2012 IACIS
Conference Program

Information Technology in Action – Exploring How Information Technology Supports Our Lives

52nd Annual IACIS International Conference
October 3 – October 6, 2012
Myrtle Beach, South Carolina, USA
WELCOME TO THE 52ND ANNUAL CONFERENCE FOR THE INTERNATIONAL ASSOCIATION FOR COMPUTER INFORMATION SYSTEMS

If this is your first time at our conference - Welcome! We are thrilled you are able to join us here in Myrtle Beach, South Carolina.

We continue to strive to provide an environment of thoughtful reflection and collegial discussion of some of the latest research in the areas of information technology and information systems education. Your continued support of our conference enables us to reach a wide audience of information systems academics and practitioners through our serial publication, Issues in Information Systems, as well as our conference proceedings. It also supports our premier publication, the Journal of Computer Information Systems that has been consistently recognized as being one of the top journals in our field. Your conference registration fee includes a one-year membership in IACIS and a subscription to the Journal of Computer Information Systems.

We have an excellent program planned. On Thursday morning, we open with a keynote panel to discuss the issues of enrollment trends in information systems education. Throughout most of the United States the market for information systems graduates continues to be lucrative. We will focus on how the techniques applied by universities across the country improved program enrollment. Joining us on the panel are Fred Kohun, Robert Morris University; Thom Luce, Ohio University; Steven Ross, Western Washington University; and, Bruce Saulnier, Quinnipiac University. We hope you join us for lunch on both Thursday and Friday. Thursday’s lunch is an opportunity to network with colleagues and make new friends. On Friday, we will have our annual business lunch along with our annual award presentations. Please join us in congratulating all of the award recipients.

As always, Thursday is Fun Night. This year, in addition to an incredible seafood buffet dinner, we will enjoy the Carolina Opry show. Bus transportation will be provided. We look forward to an enjoyable evening.

This is the twelfth year that Issues in Information Systems has been published. All editions are available on our website (www.iacis.org). Issues in Information Systems 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 as well as Computer Science-Business Information Systems. All submissions are double-blind peer reviewed.

We have added a new award this year, the Outstanding Research Program award. This award recognizes the university that has the largest number of research presentations at the annual conference. We thank all of you for your support in encouraging your colleagues and doctoral students to consider IACIS as an outlet for your scholarly research.

Welcome! We look forward to meeting with you throughout the conference.

Richard V. McCarthy
IACIS Vice President and Conference Chair

Alex Koohang
IACIS Secretary and IIS Editor

Make Plans to Attend the 53rd Annual Conference

Join us at the

San Juan Marriott Resort & Stellaris Casino
San Juan, Puerto Rico

October 2-5, 2013
<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Conference Chair</td>
<td>Richard V. McCarthy</td>
<td>IACIS Vice President: Quinnipiac University Hamden, Connecticut</td>
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<td>IIS Editor, IACIS Secretary</td>
<td>Alex Koohang</td>
<td>Macon State College Macon, Georgia</td>
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<td>Conference Director, IACIS Treasurer</td>
<td>Susan Haugen Behling</td>
<td>Foley, Alabama</td>
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<td>IACIS Executive Director</td>
<td>Robert Behling</td>
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<td>IACIS Managing Director</td>
<td>Daryl Nord</td>
<td>Oklahoma State University Stillwater, Oklahoma</td>
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<td>IACIS President</td>
<td>Lori Willoughby</td>
<td>Minot State University Minot, North Dakota</td>
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<td>IACIS Past President</td>
<td>Jean Pratt</td>
<td>University of Wisconsin – Eau Claire Eau Claire, Wisconsin</td>
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<td>IACIS Publications Director</td>
<td>Jeretta Horn Nord</td>
<td>Oklahoma State University Stillwater, Oklahoma</td>
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CONFERENCE SCHEDULE

Wednesday, October 3, 2012

6:00 p.m.–8:00 p.m. Reception/Registration Courtyard (weather permitting)
                          Oleandar A (rain backup)

Thursday, October 4, 2012

7:30 a.m.–5:00 p.m. Registration West Hall

7:30–8:30 Continental Breakfast West Hall

8:30–8:40 Welcome and Announcements Atlantic 1-3

8:40–9:40 Keynote Panel
            The Future of Information Systems Education:
            What have we done to grow enrollment? Atlantic 1-3

9:40–10:00 Networking Break West Hall

10:00–11:00 Session 1A Atlantic 1
               Session 1B Atlantic 2
               Session 1C Atlantic 3
               Session 1D Tides 1

11:10–12:10 Session 2A Atlantic 1
               Session 2B Atlantic 2
               Session 2C Atlantic 3
               Session 2D Tides 1

12:20–1:30 Networking Lunch North Hall Alcove

1:40–2:40 Session 3A Atlantic 1
           Session 3B Atlantic 2
           Session 3C Atlantic 3
           Session 3D Tides 1

2:40–3:00 Networking Break West Hall

3:00–4:00 Session 4A Atlantic 1
           Session 4B Atlantic 2
           Session 4C Atlantic 3
           Session 4D Tides 1

4:30 – 9:30 Fun Night (Dinner and Carolina Opry Show)
### Friday, October 5, 2012

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<th>Time</th>
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<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td>Registration</td>
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<td>7:30-8:30</td>
<td>Continental Breakfast</td>
<td>West Hall</td>
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<td>8:15-8:30</td>
<td>Announcements</td>
<td>Atlantic 1-3</td>
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<td>8:40-9:40</td>
<td>Session 5A</td>
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<td>9:40-10:10</td>
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<td>10:10-11:10</td>
<td>Session 6A</td>
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<td>11:20-12:20</td>
<td>Session 7A</td>
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<td>Session 7D</td>
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<td>12:30-2:15</td>
<td>Business Luncheon &amp; Award Presentations</td>
<td>Atlantic 4</td>
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<td>2:20-3:20</td>
<td>Session 8A</td>
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<td>3:20-3:40</td>
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<td>3:40-4:40</td>
<td>Session 9A</td>
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<td>Session 9D</td>
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<td>4:45-5:15</td>
<td>JCIS Editorial Board Meeting</td>
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<td>Networking Break</td>
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<td>10:00-11:00</td>
<td>Session 11A</td>
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<td></td>
<td>Session 11B</td>
<td>Atlantic 2</td>
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<td>11:15-11:45</td>
<td>Conference Debriefing</td>
<td>Atlantic 1</td>
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Throughout the past decade there has been a nationwide decline in enrollment in undergraduate information systems programs. The decline has been so significant it has caused some universities to eliminate their information systems program. In our opening panel we will discuss what’s been going on across the country to stimulate program growth. Our panelists will provide a briefing of what their universities are doing to grow their programs and then we will open the discussion to hear from a wide range of national and international programs. Our panelists include:

**Frederick G. Kohun, Ph.D., University Professor of Computer and Information Systems** at Robert Morris University in Pittsburgh, Pennsylvania has more than 36 years of experience as a professor, department head, associate dean, dean, associate provost, and founding director of the doctoral program in Information Systems and Communication. He holds a bachelor degree in economics from Georgetown University, graduate degrees in economics and information science, from the University of Pittsburgh, and a Ph.D. in applied history in technology from Carnegie Mellon University. At Robert Morris University he led the design and implementation of eight technology based academic programs at the undergraduate and graduate level (including a doctoral program) as well as the attainment of ABET-CAC accreditation. He is known both nationally and internationally from his numerous publications and presentations in economics, health informatics, decision support, technological impact, and culture as well as his active involvement as an accreditation evaluator and team leader. In 2007, he was awarded the International Computer Educator of the Year by the International Association for Computer Information Systems.

