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| **Day** | **Start** | **End** | **Rm** | **Session** | **IIMA #** | **Activity / Paper Title** | **Author(s) /** | **Affiliation** |  |  |  |  |
|  | | | | |  |  | **Presenter(s)** |  |  | | | |
| Mon 10/13 | 11:00 | 5:00 |  | |  | Registration |  | |  | | | |
|  | 12:30 | 1:15 |  | |  | Creating Impact in the MIS Classroom with the Business Driven Approach | Paige Baltzan | McGraw Hill |  | | | |
|  | | | | |  |  | Amy Phillips | McGraw Hill |  | | | |
|  | 1:30 | 2:50 | A | Teaching & Learning | | |  | |  | | | |
|  |  | |  | Session Chair: Tanya Goette | | |  | |  | | | |
|  | | | | | 032 | The Effect of Learning Objects on a C++ Programming Lesson | Carlos Mercado | Autonomous University of Aguascalientes, México | | | |  |
|  | | | | |  |  | Estela Andrade | Autonomous University of Aguascalientes, México | | | |  |
|  | | | | |  |  | Juan Reynoso | Autonomous University of Aguascalientes, México | | | |  |
|  | | | | | 026 | A Comparison of Student Characteristics and Student Knowledge of | Ronald J. MacKinnon | Georgia Southern University | | |  | |
|  | | | | |  | Computer Concepts in Online and Lecture Sections of an | Hyo-Joo Han | Georgia Southern University | | |  | |
|  | | | | |  | Introductory Course | Tom Case | Georgia Southern University | | |  | |
|  | | | | | 025 | Developing Software for Teaching: An Exploratory Study | Juan Reynoso | Universidad Autónoma de Aguascalientes, Mexico | | | |  |
|  | | | | |  |  | Mónica R. Sandoval | Universidad Autónoma de Aguascalientes, Mexico | | | |  |
|  | | | | | 0A3 | Designing a World-class Undergraduate Transportation and Logistics | Jake Zhu | California State University, San Bernardino | | | |  |
|  | | | | |  | Program with Benchmarking International Topics | Harold Dyck | California State University, San Bernardino | | | |  |
|  | | | |  | |  | Tapie Rohm | California State University, San Bernardino | | | |  |
|  | | | |  | |  | John Wu | California State University, San Bernardino | | | |  |
|  | | | B | International Topics | | |  | |  | |  | |
|  | | | | Session Chair: Douglas Goings | | |  | |  | |  | |
|  | | | | | 004 | The Influence of Societal Culture on the Adoption of Information | Jamal M. Twati | Academy of Graduate Studies, Tripoli - Libya | | | |  |
|  | | | | |  | Systems: The Case of Libya |  | |  | | | |
|  | | | | | 007 | Technological Capacity Building in the Nigeria's Oil and Gas Industry | Nathaniel C. Ozigbo | University of Abuja, Abuja - Nigeria | | | |  |
|  | | | | | 044 | The (Continuing) Evolution of India’s Telecom Policy | Ramesh Subramanian | Quinnipiac University | |  | | |
|  | | | | | 027 | EDI and Interorganizational Cooperation: Dimensions of | Haiwook Choi | Morehead State University | | |  | |
|  | | | | |  | Electronic Cooperation | Dong-Heon Kwak | Morehead State University | | |  | |
|  | | | | |  |  | | |  | | | |
|  | 2:50 | 3:10 |  | |  | Break |  | |  | | | |
|  | 3:10 | 4:10 | A | AI-Decision Making - SCM | | |  | |  | | | |
|  |  | |  | Session Chair: Harold Dyck | | |  | |  | | | |
|  | | | | | 005 | Chance Maximization Model for Portfolio Selection with | Xiaoxia Huang | University of Science and Technology Beijing | | | |  |
|  | | | | |  | Randomness and Fuzziness |  | |  | | | |
|  | | | | | 040 | Stochastic Lead Time: Is it the Mean or the Variance that Maters More? | Xin James He | Fairfield University | |  | | |
|  | | | | | 018 | An Investigation of SVM Regression to Predict Longshot | Robert P. Schumaker | Iona College, New Rochelle | | |  | |
