY EDUCATION AND PROFESSIONAL SUCCESS
L. Roger Yin
Tena B Crews
Robert G. Brookshire
Daniel T. Norris

LIFE-LONG LEARNING--MAKING DISCRETE MATH RELEVANT FOR INFORMATION SYSTEMS PROFESSIONALS
David F. Wood
Valerie J. Harvey
Frederick G. Kohun

NEXT-GENERATION DISTANCE LEARNING SOLUTIONS FOR SURGERY
Jelena Vucetic
4:30 - 5:30
Session  8C: Security, Fraud and other Risks
Chair: Daphyne S. Thomas, James Madison University

AN EXAMINATION OF ONLINE FRAUD COMPLAINT OCCURRENCES
Lai C. Liu University of Texas Pan American
Kai S. Koong University of Texas Pan American
Margaret Allison University of Texas Pan American
June Wei University of West Florida

DISASTER PLANNING FOR THE HOME USER: IDENTIFYING RISK TYPES AND PROTECTING CRITICAL DATA
Jared Spencer Nova Southeastern University

PROTECTING INFORMATION RESOURCES AND MANAGING THE RISK
Robert Behling Arrowrock Technologies
Susan Haugen University of Wisconsin – Eau Claire
Wallace A. Wood Bryant University

THE ROLE OF INFORMATION SECURITY IN SARBANES-OXLEY COMPLIANCE
Manying Qiu Virginia State University
Carl Wright Virginia State University

4:30 - 5:30
Session  8D: Wireless Technology
Chair: Christopher G. Jones, Utah Valley State College

FACULTY ATTITUDES TOWARD TECHNOLOGY
Dale Hanchey Oklahoma Baptist University

THE CO-EXISTENCE OF IPV6 AND IPV4 IN THE U.S.A.
Garry L. White Texas State University – San Marcos

WIRELESS TECHNOLOGIES: WIRELESS FIDELITY (WI-FI) & WORLDWIDE INTEROPERABILITY FOR MICROWAVE ACCESS (WIMAX)
Bradley K. Patton Interconnect Services
Richard Aukerman Texas A&M University-Kingville
Jack D. Shorter Texas A&M University
SATURDAY OCTOBER, 8 2005

9:00 - 10:00
Session 9A: Software and Operating Systems
Chair: Harry Benham, Montana State University

MICROSOFT'S NEW OPERATING SYSTEM—LONGHORN
Kristin Landeche-Brandt  Texas A&M University – Kingsville
Jack D. Shorter  Texas A&M University

MOVING THE SENIOR DEVELOPMENT CLASS FROM WEB DEVELOPMENT TO LIFE CYCLE DEVELOPMENT – A CASE FOR VISUAL STUDIO 2005
Thom Luce  Ohio University

SOFTWARE CUSTOMIZATION WITH XML
Clotilde Rohleder  University of Applied Sciences Cologne
Steve Davis  Clemson University
Holger Günther  University of Applied Sciences Cologne

9:00 - 10:00
Session 9B: Digital Libraries
Chair: Edward T. Chen, University of Massachusetts Lowell

A GOOGLE CAMPUS: THE CHANGING ROLE OF THE LIBRARY AND TECHNOLOGY IN ONLINE EDUCATION
Kara J. Gust  Michigan State University
Dale D. Gust  Central Michigan University

USABILITY OF DIGITAL LIBRARIES AND THEIR REUSABLE OBJECTS IN E-LEARNING SETTINGS
Alex Koohang  University of Wisconsin - Milwaukee
Keith Harman  Northcentral University

USER ACCEPTANCE OF DIGITAL LIBRARY: AN EMPIRICAL EXPLORATION OF INDIVIDUAL AND SYSTEM COMPONENTS
Ganesh Vaidyanathan  Indiana University South Bend
Asghar Sabbaghi  Indiana University South Bend
Michael Bargellini  Indiana University South Bend

WEB BASED AFTER-SCHOOL SUPPORT NETWORK FOR SECONDARY SCHOOL MATH AND INFORMATION TECHNOLOGY
A. A. Adekoya  Virginia State University
Ade Ola  Virginia State University
Fidelis Ikem  Virginia State University
X. Bai  Virginia State University
9:00 - 10:00
Session 9C: Decision Support in Organizations
Chair: Frederick G. Kohun, Robert Morris University

A CONCEPTUAL MODELING APPROACH TO SUPPORTING ORGANIZATIONAL DECISION PROCESSES
Meral Binbasioglu, Hofstra University

AN EVALUATION OF THE APPLICATION OF INFORMATION AND DECISION TECHNOLOGIES TO UNIVERSITY SPORTS RATINGS SYSTEMS
Don Moscato, Iona College
Eric D. Moscato, Iona College

ANALYTIC HIERARCHY PROCESS AS A DECISION-SUPPORT SYSTEM IN THE PETROLEUM PIPELINE INDUSTRY
Sam Nataraj, Morehead State University