**Thom Luce Ph.D., Professor and Chair of the department of Management Information Systems**, Ohio University. He joined Ohio University in 1987 after teaching at Midland College and working in industry. He served as a visiting professor at the Institute Technology MARA in Malaysia, Chubu University in Japan, and spent almost three years as the on-site MBA coordinator for the Ohio University College of Business MBA programs at ITM in Malaysia. He also taught in the Manipal-OU MBA Program in Bangalore, India and served as a member of the instructional delivery team for two intakes of the Ohio University MBA Without Boundaries (MBA-WB) program. He participated in numerous global consulting projects and joint student consulting project summer programs taking undergraduate and graduate business students to South Africa, Brazil, Malaysia, India, China and Argentina. He recently completed a term as a member of the board of the International Association for Computer Information Systems.
2012 Keynote Panel
The Future of Information Systems Education: What have we done to grow enrollment?

Steven C. Ross is Professor of Management Information Systems and Chair of the Department of Decision Sciences. Prior to joining Western Washington University in 1989, he was a faculty member at Marquette University and Montana State University.

Professor Ross is the author or co-author of 35 books and 31 published articles. His teaching and research interests include systems development, database management, intranets, and virtual worlds. Current teaching duties include basic and advanced Database Management courses. He is conducting research on the intranet development process, use of virtual worlds for education, and recursive applications in databases. He is also one of the principal architects of the CBE web site, having developed the underlying database and some of the program procedures.

Bruce M. Saulnier is Professor and Chair of the Department of Computer Information Systems at Quinnipiac University. A Past-President and Distinguished Fellow of the International Society for Exploring Teaching and Learning (ISETL), he has been a featured speaker at numerous conferences focusing on the Scholarship of Teaching and Learning. A past recipient of the Quinnipiac University Outstanding Faculty Member award and the 2007 recipient of the Information Systems Education Conference (ISECON) Best Paper of the Conference Award. He was honored as a recipient of Quinnipiac University’s Excellence in Teaching Award and as the 2003 Connecticut Professor of the Year by the Carnegie Foundation for the Advancement of Teaching.
IACIS AWARDS

Computer Educator of the Year
The Computer Educator of the Year is the highest award given by the Association. Candidates must show exceptional research and teaching skills, have made significant contributions to Information Systems education, and enjoy a national or international reputation for their outstanding work throughout the Information Systems community. Recent recipients included curriculum innovators, leaders in the field of Information Systems management, and scholars who have published learning materials that significantly impacted the Information Systems education community. Nominations for the Computer Educator of the Year are accepted from September through March, with selection made in June to be awarded at the annual conference.

Ben Bauman Award for Excellence
Ben Bauman dedicated over 25 years of service to IACIS as a director and contributor, and as a member of the faculty at James Madison University. Ben made it his life’s work to contribute to his profession and university. He mentored junior faculty to realize their potential. He passed away suddenly in 2001. The following year, in recognition of his years of service and contributions, IACIS established an annual award in his honor. The Ben Bauman Award for Excellence recognizes faculty excellence and service. Candidates for the Ben Bauman Award for Excellence include senior faculty with significant service to their profession, university, and community. Service includes taking a leadership role in professional organizations, assuming significant committee responsibilities, and serving the community through civic, church and other activities. While research and scholarship are important activities for all faculty, the major emphasis when reviewing senior faculty nominations for the Ben Bauman Award is placed on their significant and long-term service.

A second category of candidates includes junior faculty showing outstanding scholarship and service, who have made recognizable achievements. The major emphasis when reviewing junior faculty nominations for the Ben Bauman Award will be on the candidate’s potential and promise for a significant academic career.

Nominations are accepted for both junior and senior faculty, with at least one candidate from all nominations selected each year to receive the award. Nominations for the Ben Bauman Award for Excellence are accepted from September through March and presented at the annual conference.

Jay Liebowitz Outstanding Student Research Award
The Jay Liebowitz Outstanding Student Research Award is an annual award recognizing the outstanding student research paper submitted to the IACIS Annual Conference. While the paper may include co-authorship with other students and/or faculty, the research reported must be based on a student-initiated project. Criteria evaluated will include: 1) contribution of the research to the existing literature; 2) research methodology, data collection and analysis; 3) lessons learned; and, 4) clarity of writing and presentation. Selection of the outstanding paper will be made by a committee consisting of the President, Executive Director, and Immediate Past President of IACIS. The award includes an honorarium and recognition in the conference program.

To be considered for the Outstanding Student Research Award, the following criteria must be met:
1. The research reported must be based on a student-initiated research project.
2. The student must be the first author on the research paper.
3. The student must register and present the paper at the annual conference.

Outstanding Research Achievement Award
The Outstanding Research Achievement Award is presented each year to the university or college that contributes the largest number of scholarly papers and abstracts published by and presented at the annual IACIS Conference.

Best Paper Awards
Best Paper Awards are conferred at the annual conference in the areas of research and pedagogy. Reviewers nominate papers based on demonstrated excellence of specific criteria. The Conference Chair submits the nominated papers to a panel of experts for another round of blind reviews. The Conference Chair confers the Best Paper Awards at the annual conference in the fall. The Conference Chair may also recognize Honorable Mention Awards for excellent papers.
Lynn Heinrichs
2012 Computer Educator of the Year

Lynn R. Heinrichs, Associate Professor of Computing Sciences and Business, Elon University, Elon, NC. Professor Heinrichs began her teaching career at Elmhurst College, where she taught for eight years and held the Howard L. Willett, Jr. Distinguished Chair for Research in Business and Economics. For the next fourteen years she served as Associate Professor at Western Carolina University, and while at Western Carolina served for three years as Associate Dean. She accepted a position at Elon University, where she has taught for the past nine years.

For more than 25 years Professor Heinrichs has devoted her career to innovation in information systems education, and has worked to develop leading-edge curricula for both undergraduate and graduate programs. Her collaboration with colleagues in business, as well as the arts and sciences, has significantly enriched student learning experiences throughout her university. While at Western Carolina, she implemented the innovative program “techTrek,” a week long summer camp for girls that combines adventures in nature and technology. At Elon, she developed a National Science Foundation funded scholarship program supporting students in the computing sciences.

Professor Heinrichs has authored more than 50 academic papers, regularly attends and presents at academic conferences, and served in leadership roles for her institution and her profession. She chaired important committees and held the position of Associate Dean, responsible for accreditation, program assessment, and technology planning. She serves on the editorial board for several international journals, has been awarded a number of teaching-related grants, several Distinguished Research Awards, and received the Southwest Decision Sciences Institute 2010 Distinguished Service Award.

