	IIMA 2023 Conference iima.org **Information Security, Business Intelligence, and Technology Innovations: Advancing with confidence towards a sustainable technology-driven world** October 22 – 25, 2023 **The Platinum Hotel, Las Vegas, NV**

Sunday, October 22, 2023
5:00 – 7:00 p.m.**: Some of us will meet at In-N-Out Burger 3545 S Las Vegas Blvd, (Linq Promenade) L24**
7:30 – 8:30 p.m. **Welcome: Meet at the Pool Deck (5th floor) at the Platinum Hotel (211 E. Flamingo Road, Las Vegas)**

Monday, October 23, 2023   **Location:** The Platinum Hotel, Las Vegas – Conference Center 4th floor

8:00 a.m. – 9:00 a.m.	**Breakfast and Registration**	
9:00 a.m. – 9:45 a.m.	**Welcome: Trevor Rohm, Gerhard Steinke, Pascal Ravesteijn**	
Sessions 1 & 2 9:45 a.m. – 10:30 a.m.	**ROOM 1 (Ballroom) – Chair: Trevor Rohm**	**ROOM 2 (Pearl Room) – Chair: Anand Sheombar**
	Application of Machine Learning Models to improve Fraud Detection - Nicholas Catani and Gerhard Steinke	**Decrypting Success: An Investigation into the Role of Cybersecurity Competitions in Career Advancement -** David Zeichick
	Bias and Prejudice in Machine Learning (ML) and Artificial Intelligence (Ai) Algorithms: An Analysis - Emmanuel Uzoma Opara, Oredola Soluade, Bargari Krishhman, Bernard Nyarko	**Leveraging Student Organizations: Protecting small businesses while building the Foundation for Tomorrow's Cybersecurity Professionals -** Jorge Anderson, Christian Nathan Rodriguez, Man Vu and Bianca Ionescu
10:30 a.m. – 11:00 a.m.	**Break**	
Sessions 3 & 4 11:00 a.m. – 11:45 a.m.	**ROOM 1 (Ballroom) – Chair: Pascal Ravesteijn**	**ROOM 2 (Pearl Room) – Chair: Peter Munsch**
	Towards a domain-specific comparative analysis of data mining tools - May Oo, Daniel Lozovikas and Ramesh Subramanian	**Raw Network Traffic Analysis and Anomaly Detection with PCA -** Yoshito Kanamori
	Geographical Effects on the Dissemination of Vaccination Tweets - Peiqin Zhang, Ju Long and Hsun-Ming Lee (online presentation)	**Surviving and Thriving in the Hybrid Cloud: a Review of the Current Cloud Computing Landscape -** Peter Munsch and Alison Munsch
11:45 a.m. – 1:00 p.m.	**Lunch** **Keynote Speaker: Anand Sheombar** (*HU University of Applied Sciences*) **Topic: Reflections on tensions between a sustainable technology-driven world and today's digital utopia-dystopia**	
1:00 p.m. – 2:30 p.m.	**Panel discussion** **Navigating Artificial Intelligence: From Fundamentals to Ethical Frontiers** Carlos Dye, Carlos Barreras and Andrew Ocampo	
Sessions 5 & 6	**ROOM 1 (Ballroom) – Chair: Emmanuel Opara**	**ROOM 2 (Pearl Room) – Chair: Diana Boekman**