|  | | | | |  | Greyhound Races | James W. Johnson | Indiana State University | |  | | |
|  | | | B | CRM |  |  | | |  | | | |
|  | | | | Session Chair: Warren Adis | | |  | |  | | | |
|  | | | | | 038 | An Integrated Architecture for Enterprise Relationship Management | Joseph O. Chan | Roosevelt University | |  | | |
|  | | | | | 011 | The relationship between IT strategy and Business & IT Alignment: | A.J. Gilbert Silvius | Utrecht University of Applied Sciences | | | |  |
|  | | | | |  | A dual case study |  | |  | | | |
|  | | | | | 010 | An Ontology-based Collaborative Knowledge Management Network |  | |  | | | |
|  | | | | |  | to Enhance the Reusability of Inter-organizational Knowledge | Nelson K. Y. Leung | RMIT International University Vietnam | | | |  |
|  | | | | |  |  | Sim Kim Lau | University of Wollongong, Australia | | | |  |
|  | | | | |  |  | Joshua Fan | University of Wollongong, Australia | | | |  |
|  | | | | |  |  |  | |  | | | |
|  | 4:10 | 4:30 |  | |  | Break |  | |  | | | |
|  | 4:30 | 5:30 | A/B | Workshop | | Evaluating the Potential of Emerging Technologies | V. P. Kochikar | Infosys Technologies | |  | | |
|  | | | | Session Chair: Frank Lin | | |  | |  | | | |
|  | | | | |  |  | | |  | | | |
|  | 6:00 | 8:00 |  | |  | Reception is Hosted by McGraw-Hill--Thanks to them for this reception |  | |  | | | |
|  | | | | |  |  | | |  | | | |
| Tue 10/14 | 8:00 | 8:30 |  | |  | Breakfast |  | |  | | | |
|  | 8:30 | 9:50 | A | Assurance of Learning | | |  | |  | | | |
|  |  | |  | Session Chair: Jay Lightfoot | | |  | |  | | | |
|  | | | | | 045 | The Link among Strategic Planning, Curriculum Management, | Tanya Goette | Georgia College and State University | | | |  |
|  | | | | |  | and Assurance of Learning: One School’s Experiences | Howard Woodard | Georgia College and State University | | | |  |
|  | | | | |  |  | Dale Young | Georgia College and State University | | | |  |
|  | | | | | 015 | An Analysis of Is Programs Accredited by ABET | Ronald J. MacKinnon | Georgia Southern University | | |  | |
|  | | | | |  |  | Hyo-Joo Han | Georgia Southern University | | |  | |
|  | | | | | 014 | Dot.com Boom and Bust Effects on MIS College Enrollments: | Milam Aiken | University of Mississippi | |  | | |
|  | | | | |  | 1995 - 2006 | Bart Garner | University of Mississippi | |  | | |
|  | | | | |  |  | Kaushik Ghosh | University of Mississippi | |  | | |
|  | | | | |  |  | Mahesh Vanjani | Texas Southern University | | |  | |
|  | | | | | 019 | Learning Data Structures Using Multimedia-Interactive Systems | Estela Andrade | Autonomous University of Aguascalientes, México | | | |  |
|  | | | | |  |  | Carlos Mercado | Autonomous University of Aguascalientes, México | | | |  |
|  | | | | |  |  | Juan Reynoso | Autonomous University of Aguascalientes, México | | | |  |
|  | | | B | Electronic Commerce | | |  | |  | | | |
|  | | | | Session Chair: Gerhard Steinke | | |  | |  | | | |
|  | | | | | 033 | Successful E-Learning in Corporations | Edward T. Chen | University of Massachusetts at Lowell | | | |  |
|  | | | | | 017 | Analyzing Gender Discourse in Corporate Blogs using Content and | Jose Esteves | IE Business School, Madrid, Spain | | | |  |
|  | | | | |  | Correspondence Analysis | Víctor Bohórquez | IE Business School, Madrid, Spain | | | |  |
|  | | | | | 013 | On Chosen Aspects of Modern E-Commerce | Jacek Unold | Wroclaw University of Economics; Wroclaw; Poland | | | |  |
|  | | | | | 008 | Improving E-Readiness of Sri Lanka with Supplementary | Reggie Davidrajuh | University of Stavanger, Norway | | |  | |
|  | | | | |  | Grid Supplied Electric Power | Parwaiz Karamat | The Open Polytechnic of New Zealand | | | |  |
