



**IIMA 2022 Conference**  
**iima.org**  
**The State of Digital Transformation**



**October 23 – 26, 2022**  
**Seattle Pacific University**

**Sunday, October 23, 2022**

5:00 – 6:00 p.m. **Welcome: Hotel Lobby: Courtyard Seattle Downtown/Lake Union: 925 Westlake Ave N, Seattle, WA 98109**

6:30 – 8:00 p.m. Dinner close to the hotel – Seattle Tanoor

**Monday, October 24, 2022**

**Location:** Museum of Flight: 9404 E Marginal Way S., Seattle, WA 98108 – free parking

8:00 a.m.	<b>Vans leave hotel</b> – Courtyard Seattle Downtown/South Lake Union for the Museum of Flight	
8:00 a.m. – 9:00 a.m.	<b>Registration at Museum of Flight</b>	
9:00 a.m. – 9:45 a.m.	<b>Welcome:</b> Gerhard Steinke, Jim Jenkins <b>Keynote:</b> President Ian Allison	
<b>Sessions 1 &amp; 2</b> 9:45 a.m. – 10:45 a.m.	<b>Session 1: Technological Innovations</b> Session Chair: Nicholas Catani <b>#6089</b> An Empirical Experiment Comparing Student Performance in Face-to-Face versus Online Course Delivery <b>Author: Jay Lightfoot</b>	<b>Session 2: Cybersecurity</b> Session Chair: Jessica Dao <b>#7157</b> Machine Learning and Deep Learning in Healthcare: An Analysis <b>Authors: Emmanuel Opara and Jaymeen Shah</b>
	<b>#4029</b> Teaching Soft Skills to Information Systems Students <b>Author: Tanya Goette</b>	<b>#469</b> Cyber Threat Intelligence Discovery using Machine Learning from dark Web <b>Author: Azene Zenebe</b>
	<b>#7887</b> How does BPM Maturity affect Process Performance? A Study focused on Intra and Intra-organizational Maintenance Processes at Dutch Housing Corporation <b>Authors: Tim Loggen and Pascal Ravesteyn</b>	<b>#2053</b> Methods for Training DevSecOps: A Grounded Theory Study <b>Authors: Jim Jenkins, Ian Allison, Peggy Gregory, and Gerhard Steinke</b>
10:45 a.m. – 11:00 a.m.	<b>Break</b>	
<b>Sessions 3 &amp; 4</b> 11:00 a.m. – 11:40 a.m.	<b>Session 3: Organizational Culture &amp; Technology</b> Session Chair: Oanh Nguyen <b>#4520</b> Mechanisms for Revival: How Does a brand Revive itself for a New Generation <b>Author: Alison Munsch</b>	<b>Session 4: Data Management</b> Session Chair: Lewis Nguyen <b>#5349</b> Data Mining Approaches to Personalized Medicine: Potential Applications & Overcoming the Challenges <b>Authors: R. Beliniak, O. Capone, N. Campbell, and R. Subramanian</b>
	<b># 2454</b> Measuring Circularity: The Gordian Knot of the 21st Century <b>Author: Arjen Wierikx and Pascal Ravesteyn</b>	<b># 9669</b> Preliminary Research into the possibilities of using data management for sustainable use of space in the buildings of university of Applied Science Utrecht <b>Author: Diana Boekman</b>
<b>Lunch</b> 11:45 a.m. – 1:00 p.m.	<b>Keynote Speaker: Jason Wood, CIO, Evergreen Health</b> <b>Topic: Digitization in Healthcare</b>	
1:00 p.m. – 2:00 p.m.	<b>Tour of the Museum of Flight</b>	