THE POLITICS OF INFORMATION: A CONCEPTION FOR ANALYZING INFORMATION USE WITHIN ORGANIZATIONS
Robert J. Skovira, Robert Morris University

10:30 - 11:30
Session 10A: Strategic Planning and Competitive Advantage
Chair: Wayne Huang, Ohio University

ACHIEVING COMPETITIVENESS BY ORGANIZATIONAL LEARNING: STRATEGY, TRANSFORMATION AND MEASUREMENT
Zong Dai, Alfred University
Frank Duserick, Alfred University
Li Dai, University of Toronto Mississauga

LEVERAGING IT FOR A COMPETITIVE ADVANTAGE -- CASE OF EBAY
Edward T. Chen, University of Massachusetts Lowell

STRATEGIC PLANNING FOR INFORMATION SYSTEMS--WHO REALLY NEEDS IT?
Srečko Natek, University of Primorska
Dušan Lesjak, University of Primorska
10:30 - 11:30
Session 10B: Information Security
Chair: Ganesh Vaidyanathan, Indiana University South Bend

INFORMATION SECURITY IN THE CARIBBEAN BANKS
Hongjiang Xu Central Michigan University
Pierre Bowrin Central Michigan University

INFORMATION SECURITY SURVIVAL KIT: LIFE-LONG END-USER PREVENTION TRAINING FOR SMALL TO MEDIUM-SIZED BUSINESSES
L. Roger Yin University of Wisconsin-Whitewater
Blake Penn University of Wisconsin-Whitewater
Daniel T. Norris University of South Carolina

KNOWLEDGE NEEDS AND DATA SECURITY AS THEY APPLY TO NETWORK INTRUSION DETECTION SYSTEMS
Charles A Mance Robert Morris University
Jeanne Baugh Robert Morris University
Daniel Rota Robert Morris University

SECURITY AT THE EDGE: RETHINKING SECURITY IN LIGHT OF WEB SERVICES
Richard Swart Utah State University
Karen A. Forcht Utah State University
David Olsen Utah State University
Bryan Marshall Utah State University
Matthew E. Harris Utah State University

10:30 - 11:30
Session 10C: Doctoral Programs
Chair: Jack D. Shorter, Texas A&M University

FACTORS THAT INFLUENCE THE SUCCESSFUL COMPLETION OF A DOCTORAL DEGREE
Jeanne Baugh Robert Morris University
Frederick G. Kohun Robert Morris University

ISOLATION FEELINGS IN DOCTORAL PROGRAMS: A CASE STUDY
Frederick G. Kohun Robert Morris University
Azad Ali Butler County Community College

REDUCING SPREADSHEET ERROR RATES
Harry Benham Montana State University
Marc Giullian Montana State University
REFEREED PROCEEDINGS
A CONCEPTUAL MODELING APPROACH TO SUPPORTING ORGANIZATIONAL DECISION PROCESSES

Dr. Meral Binbasioglu, Hofstra University, acsmxb@hofstra.edu

ABSTRACT

While undertaking change initiatives businesses often institute new Information System (IS) applications in efforts to better support the process modifications. We propose a conceptual modeling approach to representing decision problems including the identification of interdependencies among business processes as well as likely ramifications of change initiatives on corporate performance. The approach structures the requirements of the application domain by integrating system dynamics modeling concepts with argumentation language representation. The argumentation language is a tool for explicating the relevant issues in the application domain including the unique needs of various decision makers and their data requirements. The language facilitates the identification of existing or potential difficulties that may arise due to deficiencies in underlying business processes or lack of IS support. The proposed approach focuses on the choice and integration of specific IS applications such as Decision Support Systems, Executive Information Systems, or Group Decision Support Systems. The argumentation language provides a structure to document and examine the organization's IS needs as well as to prioritize application areas by relating them to organizational strategy. The argumentation language proactively supports diagnosing potential and/or existing difficulties and provides a conceptual foundation for assessing the impacts of change initiatives including second-order effects.

Any decision problem can be viewed as composed of actions and resources that are either needed as input for actions or are generated as output of actions. In this view, a decision problem can be formulated by representing alternative objects (resources or actions) or by differentiating their object definitions such as resource levels (i.e., constraints) or their rate of usage. The ability to explicate the problem components and the capability to establish the linkages among problem elements suggest that an action-resource based argumentation language can be used in conjunction with a causal modeling approach such as system dynamics. Employing a qualitative causal modeling tool facilitates the identification of likely consequences including second order effects. The structure imposed on discourse of views by the argumentation language is likely to promote focused discussions while providing a mechanism to assess the intended and unintended consequences of business decisions. The paper illustrates how action-resource based language can be employed in conjunction with causal modeling to assess the ramifications of decisions on corporate performance using an example reengineering case in insurance industry.
A GOOGLE CAMPUS: THE CHANGING ROLE OF THE LIBRARY AND TECHNOLOGY IN ONLINE EDUCATION

Kara J. Gust, Michigan State University, gustk@msu.edu
Dr. Dale D. Gust, Central Michigan University, gust1dd@cmich.edu

