

Welcome!

Welcome to Utrecht! HU University of Applied Sciences and the City of Utrecht, are proud to host the 21st annual conference of the International Information Management Association.

With over three universities and over 70.000 students, Utrecht is a city committed to knowledge. Knowledge is at the heart of any development. That is why HU University of Applied Sciences is focused on developing, sharing and applying knowledge. In a society like ours, knowledge is not an easy possession. Knowledge develops fast by experiments, shifts in contexts and bearing in networks and communities. In this development, the sharing of knowledge and insights through conferences and publications plays a vital role. The International Information Management Association offers academics and practitioners an independent, high quality and accessible platform to publish, present and discuss their work with their international peers.

The 21st Annual IIMA conference and its accompanying Student Consortium, offer over 45 papers and presentations that cover all aspects of the application and management of information technology. Next to the paper presentations, the program offers four distinguished keynote presenters, a panel discussion and a tutorial. As parallel events, both the Monday and the Tuesday offer practitioner seminars on related topics. With this combination of events, we aim to facilitate interaction between academics, students and practitioners. An interaction, that is the core of developing, sharing and applying knowledge.

We wish you an inspiring conference!



A.J. Gilbert Silvius
Conference Chair



Pascal Ravesteijn
Program Chair

Conference organization

| | |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Conference Chair: | A.J.Gilbert Silvius, HU University of Applied Sciences, gilbert.silvius@hu.nl |
| Program Chair: | Pascal Ravesteijn, HU University of Applied Sciences, pascal.ravesteijn@hu.nl |
| Conference Office: | Annet Grethe, HU University of Applied Sciences, annet.grethe@hu.nl |
| Track Chairs: | Business Intelligence: Joseph O. Chan, jchan@roosevelt.edu DL & Innovative Teaching: Tanya Goette, Tanya.Goette@gcsu.edu Privacy: Don Moscato, dmoscato@iona.edu Medical & Clinical Informatics: Trevor Rohm, trevorrohm@yahoo.com Educational Software Engineering: Ore Soluade, osoluade@iona.edu Professional Software Engineering: Jim Nindel-Edwards, jimne@ieee.org CRM: Xin James He, xhe@mail.fairfield.edu Ethical & Legal: Ramesh Subramanian, ramesh.subramanian@quinnipiac.edu Health Care: Warren Adis, wadis@iona.edu Web Issues, Technologies & Tools: JiangPing Wang, wang@webster.edu Organizational Issue/Case Studies: Anza Akram, anza@sbcglobal.net Project Management: Harold Dyck, hdyck@csusb.edu International, Cultural & Society: Gerhard Steinke, gsteinke@spu.edu ERP & Manufacturing: Emmanuel Opara, euopara@pvamu.edu Networking Systems: Reggie Davidrajuh, reggie.davidrajuh@uis.no Information Assurance: Dan Manson, dmanson@csupomona.edu Computer Science: Juan Manuel Gomez Reynoso, jmgr@correo.uaa.mx ICT & Sustainability: Gilbert Silvius, gilbert.silvius@hu.nl Gaming & Simulation: Diana Boekman, diana.boekman@hu.nl Business Process Innovations: XiaoXia Huang, hxiaoxia@manage.ustb.edu.cn eMarketing & Social Networks: Gerlach Velthoven, gerlach.velthoven@hu.nl Ecommerce applications: Rob Schumaker, rob.schumaker@gmail.com Asian Papers: Xuedong Gao, gaoxuedong@263.net |
| Student Consortium: | Johan Versendaal, HU University of Applied Sciences, johan.versendaal@hu.nl Andreja Pucihar, University of Maribor, andreja.pucihar@fov.uni-mb.si Matthias Glowatz, University College Dublin, matthias.glowatz@ucd.ie |
| IIMA President: | Jake Zhu, California State University-SB, jzhu@csusb.edu |
| Editor CIIMA: | Jack Marchewka, Northern Illinois University, JTMarh@wpo.cso.niu.edu |
| Executive Director: | C. E. Tapie Rohm, California State University-SB, trohm@csusb.edu |

