19th Southern Association for Information Systems Conference

St. Augustine, Florida, USA

March 18th – 19th, 2016

SOUTHERN
Association for Information Systems

Welcome From the Conference Chair

Welcome to the 19th annual Southern Association for Information Systems (SAIS) conference. I would like to take the opportunity to welcome everyone to St. Augustine, FL. St. Augustine is the nation's oldest city and has a wide variety of tours, festivals, shopping, and places to have great food outside of the conference. The hotel offers a free shuttle to the downtown area, about 15 miles away, where visitors are able to spend hours taking in the city. If you get a chance to go downtown, I highly recommend having a gourmet ice-pop at the Hyppo on Charlotte Street. There are more than many restaurants, several golf courses, numerous stores and outlets, and the beautiful beaches that may be too cool to get in right now, but you can certainly enjoy a stroll before you head back home. There are dozens of historical landmarks throughout the city and you will certainly see the Spanish Renaissance architecture, especially if you take the historic tour of nearby Flagler College.

This year's conference features two impressive keynote speakers. Tino Mantella, the President of the Technology Association of Georgia. Since coming to TAG, Mantella has worked with a team of dedicated volunteers and staff to: build a prestigious board made up of 60 technology stakeholders; grown membership by more than 500%; and added a series of programs and services that support TAG's vision of educating, informing and uniting the technology community. Tino will be speaking about the rapidly changing demands for the 21st century worker in the technology field.

Philip Craiger serves as Professor in the School of Engineering Technology at Daytona State College. From 2004-2010 he served a dual appointment at the University of Central Florida as the Assistant Director for Digital Evidence at the National Center for Forensic Science, and as an Assistant Professor in the Department of Engineering Technology from 2004 to 2010. At UCF Philip developed the first Master's of Science in Digital Forensics in the U.S., serving as the adviser for the professional development track of the MSDF. Philip will be discussing the quickly growing field of Cyber Forensics and how he is leading the way in the nation to help build the cyber forensics workforce of the next 10-20 years.

Critical to the success of this conference is the Program Chair. This job requires many hours of dedication, including the need to work both closely with authors who have submitted their research, and with the many reviewers we have, who generously give their time. Joy Godin, our Program Chair this year, has done an outstanding job and deserves much appreciation for her dedication and professionalism. The program and coordinating reviewers and authors takes a surprisingly large amount of time and effort, which Joy handled extremely well. Personally, it has been a pleasure to work with her over the last twelve months. I also want to recognize Dr. Paige Rutner, who is our current SAIS president. Paige's depth of commitment to SAIS has been inspirational to me, she always has great advice and has always taken on roles where it was unclear who would handle an issue. Paige has really helped Joy and I with bringing everything together to provide what we hope will be a great experience for you. Finally, I would like to thank everyone in attendance at this year's SAIS. It has been a pleasure to serve as your conference chair, and I hope you will enjoy the program and meeting up with old friends, as well as making new ones.

Johnathan Yerby
Middle Georgia State University

Welcome From the Program Chair

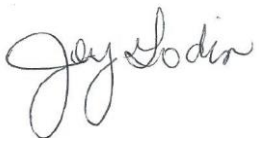
I am very excited about the program for the 19th Southern Association for Information Systems Conference. Once again, this year's *Southern Association for Information Systems* (SAIS) conference features an excellent selection of papers. Points of pride include a strong showing of papers from scholars and students attending from a number of leading schools in the south, and SAIS continues to attract presenters from many places around the world and throughout the United States. We are having a social event on Friday again this year, which is designed as an opportunity for informal networking and getting to know the wonderful variety of attendees at SAIS. I certainly hope that you find this conference an excellent opportunity and will plan to return to next year. I know that you have to make tough decisions on which conferences you are able to attend, and SAIS is very thankful to have you here.

Listed in this program are forty-nine manuscript reviewers, and I am very grateful to the many people that were happy to offer up their valuable time to help out. I hope that you find value in the research and relationships being shared at this conference. The quality of reviews was impressive, with many clearly crafted to be both supportive and to offer valuable suggestions as to how authors could improve their research. Some authors made it a point to let me know they were impressed by the helpfulness and quality of the reviews they received. Other comments indicated authors were also highly motivated to address the issues raised by the reviewers. I want to personally thank the reviewers for their contributions to the success of this conference.