ABSTRACT

Google Scholar, Questia, and FindArticles are all private online ventures that have endeavored into the world of providing instant access to books, journal literature, digital collections, as well as virtual assistance and reference services. Many of these services are using the technology of the Web to attract high school, college, and distance education students; faculty; and general users to their resources. In their efforts to be a prime information resource, they have tried to emulate as well as compete with the traditional role of the library—where access to information and collections has always been and still is freely available. The convenience and prevalence of these services have started to overshadow the tremendous online collections and resources available to students, faculty, and staff through their university libraries. This has caused both library staff and teaching faculty to consider the role of the library and its “Web presence” in the future of education. Many libraries and institutions are now seriously considering how new technologies can help them deliver online education, especially in the area of distance education, where access to library resources has become an ever-increasing priority.

This paper will explore how online services such as Google Scholar, Questia, and FindArticles are challenging the main function and role of the library in the educational system and community. What are some steps libraries and information technology specialists have taken to provide better online access to their resources? What online tutorials and/or gaming technologies have libraries explored and implemented in attempts to provide educational assistance to distance learners, as well as on-campus students? This paper will investigate how these services are causing library and educational institutions to rethink their Web presence and existence for the future. It will also especially consider how with the advance of distance and online courses, libraries are exploring new online tools to compete with the technologies and conveniences of the Web.

Keywords: libraries, Google, gaming technologies, online tutorials, distance education
A PROPOSED PILOT STUDY TO DETERMINE ON-LINE
COMPUTER TRAINING IMPACTS: A COMPARISON OF THE
EFFECTS ON COMPUTER SELF-EFFICACY

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ABSTRACT

Strategic planning processes at a growing number of universities recognize that an educated person must be capable of using a variety of skills in information technology. Students in all disciplines are expected to graduate with proficiencies in information technologies in their respective disciplines. Many universities now require their students to have and use laptop computers in their curriculum. Incoming freshman are required to take computer proficiency exams as part of their enrollment process similar to placement exams in science and mathematics. If deficiencies are identified, the students are required to take and pass introductory level computer skill classes during their first semester. This trend of embedding information technologies in the education process is not unique. In 2001 approximately 55% of universities required students to have computers. That number is increasing each year.

Another trend has been the introduction of online course offerings. In some cases, universities have created complete degree programs that can be obtained entirely online while other universities have pursued a more integrated approach viewing online education as a way to extend the campus for existing students. Universities have expended considerable resources in facilities, personnel, technology, and training of faculty to support these initiatives. It is important that universities evaluate and measure their progress and success in achieving their goal of producing information technology enlightened graduates. While some aspects of this process are discipline specific, computer self-efficacy is not. Higher self-efficacy leads to greater use of technology and better performance. The purpose of this research is to propose an approach to examine if student experiences with online classes and pedagogies positively impact student computer self-efficacy as compared to traditional class room approaches.
AN EVALUATION OF THE APPLICATION OF INFORMATION AND DECISION TECHNOLOGIES TO UNIVERSITY SPORTS RATINGS SYSTEMS

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ABSTRACT

The authors present and evaluate how information and decision technologies have impacted college sports. In an earlier paper, Moscato and Moscato (1) discussed how DSS has been utilized in professional sports. The focus of this paper is how models have been developed and implemented by several sources and how these data driven applications have become the mainstays of ranking collegiate athletic teams for better or for worse. For some, these systems have become the “silver bullet” and have been used to determine all important “seedings” for post-season competition in many sports.

The paper presents examples from college basketball (RPI, Sagarin, Pomeroy) and college football (BCS). Examples from other sports will also be included. In addition, the authors discuss various individual power ratings that have been used to rank order the individual achievements of college athletes within their respective sports. The use of these systems represents the blending of available information databases with the innovative use of decision technologies in order to address significant issues in college athletics. Millions of dollars are at stake each year when these systems become the raison d’etre behind the selection of which teams are chosen for the NCAA basketball tournament and college football bowl games. The impact on university presidents, alumni, students and coaches and fans is without challenge. The key issue is whether or not these systems are fair and level the playing field in evaluating the best of the best!

The objectives of this paper are several. To put in one document an analysis of the major approaches used, to demonstrate the IT and DT underpinnings of the underlying models, to discuss the relative merits of the approaches and to provide a useful application to be used in MIS courses of the application of information and decision technologies to a high interest area.

BLUES IN ETHICS: BLENDING UNDERGRADUATE EDUCATION SKILLS IN ETHICS

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ABSTRACT

The traditional undergraduate course in Business Ethics might be considered rather dry by students. The most common texts begin with moral reasoning to lay the framework for future analysis. Discussion of moral issues in business including economic systems, the environment, the market place, employee issues, and international obligations follow. Most texts also include case studies.