21st Annual Conference of the International Information Management Association

Program overview

| Sunday October, 17th | | | | | | |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------|-------------------------------------------------|
| 17.00 - 17.30 | Registration (Museum "Van Speelklok tot Piere ment") | | | | | |
| 17.30 - 19.00 | Welcome reception (Museum "Van Speelklok tot Piere ment") | | | | | |
| Monday October, 18th | | | | | | |
| Academic tracks | | Student Consortium | | Practitioner tracks | | |
| 8.00 - 9.00 | IIMA Registration + Breakfast (Femke) | | | | | |
| 9.00 - 10.15 | Opening 21st Annual IIMA conference (Room 2D1) Keynote presentation Kees Jans CIO Amsterdam Airport Schiphol (Room 2D1) coffee break (corridor) | | | | | |
| 10.45 - 12.30 | IIMA Session A1 paper presentations (Room 2E1) | IIMA Session B1 paper presentations (Room 2E2) | | | | |
| Lunch (Femke) | | | | Registration IPMA PM education day | | |
| 13.30 - 15.00 | IIMA Session A2 paper presentations (Room 2E1) | IIMA Session B2 paper presentations (Room 2E2) | | | Opening PM education day (Room 2E3) | PM Education day Session PM1 (Room 2E3) |
| coffee break (corridor) | | | | PM Education day Session PM2 (Room 2D1) | | |
| 15.30 - 17.00 | IIMA Session A3 paper presentations (Room 2E1) | IIMA Tutorial Grounded theory in IS research (Room 2E2) | | PM Education day Session PM3 (Room 2E3) | PM Education day Session PM4 (Room 2D1) | |
| 17.00 - 17.45 | Keynote presentation: Peter Bartoli Managing Partner Consolvant (Room 2D1) | | | Panel discussion (Room 2E3) | | |
| Buffet dinner (Femke) | | | | | | |
| 20.00 - 21.00 | Trajectum Lumen An exploration after dark | | | | | |
| Tuesday October, 19th | | | | | | |
| Academic tracks | | Student Consortium | | Practitioner tracks | | |
| 8.00 - 9.00 | Breakfast (Femke) | | | | | |
| 9.00 - 10.30 | IIMA Session A4 paper presentations (Room 2E1) | IIMA Session B4 panel on Second Life (Room 2E2) | Registration Introduction Student Consortium (Room 2E3) | | Registration | |
| | | | IIMA Session C1 Student Consortium (Room 2E3) | IIMA Session D1 Student Consortium (Room 2F1) | Opening BPM education day (Room 2D1) | |
| coffee break (corridor) | | | | BPM education day keynote (Room 2D1) | | |
| 11.00 - 12.30 | IIMA Session A5 paper presentations (Room 2E1) | IIMA Session B5 paper presentations (Room 2E2) | IIMA Session C2 Student Consortium (Room 2E3) | IIMA Session D2 Student Consortium (Room 2F1) | BPM Education day Session BPM1 (Room 2D1) | BPM Education day Session BPM2 (Room 1B1) |
| Lunch (Femke) | | | | Introduction Student Assignment (Room 2E3) | | |
| 13.15 - 14.00 | Keynote presentation: Wil Janssen - Novay (Room 1B1) | | | | | |
| 14.00 - 15.30 | IIMA Session A6 paper presentations (Room 2E1) | IIMA Session B6 paper presentations (Room 2E2) | Student Assignment | | BPM Education day Session BPM3 (Room 2D1) | BPM Education day Session BPM4 (Room 1B1) |
| coffee break (corridor) | | | | Conclusion BPM education day (Room 2D1) | | |
| 16.00 - 17.00 | IIMA board meeting (Room 1C1) | | IIMA Session C3 Student Consortium Panel discussion (Room 2E3) | | Drinks | |
| 18.00 - 23.00 | IIMA Social event | | | | | |

Keynote presenters

Monday, October 18th, 9.30 hrs. – 10.15 hrs. in room 2D1



Kees Jans
Chief Information Officer, Amsterdam Airport Schiphol

Via a story mixture of ideas, failures and successes Kees Jans will inspire you to start and/or keep innovating! His secret; get innovation into the companies culture!

Kees is well-known within the world airport industry. He is a.o. Chairman of the IT committee of the ACI (Airport Counsel International).

Amsterdam Airport Schiphol is often seen as a role model for other big international Airports (such as Las Vegas, New York (T4) and Buenos Aires). Especially the innovation and IT enablement is highly recognized. Amsterdam Airport Schiphol recently have been granted a 'TIMMIES' award by CIO Magazine as Most Innovative Company.