<b>Sessions 5 &amp; 6</b> 2:15 p.m. – 3:15 p.m.	<b>Session 5: Social Networking</b> Session Chair: Quynh Tran #2627 Social Media and Charitable Giving for Nonprofit Organizations <b>Author: Namchul Shin</b>	<b>Session 6: Big Data and Analytics</b> Session Chair: Thu Phan #4042 Factors Affecting Time Series Forecasting Accuracy: A Survey <b>Author: Xin James He</b>
	#7377 Understanding the Role of Emotion in Behavior: An Evaluation of Influential Definitions <b>Authors: Philippine Waisvisz and Max Verstappen</b>	#3725 Teen Pregnancy in the US; A Regression Analysis of Education, Media and other Socioeconomic Factors <b>Authors: P. Pellegrino, T. Zangoglia, and R Subramanian</b>
	#6430 Skills and Certificates Required by Technical Program Managers <b>Author: Kosin Chen</b>	#6803 Exploratory Data Analysis Using Predictive Analytics <b>Author: Oredola Soluade</b>
3:15 p.m. – 3:30 p.m.	<b>Break</b>	
<b>Session 7 &amp; 8</b> 3:30 p.m. – 4:30 p.m.	<b>Session 7: IT for Economic Development</b> Session Chair: Nicholas Catani #6609 Emerging Trends in Tourism and Hospitality Education: A Bibliometric Analysis <b>Authors: Shaoyi He, Jake Zhu, Frank Lin</b>	<b>Session 8: Health/E-business</b> Session Chair: Charan Singh #5077 Monsoons, Computers, Satellites: History and Politics of Weather Monitoring ICTs in India <b>Author: Ramesh Subramanian</b>
	#8507 Threat Hunting: The PsExec Malware Analysis <b>Authors: Emmanuel Opara and Oredola Soluade</b>	#1498 A Discussion of the Use of Constructivist Grounded Theory and Participant Action Observation Research in Information Technology Research <b>Authors: Jim Jenkins, Ian Allison, Peggy Gregory, and Gerhard Steinke</b>
	#1288 Health Information Exchange Adoption and Patient Satisfaction <b>Authors Hsun-Ming Lee, Peiqin Zhang and Jaymeen Shah</b>	
4:45 p.m.	<b>Vans Return to Hotel</b>	
6:30 – 8:30 p.m.	<b>Conference Dinner: Art Marble 21 731 Westlake Ave N, Seattle, WA 98109 (close to hotel)</b> Fun and casual environment for mingling, with good food and games such as pool, table tennis, giant Jenga, ...	

<b>Tuesday, October 25, 2022</b> <b>Location: Falcon's Lounge, Royal Brougham Gym, Seattle Pacific University 3414 3rd Ave W, Seattle</b>	
8:30 a.m.	<b>Vans Leave Hotel for SPU</b>
9:00 a.m. – 9:45 a.m.	<b>Opening Remarks:</b> Gerhard Steinke, Jim Jenkins <b>Keynote:</b> CEO Trevor Rohm
<b>Sessions 9</b> 9:50 a.m. – 10:40 a.m.	<b>Session 9:</b> <i>Technological Innovations and Emerging Trends</i> Session Chair: Jessica Dao
	# 8697 A Review of the Circular Economy Opportunities in the Digital Sector <b>Author: Ian Allison</b>
	#1888 EOOH: The Development of a Multiplatform and Multilingual Online Hate Speech Monitoring Dashboard <b>Authors: Anand Sheombar, Pascal Ravesteyn, and G. Van Beek</b>
10:40 a.m. – 11:00 a.m.	Break
<b>Workshop 1</b> 11:00 – 11:40 a.m.	<b>Workshop: 1</b> Artificial Intelligence Skills Analysis <b>Presenter: Pascal Ravesteyn</b>
<b>Lunch</b> 11:45 a.m. – 1:00 p.m.	<b>Keynote Speaker:</b> Miten Mehta, Senior Vice President of Engineering, Salesforce. Co-Founder, LifeON24 Inc. <b>Topic:</b> Digital Transformation
1:00 p.m. – 2:00 p.m.	<b>IIMA Business Meeting</b>
2:00 p.m. – 2:15 p.m.	<b>Break</b>
<b>Session 10</b> 2:15 p.m. – 3:15 p.m.	Session Chair: Thu Phan Mitigating Unconscious Bias in Artificial Intelligence <b>Presenter: Alison Munsch</b>
	#1150 Understanding the Factors that Influence the Decisions Regarding Cybersecurity within an Organization <b>Authors: T. Ramakrishnan, L. Ngamassi, and S. Rahman</b>
	#8020 Conundrum of WannaCry Ransomware Attack: An Analysis <b>Authors: Ali Agatha, Chinagolum Osasah, Jafin Khan and Emmanuel Opara</b>
	#7179 Impact of Cultural Differences of IT Project Teams on Project Managers' Leadership Styles. <b>Author: Rahman Shahed</b>
<b>Workshop 2</b> 3:20 p.m. – 4:00 p.m.	<b>Workshop 2</b> Teaching Professional Development <b>Presenter: Tanya Goette</b>
4:15 p.m.	<b>Vans leave SPU for Space Needle</b>
6:30 p.m.	<b>Vans leave Space Needle for Crab Pot Seattle restaurant</b>
7:00 p.m. – 8:30 p.m.	<b>Conference Dinner - Crab Pot Seattle</b>
8:30 p.m.	<b>Vans return to Hotel</b>

<b>Wednesday, October 26, 2022</b>	
11:00 a.m.	<b>Vans pick up from hotel</b>
11:30 a.m. – 2:30 p.m.	<b>Trip to Microsoft and return to hotel.</b>