How can an instructor include technology, writing, and speaking skills that are an instrumental part of undergraduate education into a course in Ethics? How can the course be made more interesting to the students? This paper discusses the incorporation of a lab component into a traditional Business Ethics course. Specific examples of labs that have been used in 2004—2005 are included.
CAREER ROLE MODELS AND CAREER SEEKER INTENTIONS: BUILDING INTEREST IN IT PROFESSIONS

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ABSTRACT

Since the now infamous collapse of the dot com market and the ongoing outsourcing dilemma, career seekers have been migrating quickly away from the IT profession. Interestingly, job and salary growth continues in the industry [1]. Despite an improving job market, the number of new undergraduate majors continues to fall. One study cites a 23% drop in new undergraduate IT majors in 2003 alone [2]. This paper explores the relationship between career role model behavior and career seeker career intentions in information technology (computer science and information systems). It is proposed that career role models can engage in certain types of activities that will be more likely to build a learning experience that is conducive to the career seeker choosing to prepare for an IT profession.


DATA VISUALIZATION STRATEGY: CHALLENGES AND SOLUTIONS

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ABSTRACT

Data visualization is an information technology that is widely deployed for e-commerce applications, customer relationship management packages, business intelligence tools, and data warehouse systems. This paper discusses challenges facing data visualization technologies in detail. A research model is established to highlight the important features a successful data visualization methodology should entail. Among those important features, incorporating domain knowledge into graph construction is the key success factor for a data visualization technology to address those challenging issues. This paper illustrates a new data visualization software created by a private firm called FYI Inc. as an example. By incorporating domain knowledge into its visualization construction, FYI’s visualizing elements - Knowledge Enhanced Graphical Symbols (KEGS) can be interpreted by users quickly. Consequently, this visualization technology can effectively improve decision making accuracy and speed.

Keywords: domain knowledge, visualization, KEGS, data, graphic construction.
DATABASE ELEMENTS IN THE IS 2002 MODEL CURRICULUM AND HIRING EXPECTATIONS FOR NEW INFORMATION SYSTEMS GRADUATES

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ABSTRACT

At the foundation of the information systems field is the collection and manipulation of data by computer systems. The emergence of massively connected systems in the form of private wide-area networks and the ubiquitous global wide-area network that is the Internet, has brought interaction with organizational data down to the level of individuals and end customers. Data is collected at an increasingly large number of points along the supply chain. In this environment, data processing operations of the past have given way to management information and knowledge management systems as organizations try to cope with increasing demands to coordinate far flung elements towards a goal of improved competitiveness. In this environment, data takes its place alongside traditional means of production like capital, labor, and equipment as a twenty-first century means of production.

Information Systems (IS) students preparing to enter this era of increasing criticality for data are typically prepared through a single course that focuses on database system design. The IS 2002 Model Curriculum and Guidelines for Undergraduate Degree Programs in Information Systems (IS 2002), developed by a educators in the area of computing and major computing organizations, describes this course as covering:

“Information systems design and implementation within a database management system environment. Students will demonstrate their mastery of the design process acquire in earlier courses by designing and constructing a physical system using database software to implement the logical design.” (IS 2002 pg. 30)

Other aspects of database design from the standpoint of the development lifecycle are also found in other model curriculum courses, such as course IS2002.5: Programming, Data, File, and Object Structures. In each of these courses, the pedagogical emphasis is on applications development activities. Issues of ongoing management and planning for the corporate data resource do not receive direct attention.

The purpose of this research is to investigate the sufficiency of IS pedagogy in terms of the critical corporate data resource. Specifically, the research will:

1. Examine the sufficiency of the IS2002 model curriculum in preparing students to join the data management operation of the organizational IS function
2. Prioritize critical database oriented skills from the IS2002 curriculum required by employers for entry level data professionals

This proposed research is an exploratory study that will use the multi-case study method to achieve its objectives. Educators in the database area first identify the data centric tasks and curriculum elements of the IS2002 model curriculum. Key individuals in the data management function from a sample of companies hiring undergraduate IS students will be interviewed in terms of their expectations for database skills in each of these areas. Respondents will then be asked to prioritize these requirements, and to evaluate the level of coverage of these expectations provided by the IS2002 curriculum.
FACTORS THAT INFLUENCE THE SUCCESSFUL COMPLETION OF A DOCTORAL DEGREE

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ABSTRACT

A student’s grades prior to entrance to a Doctoral program are not always a good predictor to successful completion of the program. This paper investigates a cohort driven Doctoral of Science program in which the completion rate of 90.5% far surpasses the completion rate as defined in numerous studies. Factors that are investigated are the cohort support, faculty support and various student profiles, such as male/female ratio, geographic origin, and work experience. The study tests the landmark findings of Lovitts, from the book “Leaving the Ivory Tower”.
FACULTY ATTITUDES TOWARD TECHNOLOGY

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ABSTRACT

Today, almost all jobs require the use of technology. University faculty positions are no different. This paper examines changing faculty attitudes toward the use of technology in teaching. The results of two faculty surveys given at one university are compared to show how attitudes have changed over a six year period. In particular, faculty requests for hardware and software in classrooms are examined. Specific recommendations for classroom and office installations are included.