Monday, October 18th, 17.00 hrs. – 17.45 hrs. in room 2D1



Peter Bartoli
Managing Partner, Consolvant

Peter Bartoli is the founder of Consolvant. Prior to founding Consolvant, he served as the Technical Director of the Security Analysis Division of SAIC's Secure Business Solutions Group (SBSG). While at SAIC, Peter developed the business, methodology, and internal training program used by 150 engineers worldwide to analyze organizational, physical and technical data security at SAIC's customers. Peter also served as the Lead Developer and Software Architect for the Department of Defense's Public

Key Infrastructure (PKI) leading up to its first deployment, which was instrumental in SBSG's growth capability from a \$1M business in 1997 to \$60M in annual revenue in the year 2000.

Peter Bartoli has over fifteen years of experience in the security field. He currently also serves as a college-level professor in the area of IT Security. Peter has been noted as a subject matter expert in periodicals and magazines for rendering opinions on computer intrusions and patent suits in the Federal court system and cryptographic glueware development. His industry experience includes energy & utility, healthcare, automobile manufacturers, internet service providers, embedded device manufacturers, retail, mass media outlets, government entities, multinationals including the United Nations. Peter is a graduate of San Diego State University with a B.S. in Computer Science and currently serves an Adjunct Professor in Computer Security at SDSU.

Tuesday, October 19th, 13.15 hrs. – 14.00 hrs. in room 1B1



Wil Jansen
Manager Networked Enterprises, Novay

Wil Janssen is manager Networked Enterprises at Novay, a not for profit research organization in the Netherlands on speeding up the impact of ICT within organizations. He combines research and business development in the field of open service innovation, e-business and internet development. Wil was responsible for the development of the largest service innovation research programme in the Netherlands, Service innovation – people driven, ICT empowered. Before that, he was the group leader of the Networked Business expertise group. He was one of the initiators of the ArchiMate standard for enterprise architecture, and is a member of the European expert panel on innovation in services, advising the European Commission on service innovation policy.

Monday, October 18th, 15.30 hrs. – 17.00 hrs. in room 2E2



Cathy Urquhart
Professor, Manchester Metropolitan University

Cathy Urquhart is professor at the Digital Business and Management Information Systems Division at Manchester Metropolitan University. She is a distinguished researcher in the field of Information Systems and an expert in Grounded Theory Methods. Cathy is a Senior Editor for MIS Quarterly and an Associate Editor for Information Technology and Development.

Her current research interest is ICTs and Social Inclusion, with a particular focus on the impact of ICTs on developing countries. She is also interested in sustainable or ‘green’ ICTs.

21st Annual Conference of the International Information Management Association

Social events

Sunday, October 17th, 17.00 hrs. – 19.00 hrs.

Welcome reception

Join us for the welcome reception in Holland's most cheerful museum. Carillon clocks, musical boxes, Flötenuhren, pianolas, the singing nightingale, orchestrions including the famous Violina, street, fairground and dance organs; the National Museum 'From Musical Clock to Street Organ' has it all. This reception is offered to you by the City of Utrecht.

Monday, October 18th, 20.00 hrs. – 21.30 hrs.

Trajectum Lumen , a tale of light

Trajectum Lumen is an exploratory expedition in the dark which takes in artistically highlighted locations in the magnificent Utrecht city centre. This special attraction highlights objects, buildings, street, canals and bridges in an artistic way, and thus tells an inspiring story about the city and its history. During the hours of darkness, take the opportunity to explore Utrecht in an entirely new and unparalleled manner and take the Trajectum Lumen route that starts near the NH City Centre Hotel and which takes in well-known and undiscovered parts of the historic city centre.

Tuesday, October 19th, 17.30 hrs. – 23.00 hrs.



IIMA Social Event

This year's social event will take you to Amsterdam, the capital on the Netherlands. In a moonlight canal-cruise, we will enjoy a dinner with international delights.