|  | | | | |  |  | Velauthapillai Dhayalan | Bergen University College, Norway | | | |  |
|  | 9:50 | 10:20 |  | |  | Break |  | |  | | | |
|  | 10:20 | 11:40 | A | Software Development | | |  | |  | | | |
|  |  | |  | Session Chair: Ian Allison | | |  | |  | | | |
|  | | | | | 042 | Strategies for Successfully Implementing the Virtualization Project: | Chang-tseh Hsieh | University of Southern Mississippi | | |  | |
|  | | | | |  | A Case with the VMWARE |  |  |  | | | |
|  | | | | | 001 | Method or Madness? – Linking Software Development | Tony Richardson | Massey University Albany | | |  | |
|  | | | | |  | with the Socio-Technical Environment of Stakeholders |  | |  | | | |
|  | | | | | 020 | The Business Value of IT; A Conceptual Model for | A.J. Gilbert Silvius | Utrecht University of Applied Sciences | | | |  |
|  | | | | |  | Selecting Valuation Methods |  | |  | | | |
|  | | | | | 041 | Trends in Offshore IT Outsourcing and Implications for the Onshore | Mukesh Srivastava | University of Mary Washington | | |  | |
|  | | | | |  | Economy | Gary W. Shifflett | University of Mary Washington | | |  | |
|  | | | | |  |  | Emmanuel Opara | Prairie View A & M University | | |  | |
|  | | | B | Information Systems | | |  | |  | | | |
|  | | | | Session Chair: Jack Marchewka | | |  | |  | | | |
|  | | | | | 028 | A Research Model of Information Systems Project Management | Weiyong Zhang | Virginia Commonwealth University | | |  | |
|  | | | | |  | Using Six Sigma | Xiaobo (Bob) Xu | American University of Sharjah | | |  | |
|  | | | | | 048 | Identifying Core Information System Capabilities | Reggie Davidrajuh | University of Stavanger, Norway | | |  | |
|  | | | | | 050 | Ethical Issues Surrounding the Software Testing Process | Jim Nindel-Edwards |  |  | | | |
|  | | | | |  |  | Gerhard Steinke | Seattle Pacific University | | |  | |
|  | | | | | 036 | Comparative Analysis of Information and Communication Technology | I. Ndagi; R. A. Sanusi | Cocoa Research Institute of Nigeria | | | |  |
|  | | | | |  | (ICT) Use by Agricultural Extension Workers in South-west and | E. O. Aigbekaen | Cocoa Research Institute of Nigeria | | | |  |
|  | | | | |  | North-central Nigeria |  | |  | | | |
|  | 12:00 | 1:15 |  | |  | IIMA Lunch |  | |  | | |  |
|  | | | | |  | IIMA Presidential Address |  | |  | | |  |
|  | 12:30 | 1:15 |  | |  | Keynote address: Tax Planning and Financial Planning | Tiffany Xu | Managing Director, Sky Vision | | |  |  |
|  | 1:30 | 2:50 | A | Web Design, Technologies Issues | | |  | |  | | |  |
|  |  | |  | Session Chair: Pascal Ravesteyn | | |  | |  | | |  |
|  | | | | | 003 | An Empirical Review of Industry Preferences in the Design of | Donald R. Moscato | Iona College |  | | | |
|  | | | | |  | E-Commerce Web Sites | Eric D. Moscato | Iona College |  | | | |
|  | | | | | 031 | Assessing the Usability of Union Web Sites | Christopher M. Lowery | Georgia College & State University | | | |  |
|  | | | | |  |  | Nicholas A. Beadles II | Georgia College & State University | | | |  |
|  | | | | |  |  | Larry H. Faulk II | University of Arkansas-Fort Smith | | |  | |
|  | | | | | 049 | Reliance, Immersion, and Enjoyment: An Exploratory | C. Mo Bahk | California State University, San Bernardino | | | |  |
|  | | | | |  | Socio-Psychological Analysis on Internet Involvement |  | |  | | | |
|  | | | | | 012 | QServ: Integrating Testing and Auditing into QoS Management | Carolyn M. Ortega | City University of New York Graduate Center | | | |  |
|  | | | | |  | of Web Services | Abdullah Uz Tansel | City University of New York Graduate Center | | | |  |