I would especially like to thank Paige Rutner and Johnathan Yerby for their strong support and for always being there to answer the questions I put to them. Their advice, unwavering collegiality, and continual encouragement made being Program chair a very doable task. Paige has been fantastic about volunteering to do several of the very important small tasks that would have a huge impact if forgotten.

I sincerely hope you enjoy the program, and SAIS provides you with an opportunity to catch up with existing colleagues, and to make new friends also be sure to find time to enjoy historic St. Augustine!

Best regards,



Joy Godin
Georgia College & State University

Welcome From the SAIS President

Welcome to St. Augustine! I love this time of year because it feels like everything is coming to life and waking up after a winter nap. I think that you'll find that our conference program this year reflects that sense of awakening and renewed energy.

A big thank you for everyone involved in making SAIS 2016 a wonderful success. There are so many ways people have contributed, from work as a board member, a session chair, a reviewer, a presenter, and/or as a participant. I appreciate your contributions and more importantly for choosing to be involved with us. I encourage everyone – especially anyone who would like to take a more active role in organizing the SAIS conference – to attend the SAIS business meeting and get involved!

Johnathan Yerby has been a remarkable Conference Chair for SAIS 2016. He handled all negotiations with the conference hotel and we benefit from all of his hard work. In addition, he has recruited two outstanding keynote speakers that you will hear from on Friday and Saturday in the morning sessions. Johnathan has also spearheaded the process of updating our projection technology so that we will have a better quality experience for presenters going forward. If you see Johnathan, be sure to give him a thank you for all of his hard work.

Joy Godin is the Program Chair for SAIS 2016 and someone many of you have already interacted with her. Joy has done outstanding work supervising the manuscript submission process, assigning reviews and acceptance notifications, as well as scheduling the conference. The quality of work presented at SAIS 2016 is extraordinary and is a direct result of Joy's efforts. We need to give her our deepest appreciation.

Enjoy your time in St. Augustine, and I look forward to hearing of all the interesting ideas people have been working on.

Paige S. Rutner
Texas Tech University

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SAIS Board Members

Board Member
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Keynote Speakers

Tino Mantella

President & Chief Executive Officer, Technology Association of Georgia (TAG)

Tino Mantella joined TAG in September 2004 as the organization's new President. Mantella, prior to joining TAG, had amassed over 20 years of related experience leading two of the nation's more prestigious volunteer-driven organizations - National Arthritis Foundation and YMCA of Metropolitan Chicago. As President and CEO of two multifaceted and complex charities, he spearheaded agendas that led to the development of innovative new services, resulting in the facilitation of significant membership growth. In addition, Mantella's track record reflects impressive results in fund raising, advocacy, and economic development.

Since coming to TAG, Mantella has worked with a team of dedicated volunteers and staff to: build a prestigious board made up of 60 technology stakeholders; grown membership by more than 500%; and added a series of programs and services that support TAG's vision of educating, informing and uniting the technology community.

Mantella is a member of the boards of Venture Atlanta Coalition Inc., TAG Education Collaborative, the Tech College Foundation Board, the Chambers of Commerce in North Fulton and Georgia, and on the Advisory Board of the Atlanta Metropolitan Chamber of Commerce.

Philip Craiger, Ph.D.
Professor, School of Engineering, Daytona State College

Philip Craiger serves as Professor in the School of Engineering Technology at Daytona State College. From 2004-2010 he served a dual appointment at the University of Central Florida as the Assistant Director for Digital Evidence at the National Center for Forensic Science, and as an Assistant Professor in the Department of Engineering Technology from 2004 to 2010. At UCF Philip developed the first Master's of Science in Digital Forensics in the U.S., serving as the adviser for the professional development track of the MSDF. Before 'coming home' to Florida he was an associate Professor in the Department of Computer Science at the University of Nebraska at Omaha. He is a member of the American Academy of Forensic Sciences, and has served on editorial boards for several academic journals and conferences.