Program Monday October 18th

At a glance

| Monday October, 18th | | Student Consortium | Practitioner tracks |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Academic tracks | | | |
| 8.00 - 9.00 | IIMA Registration + Breakfast (Femke) | | |
| 9.00 - 10.15 | Opening 21st Annual IIMA conference (Room 2D1) Keynote presentation Kees Jans CIO Amsterdam Airport Schiphol (Room 2D1) coffee break (corridor) | | |
| 10.45 - 12.30 | IIMA Session A1 paper presentations (Room 2E1) | IIMA Session B1 paper presentations (Room 2E2) | |
| | Lunch (Femke) | | |
| 13.30 - 15.00 | IIMA Session A2 paper presentations (Room 2E1) | IIMA Session B2 paper presentations (Room 2E2) | Registration IPMA PM education day Opening PM education day (Room 2E3) PM Education day Session PM1 (Room 2E3) |
| | coffee break (corridor) | | |
| 15.30 - 17.00 | IIMA Session A3 paper presentations (Room 2E1) | IIMA Tutorial Grounded theory in IS research (Room 2E2) | PM Education day Session PM3 (Room 2E3) Panel discussion (Room 2E3) |
| 17.00 - 17.45 | Keynote presentation: Peter Bartoli Managing Partner Consolant (Room 2D1) | | PM Education day Session PM4 (Room 2D1) Closing IPMA PM education day (Room 2E3) |
| | Buffet dinner (Femke) | | |
| 20.00 - 21.00 | Trajectum Lumen An exploration after dark | | |

Program Monday October 18th

Paper presentations

Monday, October 18th, 10.45 hrs. – 12.30 hrs.

Session A1

Topic: **Health Care**

Chair: Trevor Rohm

Papers:

1. Electronic Medical Record System: Current Status and its use to Support Universal Healthcare System - *Chang-Tseh Hsieh, University of Southern Mississippi*
2. Personal Health Informatics: The Evolving Paradigm of Patient Self Care - *Trevor Rohm, Presbyterian Medical Group*
3. FDA's Risk Assessment Methodology at Pharmaceutical Manufacturing Sites 2004-2009 – *Warren Adis, Hagan School of Business, Iona College*
4. Integrating Failure Mode Effect Analysis into the Medical Device Approval Process - *Gerhard Steinke, Vania Kurniawati and Jim Nindel-Edwards, Seattle Pacific University*

Session B1

Topic: **Cultural influences and Sustainability**

Chair: Gilbert Silvius

Papers:

1. Issues, Concepts and Methods Relating to the Identification of the Ethics of Emerging ICTs - *Bernd Carsten Stahl, De Montfort University*
2. Studying eGovernment Trust in Developing Nations Case of University and Colleges Admissions and Services in Egypt - *Hany Abdelghaffar, Sherif H. Kamel and Penny Duquenoy, Faculty of Management Technology, The German University in Cairo*
3. Exploring the influence of national cultures on non-compliance behavior - *Taco Dols and Gilbert Silvius, HU University of Applied Sciences, Utrecht*

Monday, October 18th, 13.30 hrs. – 15.00 hrs.

Session A2

Topic: **E-business**

Chair: Robert Schumaker

Papers:

1. Analyzing Parts of Speech and their Impact on Stock Price - *Robert Schumaker, Information Systems Department, Iona College*
2. Issues of Adopting E-business in Small and Medium Enterprises – *Edward T. Chen and David Lewis, Operations and Information Systems Department, University of Massachusetts Lowell*
3. E-business in agriculture: relevance, importance and constraints of ICT to commodity trade in Nigeria - *O. O. Oduwole, F. A. Sanusib, R. A. Sanusib and M. O. Adejumo, Production and Substation Department, Cocoa Research Institute of Nigeria*

Session B2

Topic: **Business Process Management**

Chair: Pascal Ravesteyn

Papers:

1. Digital Media Dependency, Relational Orientation, and Social Networking among College Students - *C. Mo Bahk, Astrid Sheil, C. E. Tapie Rohm Jr. and Frank Lin, California State University San Bernardino*
2. How to Successfully Implement a BPMS? – *Guy Hagemans and Pascal Ravesteyn, Utrecht University*
3. Enhancing Communication between Knowledge Workers – *Suzanne Haanappel and Pascal Ravesteyn, Utrecht University*

Monday, October 18th, 15.30 hrs. – 17.00 hrs.