Professor Heinrichs was characterized by her department chair in 2011 as “visionary” for leading the transformation of Elon’s computer information systems major to an information science degree. For almost three decades she has worked to innovate and energize information systems programs, and served her institutions and profession with distinction. She truly made a significant impact on the world of technology education through her curriculum development and innovative teaching, her scholarship, and her commitment to student learning. We congratulate Professor Lynn Heinrichs on being selected the 2012 IACIS Computer Educator of the Year.
Michael Mitri
2012 Ben Bauman Award for Excellence

Michael Mitri, Professor of Computer Information Systems, James Madison University, Harrisonburg, VA. Professor Mitri began his teaching career at Eastern Michigan University, and after nine years accepted a position at James Madison University (JMU). While at Eastern Michigan University, he was an active researcher, involved in curriculum design, and strategic planning for the College of Business.

Currently, Professor Mitri serves as the interim department head of the Computer Information Systems (CIS) and Business Analytics department at JMU. This year the CIS program was rated 9th in the country among information systems programs in business colleges by Bloomberg BusinessWeek magazine. During his tenure at JMU he has been active in the Faculty Senate, a principal advisor to CIS majors and minors, the coordinator of assessment efforts for the CIS program, leading multiple faculty searches throughout the years, a participant in JMU’s curriculum development and improvement processes, and an active member of ABET accreditation committees through JMU’s initial accreditation in 2005 and reaccreditation in 2010.

Professor Mitri actively participates on the editorial boards of both the Journal of Computer Information Systems and the Journal of Information Systems Education. He designed and taught technical corporate training classes, prepared textbook supplements, and is an independent software consultant. His software development efforts over the years resulted in applications that support business processes in a wide variety of business functions and industries, including inventory management, engineering project management, milk truck scheduling, human resources, and analysis of mainframe systems.

Over the past 20 years Professor Mitri has been selected for many grants and awards, including two U.S. Department of Education international business grants, the Donald M. Kroeber Development Fellowship Award at JMU, the J. W. and Alice S. Marriott Faculty Fellowship Award (also at JMU), and the Shenandoah Valley Technology Council’s Innovative Technology Application Award. His more than 60 research manuscripts have been published in both academic journals and conference proceedings, as well as in the Encyclopedia of Management and IBM’s online DeveloperWorks tutorial series. He has several publications in the Journal of Computer Information Systems, and has been a regular presenter at IACIS conferences.

Professor Mitri has a remarkable record of scholarship, teaching, and service over the past 20 years, and we congratulate him on being selected to receive the 2012 IACIS Ben Bauman Award for Excellence.
### 2012 IACIS Directors Award

The **IACIS Directors Award** is given as recognition for meritorious service to the IACIS organization and membership. For 2012, the Executive Committee has selected two individuals to receive this award:

**Kevin Floyd** is an associate professor in the School of Information Technology, Macon State College. Kevin provided critical technical support in updating our website, including the aesthetics, navigation, and underlying technology and databases supporting all aspects of the website. He received his Ph.D. from Georgia Southern University. In addition to his involvement with IACIS, he is a member of the Southern Association for Computer Information Systems (SAIS) board and a member of the MERLOT editorial review board in Information Technology.

**Binshan Lin** is the BellSouth Corporation Professor at Louisiana State University in Shreveport (LSUS). Binshan served as Editor-in-Chief of the Journal of Computer Information Systems, diligently working to continually increase international exposure and attract high quality and relevant manuscripts for publication. He received his Ph.D. from the Louisiana State University. He is a nine-time recipient of the Outstanding Faculty Award at LSUS. Professor Lin received the Computer Educator of the Year Award in 2005, Ben Bauman Award for Excellence in 2003, Distinguished Service Award at the Southwest Decision Sciences Institute in 2007, Outstanding Educator Award at the Southwest Decision Sciences Institute in 2004, and Emerald Literati Club Award for Excellence in 2003.
IACIS BEST PAPERS

Jay Liebowitz Outstanding Student Research Award

IS THE GROWING USE OF ELECTRONIC DEVICES BENEFICIAL TO ACADEMIC PERFORMANCE?
RESULTS FROM ARCHIVAL DATA AND A SURVEY

Taylor S. Drain, Washburn University
Lakeisha E. Grier, Washburn University
Wenying Sun, Washburn University

Best Pedagogy Paper Award

OUTLINE AND EXERCISES FOR A NOVEL INTRODUCTORY COURSE
IN DATA SCIENCE AND VISUALIZATION

Megan Squire, Elon University

Honorable Mention

LARGE PROGRAMMING PROJECTS FOR THE BEGINNING PROGRAMMER

Jeanne M. Baugh, Robert Morris University
Paul J. Kovacs, Robert Morris University

Best Research Paper Award

BI ADOPTION IN ACADEMIC ADMINISTRATION:
AN EMPIRICAL INVESTIGATION

Sutee Sujitparapitaya, San Jose State University
Ashraf Shirani, San Jose State University
Malu Roldan, San Jose State University

Honorable Mention

WHAT’S IN YOUR PROFILE? MAPPING FACEBOOK PROFILE DATA TO PERSONAL SECURITY
QUESTIONS

Jamie L. Pinchot, Robert Morris University
Karen L. Paulet, Robert Morris University
IACIS PROGRAM PRESENTATIONS

Thursday, October 4, 2012
10:00–11:00
Session 1A: DATA MANAGEMENT
Chair: Vladan Jovanovic

TRANSITIONAL ISSUES DURING MIGRATION TO AN INTEGRATED DATA WAREHOUSE SYSTEM: A CASE STUDY
Michael Curran ................................................................. Robert Morris University

CUSTOMER LOYALTY IN THE DOCTOR’S OFFICE: THE POTENTIAL OF USING TOOLS LIKE CRM
Josimar Souza Costa............................................................ Universidade Federal do Cera
Jose Carlos Lazaro Silva-Filho............................................. Universidade Federal do Cera
Danielle Batista Coimbra.................................................... Universidade de Fortaleza
Erico Veras Marques........................................................... Universidade Federal do Cera
Iris Souza Ferreira............................................................... Universidade de Fortaleza
Marcelo C. Teixeira Filho....................................................... Universidade Federal do Cera

PERSISTANT STAGING AREA MODELS FOR DATA WAREHOUSES
Vladan Jovanovic................................................................. Georgia Southern University
Ivan Bojicic............................................................................ Facultet Organizacionih Nauka
Curtis Knowles................................................................. Georgia Southern University
Mile Pavlic............................................................................. Sveuciliste Rijeka/Odjel Informatike

10:00–11:00
Session 1B: INFORMATION SYSTEMS MANAGEMENT
Chair: Dennis Mott

CHANGES IN THE IT OUTSOURCING PRACTICE: A CLIENT-VENDOR VIEWPOINT
Mohammed H.A. Tafti........................................................... Hofstra University

WHEN CORPORATIONS COLLIDE: INFORMATION OVERLOAD
Debra J. Borkovich............................................................... Robert Morris University

INFORMATION SYSTEMS MANAGEMENT: A STUDY OF JOB EXPECTATIONS FOR SUBORDINATES
Dennis Mott........................................................................ Oklahoma State University