Manuscript Reviewers

Zeeshan Ahmed
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Xihui Zhang
University of North Alabama

Conference at a Glance

The conference program and proceedings are available on the SAIS website at: http://sais.aisnet.org/

Thursday, March 17, 2016

6:00–8:00PM
SAIS Board Meeting
The Raintree
102 San Marco Avenue, St. Augustine, FL 32084

Friday, March 18, 2016

7:30-4:15
Registration
St. Augustine Salon E - Pre-function Foyer

7:30–8:45
"The King" Breakfast
Coffee
St. Augustine Salon E

8:30-9:30
Welcome and Keynote Address
St. Augustine Salon E

9:30–9:45
Coffee Break
St. Augustine Salon E

9:45–11:00
Sessions 1A-1C
St. Augustine Salon E, Troon Room, Wentworth Room

11:00–11:15
Break
St. Augustine Salon E

11:15–12:15
Sessions 2A-2C
St. Augustine Salon E, Troon Room, Wentworth Room

12:15–1:45
Lunch
St. Augustine Salon E

1:45–2:45
Sessions 3A-3C
St. Augustine Salon E, Troon Room, Wentworth Room

2:45–3:00
"County Fair" snack Break
St. Augustine Salon E

3:00–4:15
Sessions 4A-4C
St. Augustine Salon E, Troon Room, Wentworth Room

5:00–7:00
Social Event – Beverages and hors d'oeuvres
La Terrazza Patio

Saturday, March 19, 2016

7:30-11:00
Registration
St. Augustine Salon E - Pre-function Foyer

7:30–8:45
Continental Breakfast
Coffee
St. Augustine Salon E

8:30–9:30
Keynote Speech
St. Augustine Salon E

9:30–9:45
Coffee Break
St. Augustine Salon E

9:45–10:45
Sessions 5A-5C
St. Augustine Salon E, Troon Room, Wentworth Room

10:45–11:00
Break
St. Augustine Salon E

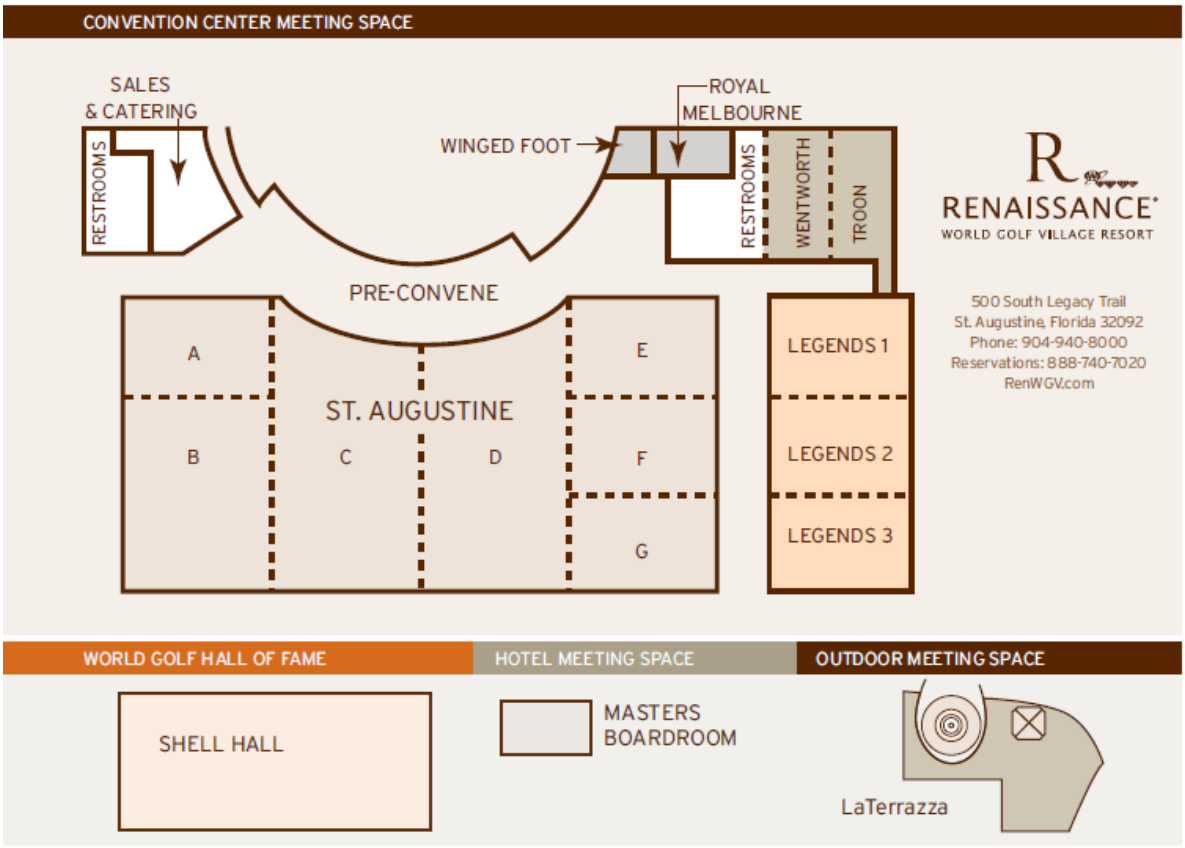
11:00–12:15
Sessions 6A-6B
St. Augustine Salon E, Troon Room