Session A3

Topic: **Management Information**

Chair: Robert Richardson

Papers:

1. Revelations in Decision Making: a Content Analysis of Ad-hoc Virtual Team Communication - *Shoshana Altschuller, Hagan School of Business, Iona College*
2. A method for Defining Optimum Service Granularity - *René Wiersma and Pascal Ravesteyn, HU University of Applied Sciences*
3. Reducing Risk by Leveraging Information for a Competitive Advantage in Bidding - *Robert Richardson, Iona College*

Session B3

IIMA Tutorial

Topic: **Grounded theory in IS research**

Professor Cathy Urquhart, Digital Business and Management Information Systems Division,
Manchester Metropolitan University.

Program Monday October 18th

IPMA Project Management Education day (in Dutch)

Monday, October 18th, 13.30 hrs. – 14.00 hrs.

Opening by Paul Hesselman, Board member IPMA Netherlands

Monday, October 18th, 14.00 hrs. – 15.00 hrs.

Session PM1

Topic: **Education in Project Management**

Chair: Arjan Bomhof

Presentations:

1. Co-makership in project management at Windesheim – *Arjan Bomhof, Windesheim University of Applied Sciences*
2. Project Management programs at Rotterdam University of Applied Sciences – *Marcel Seijner, Rotterdam University of Applied Sciences*

Session PM2

Topic: **Education in Project Management**

Chair: Gilbert Silvius

Presentations:

1. ICB3 as inspiration for education programs – *Gilbert Silvius, HU University of Applied Sciences, Utrecht*
2. Masters of Project Management in Belgium – *Linda Amel, Xios Limburg University of Applied Sciences*

Monday, October 18th, 15.30 hrs. – 16.30 hrs.

Session PM3

Topic: **Project Management in Education**

Chair: Jasper van den Brink

Presentations:

1. Experiences with Project Management in Education – *Roel Riepma, nzcht*
2. Improving Project Management in Educational projects – *Jasper van den Brink, HU University of Applied Sciences, Utrecht*

Session PM4

Topic: **Research in Project Management**

Chair: Gilbert Silvius

Presentations:

1. The Dutch Project Management Research platform – *Peter Storm, Kennis & Co. and Open University*

2. Can education improve Project Management? - *Teun van Aken*

Monday, October 18th , 16.30 hrs. – 17.30 hrs.

Discussion: How can we improve Project Management in higher education?

Discussion leader: Arjan Bomhof

21st Annual Conference of the International Information Management Association

Program Tuesday October 19th

At a glance

| Tuesday October, 19th | | Practitioner tracks |
|--------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------|
| Academic tracks | Student Consortium | |
| 8.00 - 9.00 | Breakfast (Femke) | |
| 9.00 - 10.30 | IIMA Session A4 paper presentations (Room 2E1) | IIMA Session B4 panel on Second Life paper presentations (Room 2E2) |
| | IIMA Session A5 paper presentations (Room 2E1) | IIMA Session B5 paper presentations (Room 2E2) |
| 11.00 - 12.30 | <i>coffee break (corridor)</i> | |
| | IIMA Session A6 paper presentations (Room 2E1) | IIMA Session B6 paper presentations (Room 2E2) |
| 13.15 - 14.00 | Lunch (Femke) | |
| 14.00 - 15.30 | Keynote presentation: Wil Janssen - Novay (Room 1B1) | |
| | IIMA Session A6 paper presentations (Room 2E1) | IIMA Session B6 paper presentations (Room 2E2) |
| 16.00 - 17.00 | <i>coffee break (corridor)</i> | |
| | IIMA board meeting (Room 1C1) | IIMA Session C3 Student Consortium Panel discussion (Room 2E3) |
| 18.00 - 23.00 | IIMA Social event | |
| | | Registration |
| | | Opening BPM education day (Room 2D1) |
| | | BPM education day keynote (Room 2D1) |
| | BPM Education day Session BPM1 (Room 2D1) | BPM Education day Session BPM2 (Room 1B1) |
| | BPM Education day Session BPM3 (Room 2D1) | BPM Education day Session BPM4 (Room 1B1) |
| | Conclusion BPM education day (Room 2D1) | |
| | Drinks | |

Program Tuesday October 19th

Paper presentations

Tuesday, October 19th, 9.00 hrs. – 10.30 hrs.