Keywords: Faculty, teaching, technology
INTERNET CONVERGENCE: ARE RETAILERS PREPARED FOR CROSS CHANNEL SHOPPERS

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Research Objective: Convergence continues to recast the retail landscape. Evidence shows that consumers want to encounter the same retail personality whether experienced via a firm’s Website, in a store or through their catalog. While 94% of retailers operate in more than 1 channel, many firms have channel-specific sales, fulfillment and customer service organizations. This study investigates convergence in retail by comparing the integration of large chain retailers’ customer service, returns, and product fulfillment functions.

Study Design: Fifty-five large national chain retailers with both an online and offline presence were compared based on email and telephone contacts. They were asked if a product bought online could be returned to one of their stores, and also were asked a product-specific customer service question. Consistency of responses between channels was noted, as well as response times for email questions. Personalization of email responses, the apparent training of customer service personnel, and whether the retailer offered customer service via live chat were noted.

Population Studied: The sample includes fifty-five large chain retailers of which 65% are in the Top 250 Global Retailers. The expectation is that larger retailers are more likely to have made strides toward Internet convergence.

Principal Findings: Only 35% of retailers had a specific online returns statement in their customer service policy, even though this service was available 79% of the time. With 80% of firms, there was agreement between online and offline agents when asked about their returns policy. Eighty percent of retailers have customer service help available via email, with an average response time to an email request for help of 28.4 hours. Only 3% have live chat help available. Forty percent of responses to email questions were personalized to customers (including using customer’s name or otherwise referring to specifics of the question). Thirty-four percent of customer service agents were rated as Excellent.

Conclusions: The analyses are encouraging in that a majority of large retailers allow cross-channel product returns, and that the returns policy is articulated comparably whether stated in an email or by phone. However almost two-thirds of very large retailers do not make this policy clear to customers, resulting in misleading and perhaps false customer service information. A significant minority have no email help available nor allow cross-channel returns. While a large majority have email help available, less than half address customers personally in their customer communications, perhaps relying on “canned” responses. The consistency of answers across channels may be more of a reflection of employee training rather than true database convergence.

Implications for Strategy: Internet convergence is getting ready to become a dominant business strategy, so retailers need to prepare themselves. The measures of this study are basic indicators of a surprising lack of fundamental actions and systems necessary to implement true convergence, even among the largest retailers. At least the process has begun, but there is much more work to be done.
INVESTIGATING THE EFFECTS OF ETHNICITY IN COMPUTER AGENTS

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ABSTRACT

An increasing quantity of corporate and higher education is moving online at the same time that increasing technological advances are making online agents a feasible addition to online education. This combination of factors in online education necessitates in-depth investigation into different human-computer interface designs to facilitate learning.

The purpose of this research was to empirically test two theories as they apply to student responsiveness to the ethnicity of online agents. The computers as social actors theory states that people mindlessly “apply social rules and expectations to computers” [2]. The symbolic racism theory suggests that if whites acquire negative feelings toward persons of color early in life, then those feelings persist into adulthood and are expressed indirectly and symbolically [3]. Combining the two theories suggests that white computer users would react differently toward suggestions provided by a computer-based agent of color than they would toward the exact same suggestion provided by a white computer-based agent.

Subjects in this study completed a Modern Racism Scale [1] survey near the beginning of the semester. Near the end of the semester subjects then participated in a online activity of ranking criteria for selecting the best graduate school, wherein their ranking was questioned and then a rethinking of their ranking was suggested by an online agent whose ethnicity was white or represented a person of color. Correlations between student-agent ethnicity and student ranking-scoring were compiled.

Keywords: online education, computer agents, ethnicity, human-computer interaction, social interaction, racism


PATIENT RECORD PRIVACY AND ACCURACY AND THEIR EFFECTS ON THE ADOPTION OF HOSPITAL PATIENT-CARE INFORMATION SYSTEMS

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ABSTRACT

Despite advances in our ability to process and share information, many hospitals are still using manual patient-care records. President Bush recently called for vast improvements in automated record keeping by hospitals and the medical community and promised to double the federal government’s funding for this effort. Two obstacles can affect this effort: first, the necessity for privacy and accuracy of patient-care records as required in the Health Insurance Portability and Accountability Act (HIPAA) of 1996. Secondly, hospitals that adopt patient-care information systems worry about implementation problems such as resistance to the system by employees. In this study, we investigate whether privacy and accuracy concerns affect the likelihood of acceptance of the patient-care information systems.

A survey of medical workers was conducted at a 350-bed regional hospital center just before the implementation of a new hospital-wide patient-care information system. Four hundred and twenty-five responses were received. The purpose of this study was to determine:

1. If perceptions of the privacy and accuracy available in the system might influence attitudes towards the system, the system’s perceived usefulness and the system’s perceived ease of use and thus the eventual acceptance of the system. It seems plausible that medical workers that might have otherwise resisted patient-care systems (such as older nurses) might now recognize the usefulness of the systems in meeting HIPAA standards.