10:00–11:00
Session 1C: MOBILE TECHNOLOGY
Chair: Deanna Klein

BUSINESS INTELLIGENCE AND IPAD TECHNOLOGY: A MARRIAGE IN THE CLOUD
Joseph Compomizzi............................................................ Robert Morris University
Shana M. D’Aurora............................................................... Robert Morris University

THE STRATEGIC HUNT FOR MOBILE CONSUMERS THROUGH M-COMMERCE
David B. Scibelli .................................................................... Robert Morris University
Brian Stevens....................................................................... Robert Morris University

MOBILE APPS: WHAT’S IN IT FOR THE STUDENT AND CAMPUS?
Deanna Klein........................................................................ Minot State University
Carla Cabarle........................................................................ Minot State University
Kristi Berg............................................................................. Minot State University
Thursday, October 4, 2012
10:00–11:00
Session 1D: INFORMATION SYSTEMS PEDAGOGY
Chair: Paul Kovacs

ACTIVE LEARNING IN E-LEARNING: ADVANCING A SYSTEMIC MODEL
Alex Koohang..............................................................Macon State College

FURTHER COMPARISON OF ON-CAMPUS VERSUS E-LEARNING STUDENT SUCCESS FOR AN IS COURSE
Roy O. Foreman..............................................................Purdue University Calumet

A MODEL FOR ENGAGING STUDENTS, COMMUNITIES, AND COLLEGES THROUGH THE INTEGRATION OF SERVICE LEARNING PROJECTS INTO INFORMATION SYSTEMS COURSES
Paul J. Kovacs..............................................................Robert Morris University
Gayle Jesse.................................................................Thiel College
Lisa Kovalchick...........................................................California University of Pennsylvania

11:10–12:10
Session 2A: DATA MANAGEMENT
Chair: Ben B. Kim

PERSONAL KNOWLEDGE MANAGEMENT SYSTEM: ACCESSIBILITY, SHARING AND THE CORRECT SYSTEM ADDS VALUE TO KNOWLEDGE
Cynthia J. Gormley..........................................................Robert Morris University
Samantha J. Gormley........................................................Robert Morris University

BI ADOPTION IN ACADEMIC ADMINISTRATION: AN EMPIRICAL INVESTIGATION
Sutee Sujitparapitaya.........................................................San Jose State University
Ashraf Shirani..............................................................San Jose State University
Malu Roldan.................................................................San Jose State University

THE SEMIOTIC STRUCTURES OF INFORMATION SYSTEMS
James J. Lee.................................................................Seattle University
Bandula Jayatilaka..........................................................SUNY Binghampton
Ben B. Kim.................................................................Seattle University
Pairin Katerattanakul......................................................Western Michigan University

11:10–12:10
Session 2B: GRADUATE PROGRAMS
Chair: Philip Kim

AN ANALYSIS OF TOP MBA IN INFORMATION SYSTEMS PROGRAMS
Chen-Huei Chou..............................................................College of Charleston

A SURVEY OF THE INTENTION TO PURSUE GRADUATE STUDIES IN INFORMATION TECHNOLOGY
Myungjae Kwak...............................................................Macon State College
Kirill Yurov.................................................................Macon State College
Kevin Floyd.................................................................Macon State College
Neil Rigole.................................................................Macon State College
Yuliya Yurova...............................................................Nova Southeastern University

WHY NOT USE A WIKI? A TOOL TO PROMOTE COMMUNICATION AND COLLABORATION AMONG MBA STUDENTS
Philip Kim.................................................................Walsh University
Cory S. Maloney............................................................Carlow University
Lisa A. T. Nelson..........................................................St. Joseph’s University
Thursday, October 4, 2012
11:10–12:10
Session 2C: MOBILE TECHNOLOGIES
Chair: G. Kent Webb

ADOPTION OF CELL PHONES AS PREPAREDNESS EFFORTS FOR NATURAL DISASTERS
Assion Lawson-Body................................................................. University of North Dakota
Lori Willoughby................................................................. Minot State University
Laurence Mukankusi........................................................... University of North Dakota
Kinvi Logossah.................................................................... University of Antilles and Guyana

EXPLORING HOW SMARTPHONES SUPPORT STUDENT LIVES
Kamal K. Hingorani.................................................................. Alabama State University
Donald Woodard...................................................................... Alabama State University
Nasrin Askari-Danesh............................................................ Alabama State University

PREDICTING RISK FOR DEER-VEHICLE COLLISIONS USING A SOCIAL MEDIA BASED GEOGRAPHIC INFORMATION SYSTEM
G. Kent Webb......................................................................... San Jose State University

11:10–12:10
Session 2D: HEALTH INFORMATION SYSTEMS
Chair: Lillian Ortiz-Fournier

NEW PLATFORMS FOR HEALTH HYPERMEDIA
Nicholas Polys......................................................................... Virginia Tech University
Andrew Wood......................................................................... Virginia Tech University

INFORMATION TECHNOLOGY AND HUMAN FACTORS AFFECTING THE ACCURACY OF AUTOMATED PATIENT MEDICATION REPORTING SYSTEMS: DEVELOPMENT OF A RESEARCH MODEL FROM A CASE STUDY
Robert J. Boncella................................................................. Washburn University
Wenying Sun.......................................................................... Washburn University
Carol Boncella........................................................................ Lawrence Memorial Hospital

ACCEPTANCE OF CLINICAL DATA REPOSITORIES BY GENERAL PRACTITIONERS
Lillian V. Ortiz-Fournier.......................................................... Universidad del Turabo
Mysore Ramaswamy............................................................... Southern University
Eulalia Marquez-Martinez....................................................... Universidad del Turabo
Juan C. Rivera-Vazquez.......................................................... Universidad del Turabo

1:40–2:40
Session 3A: DATA MANAGEMENT
Chair: Michael Mitri

OUTLINE AND EXERCISES FOR A NOVEL INTRODUCTORY COURSE IN DATA SCIENCE AND VISUALIZATION
Megan Squire......................................................................... Elon University

DECISION SUPPORT SYSTEMS: THE UNIFIED ENTERPRISE SOCIAL COMPUTING APPROACH
Christopher Abhuluimhen Okiruie........................................... Central Michigan University
Monica C. Holmes................................................................. Central Michigan University

TEACHING XPATH AS A DATABASE SKILL
Michael Mitri........................................................................... James Madison University
Thursday, October 4, 2012
1:40–2:40
Session 3B: SOCIAL MEDIA
Chair: Pamela A. Dupin-Bryant

BEHAVIOURAL RESPONSES AND PROCLIVITY OF FACEBOOK USERS TOWARDS FLAMING
Nitin................................................................. Jaypee University of Information Technology
Amit Srivastava.................................................... Jaypee University of Information Technology
Ayushi Dwivedi.................................................... Jaypee University of Information Technology
Karan Sood........................................................... Jaypee University of Information Technology
Manvee Gupta..................................................... Jaypee University of Information Technology
Pranav Shandil..................................................... Jaypee University of Information Technology

EXPLORING THE UNDERGRADUATE WORLD OF ELECTRONIC SOCIAL NETWORKING: AN EXAMINATION OF ATTITUDE, ADOPTION AND USAGE
Carl J. Case......................................................... St. Bonaventure University
Darwin L. King..................................................... St. Bonaventure University