12:15–1:45
Lunch & Best Paper Awards
St. Augustine Salon E

1:45-2:30
SAIS Business Meeting
St. Augustine Salon E

Conference at a Glance

St. Augustine Salon E
Troon Room
Wentworth Room



Map 1. Meeting Rooms

Registration – St. Augustine Pre-function Foyer
Keynote Addresses – St. Augustine Salon E
Other Meeting Rooms – Wentworth and Troon
Meals – St. Augustine Salon E
Friday Social Event – LaTerrazza Patio

Hotel Floorplan

Map 2. Entire Resort Layout

Registration – St. Augustine A Pre-function Foyer
Keynote Addresses – St. Augustine Salon E
Other Meeting Rooms – Wentworth and Troon
Meals – St. Augustine Salon E
Friday Social Event – LaTerrazza Patio

Conference Schedule

Thursday, March 17, 2016

6:00-8:00PM SAIS Board Meeting

The Raintree
102 San Marco Avenue, St. Augustine, FL 32084

Friday, March 18, 2016

7:30-4:15 Registration

St. Augustine Salon E – Pre-function foyer

7:30-8:45 "The King" Breakfast

St. Augustine Salon E

8:30-9:30 Welcome & Keynote Speech

St. Augustine Salon E

Paige Rutner, SAIS President
Johnathan Yerby, SAIS Conference Chair

Keynote: "Changing Demands in Workforce"
By Tino Mantella
President, CEO of Technology Association of Georgia

9:30-9:45 Coffee Break

9:45-11:00 Sessions 1A-1C

Session: 1A – Healthcare
Session Chair: John Girard
St. Augustine Salon E

Office-Based Physician EHR Adoption and Use in Southern States
Shannon Beasley (Middle Georgia State University)
John Girard (Middle Georgia State University)

An M-Health Tool for Improved Self-Care of Heart Failure Patients: An On-Going Field Study
Tala Mirzaei (University of North Carolina at Greensboro)

Hospital Technology Integration in South US States
John Girard (Middle Georgia State University)
Jennifer Breese (Middle Georgia State University)
Yingfeng Wang (Middle Georgia State University)

Session: 1B – Legal and Ethical Considerations
Session Chair: Susan Vowels
Troon Room

Cookies, Data Collection, and Sharing in Social Media: How Legal is It?
Raymond Collier (Kennesaw State University)

Criminal Court Redundancy Case Study: The Best Defensive is A Good Offense
Jennifer Breese (Middle Georgia State University)
Johnathan Yerby (Middle Georgia State University)
Steven Tkach (27th Judicial Court of Pennsylvania)

Information Systems Implementation Consequences: Ethical Treatment of End Users
Susan Vowels (Washington College)

Session: 1C – Workplace Issues and Communication
Session Chair: Brandis Phillips
Wentworth Room

Development of an Assessment of the Audience Awareness Construct
Jordan Shropshire (University of South Alabama)
Art Gowan (James Madison University)
John Guo (James Madison Universtity)
Steven Presley (University of South Alabama)

An Empirical Investigation of Factors that Improve Employees' Satisfaction in Municipality Allowing the Use of BYOD
Efosa Idemudia (Arkansas Tech University)
Kim Troboy (Arkansas Tech University)
Loretta Cochran (Arkansas Tech University)

Antecedents to Problematic Technology Use: The Role of Individual Differences and Intentions for Usage
Brandis Phillips (North Caroline A&T State University)

Conference Schedule

11:00-11:15 Break

11:15-12:15 Sessions 2A-2C

Session: 2A – Security
Session Chair: Steven Presley
St. Augustine Salon E

Understanding Deterrence Theory in Security Compliance Behavior: A Quantitative Meta-Analysis Approach
Javad Abed (Weistroffer)
Heinz Roland (Weistroffer)

A Process Framework for Managing Cybersecurity Risks in Projects
Steven Presley (University of South Alabama)
Jeff Landry (University of South Alabama)