Session A4

Topic: **Knowledge Management**

Chair: Anza Akram

Papers:

1. Semi-Virtual Knowledge Engineering: Development of Semi-Virtual Knowledge Learning Process to Improve the Semi-Virtual Individual learning - *Anza Akram, Anza Management Consulting Firm*
2. DEAR: A New Technique for Information Extraction and Context-Dependent Text Mining - *Tod Sedbrook and Jay M. Lightfoot, University of Northern Colorado*
3. Geometrical Modeling for Material Flow Management - *Reggie Davidrajuh, University of Stavanger*

Session B4

Topic: **Panel discussion on virtual worlds and Second Life**

Chair: Donald Moscato

Panelists:

Laurence Wouters
Diana Boekman (HU University of Applied Sciences)
Donald Moscato (Iona College)
Gerlach Velthoven (HU University of Applied Sciences)
Remko Helms (Utrecht University)

Session C1

Topic: **Student Consortium**

Chair: Andreja Pucihar

Papers:

1. Research in Progress: An Integrated Model to Predict, Guide and Measure Enterprise 2.0 Maturity - *Ralph Jonkers, HU University of Applied Sciences, Utrecht*
2. Increasing trust towards e-services - *Ana Meskovska, Vangelica Sapardanovska, Elena Janevska and Nina Lekovska, Ss. Cyril and Methodius University*
3. The Additional Value of Business Process Management: Framework for comparing BPM systems on influencing business performance - *Rik Janssen and Teuni Derriks, Utrecht University*

Session D1

Topic: **Student Consortium**

Chair: Johan Versendaal

Papers:

1. Factors impacting the adoption of Software as a Service in Slovenian SMEs – *Marjeta Marolt, Maribor University*

2. Legacy information systems, can they be agile? A framework for assessing agility - *Maik Verbaan, HU University of Applied Sciences, Utrecht*
3. Human Interaction Management - Learning from computer supported cooperative work - *Jasper van de Kerkhof and Ron van Rooij, Utrecht University*

Tuesday, October 19th , 11.00 hrs. – 12.30 hrs.

Session A5

Topic: **Mobile Applications**

Chair: Martijn Zoet

Papers:

1. A measure of prospect for the adoption of ICT by farmers in cocoa growing areas of South-Western Nigeria - *I. Ndagi, R. A. Sanusi, E. O. Aigbekaen and M. O. Adejumo, Department of Farming System Research and Extension, Cocoa Research Institute of Nigeri*
2. Evaluation of Cell Phone Business in Southern Nigeria: A Paradox of Gains and Losses - *R.A. Sanusi, I Ndagi, Department of Farming System Research and Extension, Cocoa Research Institute of Nigeria*
3. Opportunities and Threats of E-Marketing in Bangalore, India - *Kavitha R Gowda, Department of Management Studies, Bangalore University*

Session B5

Topic: **Educational software engineering**

Chair: Jay Lightfoot

Papers:

1. Establishment of Confidence Thresholds for Interactive Voice Response Systems Using ROC Analysis - *Ore A. Soluade, Iona College*
2. A Graph-Theoretic Approach to Improved Curriculum Structure and Assessment Placement - *Jay Lightfoot, University of Northern Colorado*
3. Risk index and uncertain portfolio selection - *Xiaoxia Huang, School of Economics and Management, University of Science and Technology Beijing*

Session C2

Topic: **Student Consortium**

Chair: Johan Versendaal

Papers:

1. E-Business considerations on the business side - A paper on the adjustment of business operations - *Sander Mertens, HU University of Applied Sciences, Utrecht, NL*
2. Towards an extended unified critical success factor model for BPMS implementations - *Jonathan Aarnouts and Martijn Roeling, Utrecht University*
3. Online Banking in Ireland and Factors Influencing Consumer Decisions to Switch Providers - *Gavin Ross, Dublin College*

Session D2

Topic: **Student Consortium**

Chair: Matt Glowatz

Papers:

1. BPM based ERP implementation - *Koen Huijsman and Paul Noordveld, Utrecht University*
2. Impact of Cloud computing on the business worldwide, the level of use in Macedonian companies - *Dimitar Jovevski, Ss. Cyril and Methodius University*
3. Communication efficiency in BPM solutions - *Laura van der Kolk and Sander van Meggelen, Utrecht University*

Tuesday, October 19th, 14.00 hrs. – 15.30 hrs.