FACULTY PERCEPTIONS OF PEDAGOGICAL BENEFITS OF WEB 2.0 TECHNOLOGIES AND VARIABLES RELATED TO ADOPTION
Pamela A. Dupin-Bryant........................................... Utah State University

Session 3C: INFORMATION SYSTEMS PEDAGOGY
Chair: David F. Wood

IS THE GROWING USE OF ELECTRONIC DEVICES BENEFICIAL TO ACADEMIC PERFORMANCE? RESULTS FROM ARCHIVAL DATA AND A SURVEY
Taylor S. Drain..................................................... Washburn University
Lakeisha E. Grier.................................................. Washburn University
Wenying Sun........................................................ Washburn University

COMPARISON STUDY OF THE PERFORMANCE BETWEEN HYBRID AND REGULAR CLASSES
Dong-Gook Kim..................................................... Dalton State College
Chong Woo Park................................................... Georgia Gwinnett College

FACTORS AFFECTING THE USAGE OF ONLINE COURSE DELIVERY TOOLS
Joseph Packey Laverty............................................ Robert Morris University
David F. Wood..................................................... Robert Morris University
Darcy Tannehill.................................................... Robert Morris University
Frederick G. Kohun............................................... Robert Morris University
John Turchek........................................................ Robert Morris University

Session 3D: INFORMATION SYSTEMS ENTREPRENEURSHIP
Chair: Barbara Jo White

HELPING SMALL BUSINESSES IDENTIFY THEIR IT APPLICATION NEEDS: A SIMPLE TOOL
Yousif Mustafa...................................................... Simplex Systems

ANALYSIS OF SMALL BUSINESS’ INFORMATION NEEDS AND INFORMATION SEEKING BEHAVIOR
Shana Ponelis....................................................... University of Wisconsin - Milwaukee

THE RISE OF IT FOR ENTREPRENEURS AND THE INCREASING ENTREPRENEURIAL FOCUS FOR IT PROFESSIONALS
Bethany Davidson.................................................. Western Carolina University
Barbara Jo White.................................................. Western Carolina University
Michael Taylor..................................................... Western Carolina University
Thursday, October 4, 2012  
3:00–4:00

Session 4A: PROGRAMMING
Chair: Jeanne M. Baugh

FROM SEARCH TO APPLICATION BUILDING – YAHOO PIPES FOR NOVICE PROGRAMMERS
Abhijit Sen.................................................................Kwantlen Polytechnic University

INFORMATION SEEKING BEHAVIOR IN SOFTWARE DEVELOPMENT: TIME PRESSURE, PROBLEM COMPLEXITY, AND GENDER DIFFERENCE
ChongWoo Park..............................................................Georgia Gwinnett College  
Dong-Gook Kim............................................................Dalton State College

LARGE PROGRAMMING PROJECTS FOR THE BEGINNING PROGRAMMER
Jeanne M. Baugh..........................................................Robert Morris University  
Paul J. Kovacs.............................................................Robert Morris University

3:00–4:00

Session 4B: SOCIAL MEDIA
Chair: Sushma Mishra

CANDIDATE-SCREENING, INFORMATION TECHNOLOGY AND THE LAW: SOCIAL MEDIA CONSIDERATIONS
Lorrie Willey...............................................................Western Carolina University  
Barbara Jo White........................................................Western Carolina University  
Teri Domagalski........................................................Western Carolina University  
Janet C. Ford.............................................................Western Carolina University

AN EXPLORATION OF STUDENT ATTITUDES ON PRIVACY/SECURITY ISSUES: FACEBOOK USAGE CONCERNS AND EXPECTATIONS
Sushma Mishra..........................................................Robert Morris University  
Peter J. Draus.............................................................Robert Morris University  
Gregory J. Leone........................................................Robert Morris University  
Donald J. Caputo........................................................Robert Morris University

EXPLORING UNDERLYING FACTORS INFLUENCING DAILY USAGE OF FACEBOOK FOR UNDERGRADUATE COLLEGE STUDENTS: A RESEARCH MODEL
Sushma Mishra..........................................................Robert Morris University  
Peter J. Draus.............................................................Robert Morris University  
Gregory J. Leone........................................................Robert Morris University  
Donald J. Caputo........................................................Robert Morris University

3:00–4:00

Session 4C: INFORMATION SYSTEMS PEDAGOGY
Chair: Maria Elena Corbeil

DOES INFORMATION SYSTEMS SUFFER AN IDENTITY CRISIS? A CASE STUDY OF CONFUSION AND MISINFORMATION
Frederick G. Kohun......................................................Robert Morris University  
Anthony F. Rodi........................................................California University of Pennsylvania  
Gary J. DeLorenzo......................................................California University of Pennsylvania

SOCIO-TECHNICAL SYSTEM FOR COLLABORATIVE TEACHING ACROSS INSTITUTIONAL BOUNDARIES
Chengcheng Li ..........................................................East Carolina University

CHANGING THE CULTURE OF E-LEARNING IN HIGHER EDUCATION: MOVING FACULTY FROM INACTION TO ACTION
Maria Elena Corbeil.....................................................The University of Texas at Brownsville  
Joseph Rene Corbeil.....................................................The University of Texas at Brownsville

International Association for Computer Information Systems
Thursday, October 4, 2012
3:00–4:00
Session 4D: APPLIED & HEALTH INFORMATION SYSTEMS RESEARCH
Chair: Adeyemi A. Adekoya

**RURAL WORKFORCE DEVELOPMENT: ASSESSMENT AND EVALUATION OF NEEDS AND SYSTEMS**
Kristi L. Berg......................................................................................................................... Minot State University

**ISSUES IN DEVELOPING CONTEXT AWARE INFORMATION SYSTEMS FOR HEALTHCARE**
Someswar Kesh.................................................................................................................... University of Central Missouri

**AN ARCHETYPE OF A NATIONAL HEALTH SECURITY LEARNING NETWORK**
Ade G. Ola.............................................................................................................................. Virginia State University
Emmanuel E. Omojoku........................................................................................................ Virginia State University
Adeyemi A. Adekoya........................................................................................................... Virginia State University
Xue Bai...................................................................................................................................... Virginia State University
Friday, October 5, 2012
8:40–9:40
Session 5A: ABET
Chair: Alex Koohang

THE CURRENT STATUS OF ABET ACCREDITATION OF INFORMATION SYSTEMS PROGRAMS
Ronald J. MacKinnon ............................................................. Georgia Southern University
Kevin L. Elder ................................................................. Georgia Southern University
John N. Dyer ................................................................. Georgia Southern University

UNDERSTANDING STUDENT PERFORMANCE IN AN INTRODUCTORY INFORMATION SYSTEMS COURSE: AN ASSESSMENT FOR ABET
Sushma Mishra ................................................................. Robert Morris University
Linda Kavanaugh ............................................................ Robert Morris University
John Turchek ................................................................. Robert Morris University

DIRECT ASSESSMENT OF STUDENT OUTCOMES: A SYSTEMATIC APPROACH
Alex Koohang ................................................................. Macon State College
Terry Smith ................................................................. Macon State College