|  | | | B | Database Technologies | | |  | |  | | | |
|  | | | | Session Chair: James He | | |  | |  | | | |
|  | | | | | 016 | Analyzing SMEs size as a moderator of ERP impact | Victor Bohórquez, | IE Business School, Madrid, Spain | | | |  |
|  | | | | |  | in SMeS productivity | Jose Esteves | IE Business School, Madrid, Spain | | | |  |
|  | | | | | 021 | The Impact of National Cultures on Business & IT Alignment | A.J. Gilbert Silvius | Utrecht University of Applied Sciences | | | |  |
|  | | | | | 0A2 | The Impact of Technology on the Publishing Industry | Linda C. Gordon | University of La Verne | |  | | |
|  | | | | |  |  | David S. Kung | University of La Verne | |  | | |
|  | | | | |  |  | Harold Dyck | California State University, San Bernardino | | | |  |
|  | | | | | 029 | Towards the Semantic Grid: A State of the Art Survey of Semantic | Michael J. Murphy | Ryerson University | |  | | |
|  | | | | |  | Web Services and their Applicability to Collaborative Design, | Michael Dick | Ryerson University | |  | | |
|  | | | | |  | Engineering, and Procurement | Thomas Fischer | Fraunhofer IAO, Germany | | |  | |
|  | | | | |  |  | | |  | | | |
|  | 2:50 | 3:20 |  | |  | Break |  | |  | | | |
|  | 3:20 | 4:20 | A/B | Panel |  | Proposed Ontology for Assurance of Learning for Knowledge Management | Charmayne Cullom | University of Northern Colorado | | |  | |
|  |  | |  | Session Chair: Tapie Rohm | | | Jay M. Lightfoot | University of Northern Colorado | | |  | |
|  |  | |  | |  |  | Tod Sedbrook | University of Northern Colorado | | |  | |
|  | 5:00 | 9:00 |  | |  | Harbor Cruise/dinner |  | |  | | | |
|  |  | |  | |  |  | | |  | | | |
| Wed 10/15 | 8:00 | 8:30 |  | |  | Breakfast |  | |  | | | |
|  | 8:30 | 9:30 | A | Medical & Clinical Informatics | | |  | |  | | | |
|  |  | |  | Session Chair: Trevor Rohm | | |  | |  | | | |
|  | | | | | 022 | Pharmaceutical Risk Control Systems | Warren Adis | Iona College |  | | | |
|  | | | | | 051 | Internet Reply Addiction | Ook Lee | Hanyang University, Seoul, Korea | | |  | |
|  | | | | |  |  | Mikung Kim | SoonChunHyang University, Seoul, Korea | | | |  |
|  | | | | | 052 | Travelers with Panic Disorder and Embedded Virtual Reality Web | Ook Lee | Hanyang University, Seoul, Korea | | |  | |
|  | | | | |  |  | Mikung Kim | SoonChunHyang University, Seoul, Korea | | | |  |
|  | | | B | Management Support Systems | | |  | |  | | | |
|  | | | | Session Chair: Xiaoxia Huang | | |  | |  | | | |
|  | | | | | 009 | The Syllabus Based Web Content Extractor (SBWCE) | Saba Hilal | DAV Institute Of Management, India | | | |  |
|  | | | | |  |  | S.A.M. Rizvi | Jamia Millia Islamia, India | | |  | |
|  | | | | | 030 | In Search of Competencies Needed in BPM Projects | Pascal Ravesteyn | University of Applied Sciences Utrecht, The Netherlands | | | |  |
|  | | | | |  |  | Ronald Batenburg | University of Applied Sciences Utrecht, The Netherlands | | | |  |
|  | | | | |  |  | Benny de Waal | University of Applied Sciences Utrecht, The Netherlands | | | |  |
|  | | | | | 037 | International Marketing and Cultural Constraints: | Arjun Chaudhuri | Fairfield University | |  | | |
|  | | | | |  | The Case of Palm Oil in Indonesia | Winston Tellis | Fairfield University | |  | | |
|  | 9:30 | 9:50 |  | |  | Break |  | |  | | | |
|  | 9:50 | 11:00 | A/B |  |  | Keynote address: From chaos to order and beyond | Fernando Gonzalez | CIO, Byer California | |  | | |
|  | | | | |  | Closing remarks |  | |  | | | |
|  | 11:00 | 12:00 |  | |  | IIMA Business Meeting |  | |  | | | |