2. To make recommendations for early interventions in the adoption process to increase the likelihood of system success.

Keywords: Patient-care records, Privacy, Accuracy, Technology Acceptance Model
This paper addresses the dilemma faced by business schools in teaching MIS courses to incoming business students that have a wide range of expertise in computers and technology. Further, schools of business want to ensure that all business students graduate with the advanced technical skills needed in order to compete in a global economy. Many students enter college with a great deal of knowledge and skills in the computer area; others have very little experience in using computers. At the same time, the breadth and depth of technical skills that students need in order to successfully compete in a global economy have continued to expand. Currently, at the university involved in this study, MIS 105, Introduction to Computers, is required of all business majors. It has been proposed that MIS 205, Advanced Computer Applications, become the required course in the business core curriculum. Some universities in the system are trying to place students into the applicable course (MIS 105 or 205) based on high school transcripts or self-selection by students. The business school at our university has concerns about the feasibility or accuracy of either method. A second option would be to develop a placement test. A research project is currently underway which is designed to develop an exam that could be used to place students into the appropriate MIS course based on their testable knowledge and skills. This same test would be given at the end of the semester to provide a measure of the level of learning that took place, which can then be used as an assessment tool.

The placement test will be developed based on the skills and competencies that students are expected to acquire in MIS 105. A predetermined cut-off score will be used to place students into the appropriate MIS course, based on their performance on the exam. The same test will be given at the end of the semester in all sections of MIS 105 and MIS 205. This will not only provide a measure of the level of learning that took place within the course (pre-test/post-test), but also provide data for program assessment of the MIS portion of the business core. This information will in turn be used to provide accreditation agencies with evidence that the outcomes of the applicable courses were achieved.

The subject pool will be all freshmen business students at our university taking either MIS 105 or MIS 205 in the fall 2005. A second subject pool will be all students taking either MIS 105 or MIS 205 in the spring 2006. As part of the process, each student will be asked to complete a short demographic survey form. Additionally, each student will complete the pre-test before the course begins. Subsequently, on completion of MIS 105 or MIS 205, the post-test will be given. As part of the analysis, descriptive statistics will be generated and analyzed for each question for both the pre- and post-test. Second, correlation, analysis of variance, and regression analysis will be conducted in order to assess the attributes that cause progress made in each course. The statistics generated will be used to test differences in student progress within the MIS 105 and MIS 205 classes separately and between the MIS 105 and MIS 205 classes. The resulting assessment data will be incorporated into the business school’s annual assessment report and will be used to evaluate the MIS component of the business core curriculum. Complete data will not be available until the end of the Spring 2006 semester.
PRESENTING INFORMATION TECHNOLOGY IN A VIRTUAL CLASSROOM DOES -- IT WORK?

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ABSTRACT

Can a microcomputer applications course be successfully presented utilizing a virtual classroom? Today it is next to impossible for a person to keep pace with the ever-increasing momentum of the innovations in technology. Attempting to master the new devices introduced almost daily is over-whelming to say the least. This paper discusses some of the strategies used and lessons learned while attempting to bring learners up-to-speed by presenting an introduction to information technology course via the Internet. Students are taught that state of the art hardware is rendered useless without equally productive software. To increase the chance for success, students are introduced to the basic principles of software including programming languages, operating systems, and application software. Additionally, students are taught to utilize the decision making process and how this technology is helpful in making decisions both personally and in the business world. A comparison of traditional and virtual classroom performance and the rate of student success and satisfaction is also presented.

Keywords: microcomputer applications, virtual classroom
QUALITY OF CARE AND THE TECHNOLOGY ACCEPTANCE OF NURSES

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ABSTRACT

This study evaluates the impact on the perceived quality of care of the patient on technology acceptance by nurses when using a new integrated administrative and clinical information system. The analysis is performed prior to implementation a new patient care system. Outcomes will show empirical and theoretical support for placing an emphasis on patient quality of care issues when dealing with the technology acceptance of nursing staff. In addition, this research project presents a healthcare extension of the technology acceptance model (H-TAM) and empirically examines it in a hospital setting.

Most of the prior research in technology acceptance has been carried out in simple, but important, environments utilizing personal computer software such as email systems, word processing, and spreadsheet software. More, recent research is now focusing on more complex environments that integrate across departments and include organization-wide business process applications. For example, enterprise resource planning (ERP) software is now an important domain or context for technology acceptance.

Our research provides specific contributions along this line by examining how, the most important factor in healthcare today, quality of care, affects technology acceptance. Health organizations are now using computerized medical records and other automated systems that improve adherence to guidelines and likely result in improved quality and efficiency of delivered care.

We examine technology acceptance within a real healthcare environment, a regional medical center, and extend the TAM by considering the model in the implementation of an integrated hospital-wide administrative and clinical patient care information system. Given the complexity of this environment, we believe an investigation of the affects of patient quality of care on the TAM variables furthers our understanding of the acceptance of complex technology. In addition, hospital-wide information systems are the seeds that lead to the adoption of standardized national and industry-wide electronic patient record systems. The value of electronic health care information exchange and interoperability between providers (hospitals and medical practices), laboratories and clinics, and payers and patients could yield a net value of $77.8 billion, if a national system is fully implemented.