Session 5B: Data Management
Chair: Jennifer Breese-Vitelli

INFORMATION TECHNOLOGY DRIVEN RESTRUCTURING OF FINANCIAL/MANAGERIAL ACCOUNTING REPORTS
Mysore Ramaswamy .............................................................. Southern University
Richard Calvasina ............................................................... University of West Florida
Eugene Calvasina ............................................................... Southern University
Gerald Calvasina ............................................................... Southern Utah University

ON THE PHENOMENON OF DIGITAL INEQUALITY
Mysore Ramaswamy .............................................................. Southern University

KNOWLEDGE MANAGEMENT AUDIT: A PILOT PROJECT AT A LARGE MULTI-NATIONAL CORPORATION
Jennifer Breese-Vitelli ............................................................ Robert Morris University
Robert Joseph Skovira ............................................................ Robert Morris University

Session 5C: Information Systems Pedagogy
Chair: Lynn R. Heinrichs

EXPECTED ADVANTAGES AND DISADVANTAGES OF ONLINE LEARNING PERCEPTIONS FROM COLLEGE STUDENTS WHO HAVE NOT TAKEN ONLINE COURSES
Melody W. Alexander .......................................................... Ball State University
Allen D. Truell ................................................................. Utah State University
Jensen J. Zhao ................................................................. Utah State University

ENABLING INNOVATIVE COURSEWORK THROUGH INCREMENTAL PROBLEM-BASED LEARNING
Amanda M. Holland-Minkley ..................................................... Washington & Jefferson College
Samuel B. Fee ................................................................. Washington & Jefferson College

DESIGNING LEARNING-CENTERED SPACES: LESSONS FROM THE LITERATURE
Lynn R. Heinrichs ............................................................... Elon University
Friday, October 5, 2012
8:40–9:40
Session 5D: Social Media
Chair: Alan Peslak

Does Using Social Networking Expose Students to Excessive Risk?
Hal Records .................................................. Bryant University
Suhong Li ...................................................... Bryant University
Robert Behling ............................................. Arrowrock Technology

Distracted Driving: Dying to Text You
David M. Douglas ........................................ Robert Morris University
Karen L. Paullet ............................................ Robert Morris University
Jamie L. Pinchot ............................................ Robert Morris University

Analysis of the Variables That Affect Frequency of Use and Time Spent on Text Messaging
Alan Peslak ................................................... Penn State University
Wendy Ceccucci ........................................... Quinnipiac University
Neelima Bhatnagar ....................................... University of Pittsburgh at Johnstown

10:10–11:10
Session 6A: Green Computing
Chair: Bruce Saulnier

Taking Green Computing to the Computer Lab
Philip Robertson ........................................... Georgia College & State University
Bryan Marshall ............................................. Georgia College & State University
Peter W. Cardon ........................................... University of Southern California
Natalya Goreva ........................................... Point Park University

Green Information Technology and Sustainability: A Conceptual Taxonomy
Asghar Sabbaghi ........................................... Indiana University South Bend
Ganesh Vaidyanathan ................................... Indiana University South Bend

Information Technology for Good (IT4G): Merging Information Technology with Social Responsibility
Bruce Saulnier ........................................... Quinnipiac University
Friday, October 5, 2012
10:10–11:10
Session 6B: Data Management
Chair: Manjeet Rege

DMQC - DISTRIBUTED MULTI-LEVEL QUERY CACHE: THE IMPACT ON DATA WAREHOUSING
Philip D. Noah Jr ................................................................. Robert Morris University
Sadry Abu Seman ................................................................. Robert Morris University

DATA HOARDING AND INFORMATION CLUTTER: THE IMPACT ON COST, LIFE SPAN OF DATA, EFFECTIVENESS, SHARING, PRODUCTIVITY AND KNOWLEDGE MANAGEMENT CULTURE
Samantha J. Gormley .......................................................... Robert Morris University
Cynthia J. Gormley ................................................................. Robert Morris University

A FRAMEWORK FOR USER GUIDED DOCUMENT CLUSTERING
Josan Koruthu....................................................................... Rochester Institute of Technology
Manjeet Rege ......................................................................... Rochester Institute of Technology
Reynold Bailey ....................................................................... Rochester Institute of Technology

10:10–11:10
Session 6C: Information Systems Management
Chair: Frederick G. Kohun

AN INVESTIGATION OF GENERAL PERCEPTIONS OF THE IT WORKFORCE
David Munro ......................................................................... University of Wisconsin-Whitewater
Paul Ambrose ......................................................................... University of Wisconsin-Whitewater

APPLICATION OUTSOURCING IN EUROPE: LONG-TERM OUTCOMES, SUCCESS FACTORS AND IMPLICATIONS FOR IT INDUSTRIALIZATION
Karin Kronawitter .................................................................. Plymouth University
Christoph Wentzel .................................................................. Plymouth University
Maria Papadaki ....................................................................... Plymouth University
Urs Andelfinger ....................................................................... Plymouth University

DECISION-MAKING IN THE CONTEXT OF ITS SOCIAL-CULTURAL ENVIRONMENTS: A PROPOSED RESEARCH MODEL
Frederick G. Kohun ................................................................. Robert Morris University
Robert J. Skovira ................................................................. Robert Morris University
Vladimir Burčík ...................................................................... Comenius University
Friday, October 5, 2012
10:10–11:10
Session 6D: Information Systems Pedagogy
Chair: Monica C. Holmes

THE FOUR PILLARS OF AN AUTOMATED NOTIFICATION AND CONTROLLING INFORMATION SYSTEM FOR CURRICULUM ADVISEMENT
Xue Bai ................................................................. Virginia State University
Ahmet Ozkul .......................................................... University of New Haven
Fidelis Ikem ............................................................ Albany State University

STUDENT PERCEPTIONS OF CRITICAL ATTRIBUTES FOR ENTRY-LEVEL IT CONSULTANTS
Diane Lending ...................................................... James Madison University
Thomas W. Dillon .................................................. James Madison University
Laura Atkins ........................................................ James Madison University

TECHNOLOGY TOOLS DEVELOP COMPUTING SKILLS THAT PROMOTE COLLEGE SUCCESS FOR STUDENTS WITH LEARNING DISABILITIES
Sheri L. Felske .................................................... Central Michigan University
Monica C. Holmes ................................................. Central Michigan University

11:20–12:20
Session 7A: Ethics
Chair: Thomas S.E. Hilton

A CROSS-CULTURAL COMPARISON BETWEEN AMERICANS AND CHINESE IN THEIR ATTITUDES TOWARDS INFORMATION ETHICS
Xin Liu ................................................................. University of San Diego
Yishan Chen ........................................................ Sichuan Finance and Economics Vocational College

INTERACTIVE MULTIMEDIA LEARNING ON HEALTHCARE AMONG LEBANESE WOMEN: AN EXPLORATORY STUDY
Joanna R. Kassem .................................................. Lebanese American University
Zeinab H. Houssein ............................................... Lebanese American University
Leila Halawi ........................................................ Bethune Cookman University