2:30 p.m. – 3:15 p.m.	**Is Generative Pre-Training Transformer (ChatGPT-4) a Killer to Learning -** Favour Ezeugwa, Emmnauel Ali, Christian Jones, Mario Mata, Emmanuel Opara	**Utilizing CO2 Data to Determine Room Occupancy Patterns, Opportunities and Challenges –** Diana Boekman
	ChatGPT in Research: A Bibliometric Analysis - Shaoyi He, Jake Zhu and Frank Lin	**A Framework for Comparative Analysis of Data Mining Tools -** Thomas Hogan and Dr. Ramesh Subramanian
3:15 p.m. – 3:30 p.m.	**Break**	
	ROOM 1 (Ballroom) – Chair: Arjen Maris	**ROOM 2 (Pearl Room) – Chair: Ramesh Subramanian**
Session 7 & 8 3:30 p.m. – 4:30 p.m.	**Electronic Clinical Quality Measures of Health Information Technology and Hospital Performance: Evidence of U.S. Hospitals -** Christopher Lee, Hyoun-Sook Lim, Decorti Rodgers-Tonge and Lisa Frank **Enterprise Architecture in healthcare networks: a systematic literature review -** Arjen Maris, Stijn Hoppenbrouwers, Pascal Ravesteijn and Jos van Hillegersberg	**Forecast Gasoline Price with Time Series Models -** Xin James He **Examining the Relevance of Indian Logical Traditions and Present-day AI Developments –** Ramesh Subramanian
5:30 p.m. 6:30 p.m. to 8:30 p.m.	**PizzaRock 201 North 3rd Street at Downtown Grand, Las Vegas (close to the Mob Museum)** **Mob Museum 300 Stewart Ave. Las Vegas**	

Tuesday, October 24, 2023 Location: The Platinum Hotel (Conference Center 4th floor)		
8:00 a.m.	**Breakfast**	
Sessions 9 9:00 a.m. – 10:30 a.m.	**ROOM 1 (Ballroom) – Chair: Pascal Ravesteijn**	**ROOM 2 (Pearl Room) – Chair: Frank Lin**
	A Framework for Building Cognitive Knowledge Management Systems - Samir Jarjoui and Renita Murimi	**Digital Transformation: A Framework of Digital Constructs and Principles** - Drew Hwang and Frank Lin
	The Influence of Hybrid Working in the Context of Agile Software Development within the Dutch Financial Sector - Joris Zomerdijk, Pascal Ravesteijn, Benny de Waal	**Understanding The Role of Context Variables in the Effective Use of Social Computing in Organizations for Knowledge Management Within Groups: An Empirical Study -** Anupam Nath and Amit Nath
10:30 a.m. – 11:00 a.m.	**Break**	
Session 10 11:00 – 12:00	**ROOM 1 (Ballroom) – Chair: Trevor Rohm**	**ROOM 2 (Pearl Room) – Chair: Ian Allison**
	Navigating the ethical and legal terrains of AI tool deployment: A comparative legal analysis - Roland	**Unveiling Cognitive Biases and Psychological Vulnerabilities in Phishing Emails: Advancing Detection and Training Interventions**

	Akindele and Stella Jesuloluwa Adewuyi (online presentation)	for Enhanced Security - Ian Allison, Zoe Hughes, Beth Richardson and Linden Ball
	The Role of Institution-Based Trust in Individual's IoT Adoption - Anupam Nath and Amit Nath	**Consumer click action predictions using real time search data -** Xiaojing Dong and Zoe Hu
12:00 – 1:00 p.m.	**Lunch** **Poster presentation: Carlos Dye** **Topic: Implementing a digital red cross within humanitarian network**	
Session 10 1:00 p.m. – 2:00 p.m.	**ROOM 1 (Ballroom) – Chair: Alison Munsch**	**ROOM 2 (Pearl Room)**
	Exploring the Role of Generative Artificial Intelligence (AI) in Modern Marketing Strategies and Tactics: A Guide for Business Professionals - Alison Munsch	
	Using AI's Predictive Abilities to Minimize Insider Threats - Victor Aldana	
2:00 p.m. – 3:00 p.m.	**Keynote speaker: Paul Kemppainen (*SISU Enlightened Protection*)** **Topic: The Protection 2.0 Era –Taking Unthinkable Risks / Fighting for What You Believe In**	
3:00 p.m. – 5:00 p.m.	**Closing of the conference** **Presentation of next year's location: Manchester, UK (Ian Allison)** **IIMA Business Meeting**	
6:30 p.m.	**Dinner – sign up with a group…**	
8:30 p.m.	**Vegas Walking Tour**	
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Wednesday, October 25, 2023	
8:00 a.m. – noon	**Tour of Hoover Dam – Sign up at the conference**