Keywords: Patient-care records, quality of care, technology acceptance model
ABSTRACT

The discipline of Systems Analysis and Design, as defined by contemporary texts and course content, is compared to current industry practices. Four organizations involved in software development projects were interviewed to determine their approaches to analysis and design. Only the primary methodologies employed by the organizations were included in the study. The organizations were asked to assign subjective importance to a list of topics related to classical and object-oriented analysis and design. The responses are compared to textbook authors' assigned topic importance, based primarily on coverage, from three competing contemporary Systems Analysis and Design texts.
ABSTRACT

The concept of purchase perceptions is a well-researched marketing phenomenon in the area of traditional purchasing habits. Preliminary work has begun to apply this knowledge and understand how to tailor it to apply to the world of electronic commerce.

This paper outlines a process to test and validate one theory for applying traditional purchase perception knowledge that has been tailored to the e-commerce marketplace. In particular, this research examines the specific findings regarding how purchase perception influencers relate to four major factors: product perception, shopping experience, customer service, and consumer risk. Prior research indicates that the relationships that exist between purchase perception influencers and these four factors may not be pertinent to the e-commerce marketplace. The same research indicates that, while the specific relationships of influencers to factors may not exist, many of the same factors may be related, albeit to different factors. Utilizing confirmatory factor analysis techniques, we seek to confirm those relationships postulated by recent e-commerce purchase perception factor research.

Keywords: e-commerce, purchase decisions, consumer purchase perceptions
ABSTRACT

The essay describes a research model (see Figure below) for understanding the politics of information within organizations. Using the metaphor of information landscape, the essay presents a perspective on organizational culture, its dimensionalities, and the political frame of information use. The idea of an organization as infoscape suggests a multiplicity of frames or ways of information use in an organization’s culture. There is a discussion of the dimensionalities of organizational culture. Introducing the idea of the political frame of information use, there is a summary of the idea of frame including the financial, historical, ethical, and technological frames. There is an indepth discussion of the political frame of information use. The politics of information is about the use of information and information resources as sources of power and control within an organization. The political frame of information use is made up of several subframes. These subframes are the technological, the monarchist, the feudalist, the federalist, and the anarchist. The technological perspective is about the belief that information technology is the solution to all information control and power. The monarchist position is that information governance is a matter of centralizing control over the information flows within the organization. The feudalist subframe is about information power being decentralized and governed within local situations. The federalist perspective is about centralizing but also sharing information governance. The anarchist subframe is an extreme form of decentralizing information control to individuals in the corporation. The paper specifies a methodological model for doing research to understand the nature of information governance and control (political power) in organizations important for developing information systems supporting situations of information use.
THE RELATIONSHIP BETWEEN HIERARCHICAL AND ENTITY-RELATIONSHIP MODELING THROUGH A DECOMPOSABILITY VIEW

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ABSTRACT

The ER approach was introduced by Peter Chen in 1976 and is now widely used by business organizations. The ER approach begins with an assessment of data base requirements based on the view of the entire organization (the enterprise schema) and then translate it to mechanical elements (the user schema). The process identifies the organization’s functionally organized parts (i.e., entities) and the interactions (i.e., relationships) among them by means of a graphical representation called the entity-relationship diagram (ERD). There are three cardinalities: 1 to 1, 1 to many, and many to many. Basically, these relationships will be embedded in the table design through the establishment of foreign keys.

It has been pointed out that the result of ER-modeling produces tables that are in third normal form – which is the practical aim of using Codd’s normalization process, except that Peter Chen’s approach is more intuitive to practitioners. Peter Chen has also demonstrated that the result of ER modeling can be converted to hierarchical or network modeling, perhaps in an effort to boost the acceptance of his approach at that time. More importantly, it has been noted that at the third normal form – be they created by the normalization process or ER modeling – each table contains only one theme.

This paper points out that the hierarchical model may be viewed as a special case of relational model. Using Web site design as an illustration, we may see that if there is no duplication of contents among pages (e.g., repeated use of logo in pages at several levels), then the physical data organization may perfectly reflect the logical view of website – which is hierarchical in nature. However, in the case of many repetitions, it would be better for data to be organized into several folders, and each webpage will be a collection of elements from these folders. The latter really reflects a relational model.

All data can be presented in hierarchical modeling, and the extent of repetition at the lower level will determine the degree of suitability of converting it to relational modeling. With limited data, it is easier to use hierarchical model. However, as the level of complexity increases, websites nowadays find it is easier to use dynamic pages that are based on a relational model supported by DBMS. Seeing that hierarchical model and relational model is not an either/or but rather a continuum would increase the flexibility in organizing data for websites.
When shopping for high-cost and for low-cost products, e-buyers need different types and different amounts of information. Understanding what information to place on a web site is crucial in doing e-business. There are many studies where researchers outline the importance of such information analysis. However, we have not found any studies that address the information needed to market high-cost products as a specific category of products.

