

2009 Proceedings

Twelfth Annual Conference of the

Southern Association for Information Systems (SAIS)

Francis Marion Hotel in Charleston, South Carolina



March 12 – 14th, 2009

Camille F. Rogers, Editor

Yen-Chun Chen, Assistant Editor

Proceedings courtesy of



***Twelfth Annual Conference of the
Southern Association for Information Systems (SAIS)***

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Welcome

Southern Association for Information Systems (SAIS), founded in 1997, is the first and oldest chapter of the Association for Information Systems (AIS). The annual conference is the highlight of SAIS. The SAIS Conference is an intimate gathering with participants ranging from doctoral students to senior faculty and recognized scholars in the information systems field and provides an opportunity for close interaction among presenters and attendees.

This year the twelfth annual SAIS conference is being held for the first time in the historic and beautiful Charleston, South Carolina. In previous years we have held the conference in some fantastic cities throughout the southeast, but I believe this year the location should truly showcase the “southern” in our organization’s name. The conference hotel is amazing! All events will be held at the elegant Francis Marion hotel in the historic downtown area of Charleston, a hotel that was the largest and grandest in the Carolinas when it opened in 1924.

The conference kicks off on Thursday afternoon with a doctoral consortium, designed to help PhD candidates prepare for the job market. On Friday morning the regular conference begins with a program that includes 36 paper presentations, 1 tutorial, and 1 panel. The papers consist of completed research, research-in-progress, and 6 student papers covering all areas related to information systems, curriculum, and pedagogy. The Saturday morning panel session features a discussion regarding the launching of the new ***Journal of Southern Association for Information Systems***.

In addition to the paper presentations, we also have two keynote speakers. The Friday morning keynote address “*Y2K Until Today: Why Information Systems Courses are Key to Business School Success*” will be given by William E. Crowe, Jr., President & COO of Aretec, Inc. The Saturday morning address “*Where’s My Stimulus? Getting a Piece of the Action from NSF*” will be presented by Alan Hevner of the University of South Florida.

A business meeting will take place on Friday evening, and all conference attendees are invited to attend to assist with planning for next year’s conference. The conference will wrap up on Saturday with an awards luncheon honoring the best paper award and winners of the student paper competition.

We welcome you to SAIS 2009 in beautiful Charleston, South Carolina and hope you will find the conference and location enjoyable!

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Acknowledgements

I would like to a moment to acknowledge all those individuals who contributed to organizing SAIS 2009. This includes our current board members, officers, reviewers, and student assistants. In particular, thanks to Roland Weistroffer of Virginia Commonwealth University for his leadership and time given to SAIS. I would also like to thank VCU for their generous sponsorship of this year's conference. Elizabeth Baker of Virginia Military Institute also did a terrific job with conference details and hotel accommodations. Thank you Elizabeth!

Thank you to all who submitted manuscripts for consideration and to my MANY REVIEWERS, particularly board members and other individuals who did not even submit a proposal. Your time was valuable and I appreciate you sharing it in service to SAIS.

Thanks go out to my department chair, Tom Case, and administrative assistant, Donna Orme of the Information Systems department at Georgia Southern University for providing me with the resources and time to serve as program chair for this year's conference.

Most of all I would like to thank my WONDERFUL student assistant, Yen-Chun Chen, known personally to all of us here at Georgia Southern University as Jo. You were amazing! Your attention to detail, organization, creativity, politeness, and technical ability were extremely helpful to me in getting the program organized! I appreciate all the time you put into the conference. Thank you.

One final thank you to my husband Bruce, and our two daughters for allowing me the time to answer emails, organize reviewers, put together a program, and leave you for a few days to attend the conference. I appreciate your support.

Sincerely,

Camille Rogers

SAIS Vice President & Program Chair 2009

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