INFORMATION SYSTEMS ETHICS IN TURKEY AND THE UNITED STATES
Thomas S. E. Hilton ................................................. University of Wisconsin—Eau Claire
Filiz Giray ............................................................ Uludag University

11:20–12:20
Session 7B: Technology Management
Chair: Robert E. Samuel

AN EMPIRICAL STUDY ON DETERMINING FACTORS FOR CONSUMERS’ ONLINE STREAMING AND PEER-TO-PEER FILE SHARING
Dalsang Chung .................................................. Governor State University
Sun Gi Chun ........................................................ Alabama State University

PRODUCT PLACEMENT EFFECTIVENESS: A STUDY ON THE INTERNET
Su-Houn Liu ...................................................... Chung Yuan Christian University
Hsiu-Li Liao ........................................................ Chung Yuan Christian University
Hui-Ju Chen ........................................................ Chung Yuan Christian University

THE USE OF TECHNOLOGY BLUEPRINTS AS A FORESIGHT INSTRUMENT FROM A PRACTITIONER’S POINT OF VIEW
Robert E. Samuel ................................................. Widener University
Friday, October 5, 2012

11:20–12:20

Session 7C: Information Systems Pedagogy
Chair: Barbara Jo White

UNDERSTANDING STUDENT DRIVERS AND OBSTACLES TOWARD MIS MAJOR FROM THE PERSPECTIVE OF AN ARAB COUNTRY: THE CASE OF KUWAIT
Kamel Rouibah ..............................................Kuwait University

A STUDY ON SMART CURRICULUM UTILIZING INTELLIGENT ROBOT SIMULATION
Seon Yong Hong.................................................Korea Advanced Institute of Science and Technology
Yong Hyun Hwang................................................University of California Irvine

THE EFFECT OF ATTENDING PROFESSIONAL IT MEETINGS ON PERCEPTIONS OF WORKPLACE SKILLS FOR CIS STUDENTS
Barbara Jo White ........................................Western Carolina University
Shannon Tufts .................................................UNC School of Government
Angela Johnson Grube ........................................Western Carolina University
Michael D. Taylor ........................................Western Carolina University

11:20–12:20

Session 7D: Small Business
Chair: Brian Mackie

USING RECURSIVE DISTANCE VECTOR METHODOLOGY TO REVIEW REMOTE DESKTOP SOLUTIONS IN THE SMALL BUSINESS CONSULTING ENVIRONMENT
Stephen Hinton...........................................East Carolina University

DIGITAL LITERACY FOR THE DIGITAL NATIVE (AND THE DIGITAL IMMIGRANT TOO!!!)
Brandis Phillips ...........................................North Carolina A & T State University

ENTREPRENEURIAL BUSINESS LINKAGES VIA STRATEGIC INFORMATION SYSTEMS
Brian Mackie ........................................Northern Illinois University
Norbert Ziemer ........................................Northern Illinois University

2:20–3:20

Session 8A: Information Systems Pedagogy
Chair: Jean A. Pratt

DOES THE COMPUTER PROGRAMMING STUDENT UNDERSTAND WHAT CONSTITUTES PLAGIARISM?
Jeanne M. Baugh .............................................Robert Morris University
Paul J. Kovacs ..............................................Robert Morris University
Gary A. Davis ..............................................Robert Morris University

EFFECTIVE TEACHING ELEMENTS IN ONLINE ADULT LEARNING
Yvonne Roth ..............................................Dickinson State University
Deanna Klein ...........................................Minot State University

ARE INFORMATION SYSTEMS GRADUATES PREPARED FOR A COMPLEX SOCIETY?
Jean A. Pratt ..............................................University of Wisconsin—Eau Claire
Anthony Keys ..............................................University of Wisconsin—Eau Claire
Friday, October 5, 2012
2:20–3:20
Session 8B: Network Management
Chair: Wenying Sun

A COMPARISON OF WIRELESS SECURITY PROCEDURES: SECURITY COUPLED WITH EASE OF IMPLEMENTATION FOR A COLLEGE CAMPUS
Ronrico D. Slack ................................................................. Georgia College & State University
Bryan Marshall ................................................................. Georgia College & State University

MEASURING THE EFFECTIVENESS OF INFORMATION SECURITY TRAINING: A COMPARATIVE ANALYSIS OF COMPUTER-BASED TRAINING AND INSTRUCTOR-BASED TRAINING
Philip Kim ................................................................. Walsh University
Joseph V. Homan ........................................................... no affiliation submitted

LIVING IN DENIAL – A COMPARISON OF DISTRIBUTED DENIAL OF SERVICE MITIGATION METHODS
Elizabeth L. Unrein ........................................................ Washburn University
Delaney L.S. Fish ........................................................ Washburn University
Joshua Boeker ........................................................ Washburn University
Wenying Sun ........................................................ Washburn University

2:20–3:20
Session 8C: Social Media
Chair: Jensen J. Zhao

WHAT’S IN YOUR PROFILE? MAPPING FACEBOOK PROFILE DATA TO PERSONAL SECURITY QUESTIONS
Jamie L. Pinchot ............................................................. Robert Morris University
Karen L. Paullet ............................................................. Robert Morris University

E-COMMERCE IN SOCIAL MEDIA AGE: EXPLORING BUSINESS USE OF SOCIAL MEDIA
Jensen J. Zhao ............................................................. Ball State University
Allen D. Truell ............................................................. Ball State University
Melody W. Alexander ..................................................... Ball State University
Sushil Sharma ............................................................. Ball State University

EXPLORING THE U.S. STATE E-GOVERNMENT USE OF SOCIAL MEDIA FOR DEMOCRACY
Jensen J. Zhao ............................................................. Ball State University
Allen D. Truell ............................................................. Ball State University
Melody W. Alexander ..................................................... Ball State University
Sushil Sharma ............................................................. Ball State University
Friday, October 5, 2012
2:20–3:20
Session 8D: Network
Chair: Marzie Astani

IMPACT OF SECURITY COUNTERMEASURES IN ORGANIZATIONAL INFORMATION CONVERGENCE: A THEORETICAL MODEL
Ganesh Vaidyanathan .................................................................................................................. Indiana University South Bend
Neamen Berhanu ........................................................................................................................ Ivy Tech

GAZE-CON: A GAZE–CONTROLLED APPLICATION FRAMEWORK
Junxia Xu ........................................................................................................................................ Rochester Institute of Technology
Okka Kyaw ...................................................................................................................................... Rochester Institute of Technology
Dana Slambekova ........................................................................................................................ Rochester Institute of Technology
Manjeet Rege .................................................................................................................................. Rochester Institute of Technology
Reynold Bailey .............................................................................................................................. Rochester Institute of Technology

INFORMATION SECURITY POLICIES’ CHANGES IN ORGANIZATIONS
Marzie Astani ............................................................................................................................... Winona State University

3:40–4:40
Session 9A: Panel - Enterprise Architecture
Chair: Richard V. McCarthy

GUIDE TO THE EVOLVING ENTERPRISE ARCHITECTURE BODY OF KNOWLEDGE (EABOK)
Sheila Cane .................................................................................................................................. MITRE Corporation
Carlos Martinez ............................................................................................................................. MITRE Corporation