Session A6

Topic: **Innovative Teaching**

Chair: Diana Boekman

Papers:

1. Using 3-D Virtual Worlds as a Platform for an Experiential Case Study in Information Systems Auditing – *Donald Moscato, Hagan School of Business, Iona College, and Diana Boekman, HU University of Applied Sciences*
2. Student Created / Student Edited Online Course Materials; Teaching Approach for an Advanced Technical Course - *Brian Mackie, Department of Operations Management & Information Systems, College of Business, Northern Illinois University*
3. Business and IT Alignment in Dutch Vocational Education and Training Organizations – *A.J. Gilbert Silvius and Benny M.E. de Waal, HU University of Applied Sciences, Utrecht*

Session B6

Topic: **Process Application**

Chair: Joseph Chan

Papers:

1. E-Business Enabled ERP II Architecture - *Joseph Chan and Walter E. Heller, College of Business Administration, Roosevelt University*
2. Improving communication in real estate project initiation: an explorative case study using a mashup - *Tobias Hermanns, Dominique Mirandolle, and Johan Versendaal, Utrecht University*
3. Digital Media Dependency, Relational Orientation, and Social Networking among College Students - *C. Mo Bahk, Astrid Sheil, C. E. Tapie Rohm Jr. and Frank Lin, California State University San Bernardino*

Tuesday, October 19th, 16.00 hrs. – 17.00 hrs.

Session C3

Topic: **Student Consortium - Panel discussion**

Chair: Johan Versendaal, Utrecht University of Applied Sciences

Panelists:

Cathy Urquhart, Manchester Metropolitan University
Jakobus Smit, Utrecht University of Applied Sciences
Johan Versendaal, Utrecht University of Applied Sciences
Andreja Pucihar (University of Maribor)
Matt Glowatz (University College Dublin)

21st Annual Conference of the International Information Management Association

Program Tuesday October 19th

BPM Educational Conference (in English)

Tuesday, October 19th, 9.30 hrs. – 10.30 hrs.

Opening by Ron Plazier – *University of Applied Sciences Rotterdam*

Keynote presentation by Bert Noorman – *Service Line Manager; Sogeti*

Tuesday, October 19th, 11.00 hrs. – 12.30 hrs.

Session BPME1

Topic: University Perspective on BPM Education

Chair: Ron Plazier

Presentations:

1. *Dr. Maria-Eugenia Iacob - Assistant Professor; University of Twente*
2. *Dr.ir. Irene Vanderfeesten - Assistant Professor; Eindhoven University of Technology*
3. *dr. M. Op 't Land & Marien Krouwel – [1] Consultant; Capgemini & [2] Student; TU Delft*

Session BPME2

Topic: Cooperation between Business & Education

Chair: Jos van Reenen

Presentations:

1. *Dr. Dirk de Wit – Managing Partner; O&I*
2. *Barend Beenacker – Consultant Process Express*

LUNCH – Tuesday, October 19th, 12.30 hrs. – 13.15 hrs.

Tuesday, October 19th, 13.15 hrs. – 14.00 hrs.

Keynote presentation by Wil Jansen – *Manager Networked Enterprises; Novay*

Tuesday, October 19th, 14.00 hrs. – 15.30 hrs.

Session BPME3

Topic: Higher Education Perspective on BPM Education

Chair: Ron Plazier

Presentations:

1. *Ron Plazier – Lecturer; University of Applied Sciences Rotterdam*
2. *Jos v. Reenen¹ & Wilfried Rijsemus² – [1] Lecturer; HU University of Applied Sciences & [2] Community & Social BPM Strategists; Cordys*

Session BPME4

Topic: Cooperation between Business & Education

Chair: Marcel Grauwen

Presentations:

1. *Raymond Slot – Consultant; Bizzdesign*
2. *A.W. Rengelink¹, J.F.hellings¹ & Alvin Kwekel² – [1] Lecturers; University of Applied Sciences Amsterdam & [2] Consultant; GloMidCo*

Tuesday, October 19th, 15.30 hrs. – 16.00 hrs.

Closing session by Ron Plazier:

How can we improve BPM courses in higher education?

Program Wednesday October 20th

IIMA Executive meeting, 10.00 hrs – 12.00 hrs.