Several researchers have shown that e-buyers are hesitant when shopping for high-cost products online, mainly because the risk is too high in such purchases, and the buyers don’t have enough trust in vendors. We wonder if buyers’ experience with the site (web satisfaction) will improve if they can receive appropriate information.

In the presented study we have created two fake web sites: low-information and high-information, which model real sites. This method was selected so that we can manipulate with certain features of the sites (in our case, the information presented) and leave the rest of the features unchanged. Other than the amount of information, the sites are identical.

During the experimental stage, each participant will be asked to find a product and make a purchase on one of the fake sites. The products (see diagram) vary depending on their price (high/low) and their type (transportation/computers). Each information page has code which sends the information about the time when the user opens this page and how much time he or she spends on it. This way we can monitor the sequence of pages each buyer goes through and find out the importance of each type of information.

The goal of this study is to investigate which types of information are requested by e-buyers when they are shopping for high-cost and low-cost products. The results of the study will be presented at the conference.
UNDERGRADUATE COMPUTER-RELATED MAJORS
IN AACSB-ACCREDITED SCHOOLS OF BUSINESS IN THE US

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ABSTRACT

Change continues as the only certainty in business information systems education. The discipline is referred to as information systems (IS) in this paper, but it is also known by other titles—management information systems (MIS), computer information systems (CIS), business information systems (BIS), Information Technology (IT), etc. It is still a relative newcomer when compared with the traditional business disciplines of accounting, management, economics, finance and even marketing, and, as is usually true of newcomers, there is still a sense among some academic traditionalists that its placement in a collegiate undergraduate curriculum is not obligatory. However viewed, it would be difficult to find a baccalaureate business degree program that does not require some IS courses if only to assure that students are familiar with the basics of computer information systems and computer technology and their uses by the functional areas of business as well as with software packages universally utilized in business today. And the number of universities that offer an undergraduate IS major housed in a college of business indicates that for the time being, there is an accepted need for the graduates of such IS programs.

These relatively new developments increase demands on IS educators to assure that their programs continue to meet the needs of their stakeholders. Among the questions that must be revisited on a continuing basis are: What trends are emerging for the actual discipline of IS? Will the IS discipline continue to flourish in business schools? Will the discipline change from one that is currently perceived as “systems” oriented to one that is more “technology” oriented? Will the discipline be combined with computer science or computer engineering programs and/or moved to administrative units outside business schools? Is there still a need for a separate discipline or can the IS knowledge essential to business graduates be included in courses in the traditional business functional areas?

The purpose of this research is to take a concrete first step toward identifying trends in IS education in schools of business by examining the names of IS degrees currently being offered. In particular, the researchers wanted to learn if there is a significant move to replace the term “systems” with “technology” in degree names.

A logical next step will be an in-depth comparison of curricula with differing degree titles and/or administered by departments with different names. A further extension of this research will be a periodic, perhaps yearly, review of the major names in AACSB-accredited institutions with comparisons to the current findings. It is also hoped that this paper will be of use to those involved in the continuing examination of IS curricula and to colleagues in universities as they seek to choose appropriate major names.
USING CODES OR CASE STUDIES TO TEACH ETHICS

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ABSTRACT

The expected outcome of including ethics in business and computer information systems curricula are not entirely clear, and the optimum method for achieving such objectives are even less clear. In recent years, there has been an increased emphasis on including ethics into professional curricula in fields such as business, law, and science and technology. This paper will propose one framework for the teaching of professional ethics in the field of computer information and justify the rationale for this framework.

While the use of case studies and exposure to professional codes of ethics have merit, (and thus should not be abandoned) these approaches can lack the intellectual rigor necessary to prepare future professionals to make wise ethical choices. One typical approach to the teaching of ethics in professional courses is to expose students to case studies involving ethical conflicts, and to encourage the students to discuss what they think should have been done in each scenario. A second typical approach is to point to the ethical code of conduct in the relevant profession, and to require the students to be able to apply that code of ethics.

Teaching ethics merely by teaching the content of a code of ethics could lead to students viewing ethics as a mere checklist or algorithm, in which ethical dilemmas can be easily solved with certain, black-or-white answers merely by checking off the rules in the professional code of conduct. Yet, merely encouraging students to discuss their opinions regarding case studies may lead students to the conclusion that ethics consists of nothing more than opinion, and since opinions differ from one person to the next and all opinions are equal, one may act in any manner that she may choose.

By way of contrast, the teaching of ethics should include teaching ethical reasoning and using prescribed techniques for analyzing ethical dilemmas. While the moral values of others should be respected to the fullest extent possible, there are rational principles that can be applied to suggest that certain choices are better than others. This paper will demonstrate that it is possible to teach a methodology for thinking about ethical choices that will produce students better equipped to confront ethical choices in their future careers.

Keywords: ethics education, professional codes, case studies, ethical theories, moral development
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