Session 9B: Network
Chair: John J. Scarpino

THE IMPACTS OF A NONPROFIT CANCER RESEARCH ORGANIZATION MOVING TO A PRIVATE CLOUD ENVIRONMENT
Matthew R. Kisow ....................................................................................................................... NSABP Foundation, Inc.
John J. Scarpino .......................................................................................................................... Robert Morris University

HACKERS GONE WILD: THE 2011 SPRING BREAK OF LULZSEC
Stan Pendergrass ........................................................................................................................Robert Morris University

EVALUATING AND IMPLEMENTING LOAD AND PERFORMANCE TESTING TOOLS TO TEST ADOBE FLEX AND OTHER RICH INTERNET APPLICATIONS: A CASE STUDY
John J. Scarpino .......................................................................................................................... Robert Morris University
3:40-4:40
Session 9C: Information Systems Pedagogy
Chair: Betty A. Kleen

TEACHING TO THE GOOGLE TOOLSET
Tom Seymour…………………………………………………………………..Minot State University

DESIGN AND IMPLEMENTATION OF A NETWORK LAB TO ENHANCE UNDERGRADUATE NETWORKING AND INFORMATION ASSURANCE CURRICULUM IN A BACCALAUREATE DEGREE PROGRAM: A CASE STUDY
Johnathan Yerby .................................................................Macon State College
Kevin Floyd .................................................................Macon State College
Jacob Morrison ..............................................................Macon State College

HOW TO SURVIVE TRANSITIONING FROM BLACKBOARD TO MOODLE: 12 SURVIVAL TIPS
Laurie Soule.................................................................Nicholls State University
Betty A. Kleen.................................................................Nicholls State University

3:40-4:40
Session 9D: Information Systems Pedagogy
Chair: Allen D. Truell

MAINFRAME TO ENTERPRISE TO THE IS CURRICULUM
Joseph Packy Laverty ............................................................Robert Morris University
Frederick G. Kohun ............................................................Robert Morris University
John Turchek .................................................................Robert Morris University
David Wood .................................................................Robert Morris University
Daniel Rota .................................................................Robert Morris University

HOW CAN FACULTY AND UNIVERSITIES EFFECTIVELY ADDRESS ISSUES OF CHEATING AND PLAGERISM WITH CULTURALLY DIVERSE IT STUDENTS?
Monica C. Holmes ..........................................................Central Michigan University

FOSTERING ACADEMIC INTEGRITY IN ONLINE LEARNING ENVIRONMENTS
Allen D. Truell ...............................................................Ball State University
Jensen J. Zhao ...............................................................Ball State University
Melody A. Alexander ........................................................Ball State University
Sushil K. Sharma ............................................................Ball State University
**Saturday, October 6, 2012**

**8:30–9:30**

**Session 10A: Information Systems Research**  
**Chair:** Drew Hwang

**USING VIRTUALIZATION TO OBTAIN HANDS-ON SECURITY SKILLS**  
Natalya Goreva .......................................................... Point Park University  
George Bromall ............................................................ Point Park University  
Bryan Marshall ............................................................. Georgia College & State University  
Peter Cardon ................................................................. University of Southern California  
Nipul Patel ................................................................. Purdue University North Central

**THE CHARACTERISTICS AND TECHNICAL FOUNDATIONS OF MOBILE COMMERCE**  
Ruidong Zhang ............................................................. University of Wisconsin-Eau Claire  
Thomas S. E. Hilton ......................................................... University of Wisconsin-Eau Claire

**A COMPREHENSIVE FRAMEWORK FOR ONLINE STORE FUNCTIONALITIES**  
Drew Hwang .......................................................... California State Polytechnic University  
Lara Preiser-Houy ......................................................... California State Polytechnic University  
Rong An Shang .......................................................... Soochow University

**8:30–9:30**

**Session 10B: Enterprise Architecture**  
**Chair:** Richard V. McCarthy

**ANALYZE BANKING EFFICIENCY FROM AN INTERNATIONAL PERSPECTIVE**  
John Wang .......................................................... Montclair State University  
Bin Zhou ................................................................. University of Houston-Downtown  
Ruiliang Yan ............................................................ Texas A&M University

**ORGANIZATIONALLY-AGNOSTIC BUSINESS MODELING: A CASE STUDY**  
Sheila A. Cane .......................................................... MITRE Corporation  
Carlos E. Martinez ........................................................ MITRE Corporation

**ANALYZING THE IMPACT OF ENTERPRISE ARCHITECTURE FRAMEWORKS**  
Richard V. McCarthy ....................................................... Quinnipiac University

**8:30–9:30**

**Session 10C: Information Systems Research**  
**Chair:** Steven C. Ross

**DATA LOSS PREVENTION: A GUIDE TO SIMULATED LAB SCENARIOS USING VIRTUAL MACHINES**  
Tom Imboden .......................................................... Southern Illinois University

**THE BENEFITS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IN THE HEALTHCARE INDUSTRY**  
Chester D. Thompson .................................................. Robert Morris University

**USAGE AND PERCEPTIONS OF WEB SEARCH FEATURES**  
J. Christopher Sandvig .................................................. Western Washington University  
Deepinder S. Bajwa ........................................................ Western Washington University  
Steven C. Ross ........................................................ Western Washington University
Session 11A: Information Systems Pedagogy
Chair: Roger L. Hayen

RAPID MOBILE APPLICATION DEVELOPMENT ON A PEDAGOGICAL SHOESTRING
Matthew A. North ......................................................... Washington & Jefferson College

IDENTIFYING THE VALUE OF CUSTOMERS IN SOFTWARE DEVELOPMENT
Jeff Widman ................................................................. Western Washington University
Stella Y. Hua ................................................................. Western Washington University
Steven C. Ross ............................................................. Western Washington University

IS MAJOR ANALYSIS: A FRAMEWORK FOR EVALUATING EMERGING TRENDS
Roger L. Hayen ............................................................. Central Michigan University

Session 11B: Information Systems Pedagogy
Chair: Karen L. Paullet

FACTORS INFLUENCING STUDENTS' DECISIONS TO ADOPT E-TEXTBOOKS AND READERS
Wei Sha ........................................................................... Pittsburg State University

ENRICHING SOCIAL CAPITAL AND IMPROVING ORGANIZATIONAL PERFORMANCE IN THE AGE OF SOCIAL NETWORKING
Edgar Ferrer ................................................................. Universidad del Turabo
Jose Gonzalez-Rivera ................................................... Universidad del Turabo
Milton Maldonado-Perez .............................................. Universidad del Turabo
Mabel Martinez-Maurosa ............................................... Universidad del Turabo
Ernesto Soto-Montes ................................................... Universidad del Turabo

ASSESSING THE FACULTY AND STUDENTS' PERCEPTIONS OF DESIRE2LEARN AND BLACKBOARD
Adnan Chawdhry .......................................................... California University of Pennsylvania
Karen L. Paullet ............................................................. Robert Morris University
Daniel Benjamin ............................................................. American Public University System
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<th>Name</th>
<th>University/Institution</th>
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<td>Melody Alexander</td>
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<td>Vladimir Burčík</td>
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## REVIEWERS

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<th>Institution</th>
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