21st Annual Conference of the International Information Management Association

Supporters

IIMA conference



IPMA Project Management Education Day



BPM Education Day



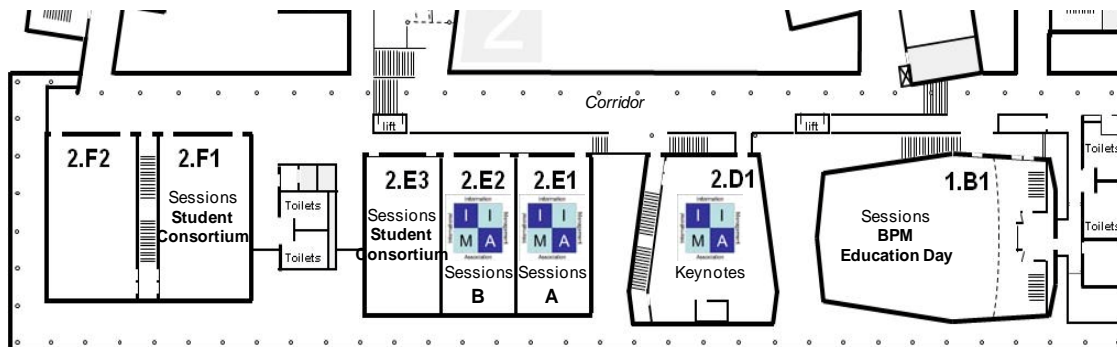
21st Annual Conference of the International Information Management Association

Practical information

Venue address

HU University of Applied Sciences
Padualaan 101
3584 CH Utrecht
+31 30 2586200

Venue layout



Contact information

| | |
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Conference hotels

NH Utrecht Jaarbeursplein

Jaarbeursplein, Utrecht
Tel. +31 30 297 7977

NH City Centre

Janskerkhof 10, Utrecht
Tel. +31 30 231 3169

Public Transport from Utrecht Central train station to the Hotel

*Are you staying at the **NH Utrecht Jaarbeursplein (Jaarbeursplein 24)**?*

At the Utrecht Central train station you have to take the exit 'Jaarbeursplein' (same direction as 'Beatrix Theater'). If you have any doubts about the direction there will be enough people you can ask for information. You will leave the station via escalators (going down). If you are at the bottom the hotel is located about 200 meters to your right

*Are you staying at the **NH City Centre (Janskerkhof 10)**?*

From Utrecht Central Train Station you can take a five-minute taxi or a bus ride to the hotel, or you can take a ten-minute walk. A taxi will cost around 13 euro. The taxi's normally don't accept credit card. For the bus follow the signs to the bus station which is located next to the train station. You can take bus lines 3, 4, 8, or 11. Any of these lines will all take you to the Janskerkhof bus-stop, which is right next to the hotel. Price of a one way ticket for one person is about 2,60 euro (you don't need exact change but large euro notes ($\geq 50,-$) may not be accepted).

On a side note, other currency than the euro is typically not accepted in the Netherlands.

Public Transport from your Hotel to the HU University of Applied Sciences (Campus 'De Uithof')

*Are you staying at the **NH Utrecht Jaarbeursplein (Jaarbeursplein 24)**?*

You can take a bus at the city bus bus-station that is located in the Utrecht Central train station (Look for the signs 'Stadsbussen').

From Utrecht Central Station, take bus line 11, 12 or 12s. Busses go every 3 to 5 minutes, the journey takes approx. 20 minutes.

Lines 12 and 12s: get off at the 'Kruytgebouw' bus stop which is right in front of the HU building.

Line 11: get off at the 'Heidelberglaan' bus stop (on the Padualaan extension), and walk back to the HU building which takes about 2 minutes.

Tickets: one way € 2,60 For more information consult www.9292ov.nl.

*Are you staying at the **NH City Centre (Janskerkhof 10)**?*

You can take the line 11 bus at the bus-stop right in front of the hotel. The direction should be 'De Uithof', which is eastwards. Get off at the 'Heidelberglaan' bus stop (on the Padualaan extension), and walk back to the HU building which takes about 2 minutes. Tickets: one way € 2,60 For more information consult www.9292ov.nl.

On Monday morning, students from HU will assist you in finding your way.

At the campus De Uithof you will find three HU buildings next to another. The conference is in the Faculty of Economics and Management, which is the building with the complete glass façade, at number 101.