Session: 2B – Applications of Technology
Session Chair: Nima Kordzadeh
Troon Room

Just Do It! Web 2.0 and the Breaking of the Tacit Dimension for Knowledge Acquisition
Atiya Avery (University of Illinois at Chicago

Site Location Determination Using Geographic Information Systems: The Process and a Case Study
Arina Mardoukhi (Idaho State University)
Nima Kordzadeh (Idaho State University)

Session: 2C – Managing Data and Source Code
Session Chair: Adrian Gardiner
Wentworth Room

Experimentation with Raw Data Vault Data Warehouse Loading
Connard Williams (Georgia Southern University)

Automatic Clustering of Source Code Using Self-Organizing Maps
William Wilson (Kennesaw State University)
Jean-Jacques Muteteke (Kennesaw State University)
Lei Li (Kennesaw State University)

12:15-1:45 Lunch
St. Augustine Salon E

1:45-2:45 Sessions 3A-3C

Session: 3A – Social Presence Theories
Session Chair: Karthikeyan Umapathy
St. Augustine Salon E

On Here, I'm Team Jacob: Examining Feelings of Belongingness and Brand Congruity in Virtual Communities
Julie Wade (University of South Carolina)
Jason Thatcher (Clemson University)

A Study of Influences of Gender Differences on Social Presence Features
Dishi Shrivastava (University of North Florida)
Karthikeyan Umapathy (University of North Florida)
Haiyan Huang (Flagler College)
Ching-Hua Chuan (University of North Florida)
Lakshmi Goel (University of North Florida)

Session: 3B – Classroom Strategies
Session Chair: Richelle Oakley
Troon Room

Hybrid Delivery: An Alternative to Distance Learning?
Raymond Papp (The University of Tampa)
Erika Matulich (Matulich)
Melissa Walters (The University of Tampa)

Examining the Impact of GroupMe on Education Related Behaviors
Richelle Oakley (Savannah State University)

Conference Schedule

Session: 3C – Gaming and Drones
Session Chair: Donna Schaeffer
Wentworth Room

Tesla's Revenge: A 2D Educational Adventure Game for Information Literacy and Student Engagement
Caleb Talmage (Middle Georgia State University)
Dana Casper (Middle Georgia State University)
Sarah Hollifield (Middle Georgia State University)
Jamila Brooks (Middle Georgia State University)

Drones in the Classroom
Donna Schaeffer (Marymount University)
Patrick Olson (National University)

2:45-3:00 "County Fair" Snack Break
St. Augustine Salon E – Pre-function foyer

3:00-4:15 Sessions 4A-4C

Session: 4A – Data Analytics
Session Chair: H. Roland Weistroffer
St. Augustine Salon E

Examining Student Retention with Data Analytics
Charles Downing (Northern Illinois University)

Health Analytics to Manage Turbulence in Patient Flow: A Field Study of Transitions in Care Processes
Tala Mirzaei (University of North Carolina at Greensboro)

A Look at Online Targeted Advertising in Information Systems Research
Depeng Liu (Virginia Commonwealth University)
H. Roland Weistroffer (Virginia Commonwealth University)

Session: 4B – CIO and other Organizational Perspectives
Session Chair: Jakobus Smit
Troon Room

How to Measure IT Effectiveness: The CIO's Perspective
Xihui Zhang (University of North Alabama)
Ali Murad (University of North Alabama)
Adam Risher (University of North Alabama)
Jordan Simmons (University of North Alabama)

The Innovation Value Chain and Organizational Culture
Jakobus Smit (University of Applied Sciences)

E-Competency of Practitioners: A Grounded Theory
Jakobus Smit (University of Applied Sciences)

Session: 4C – Academics and Beyond
Session Chair: Mehruz Kamal
Wentworth Room

Career Paths of Computing Program Graduates: A LinkedIn Analysis
Thomas Case (Georgia Southern University)
Hyo-Joo (Georgia Southern University)
Eric Rimes (Georgia Southern University)

Investigating Multitasking with Technology in Academic Settings
Mehruz Kamal (State University of New York at Brockport)
Stephen Kevlin (State University of New York at Brockport)
Yangyan Dong (State University of New York at Brockport)

Harnessing the Expended Labor of Active Learning Exercises
Amanda Johnson (Middle Georgia State University)
Shannon Beasley (Middle Georgia State University)

5:00-7:00 Social Event
La Terrazza Patio – Beverages & hors d'oeuvres

Conference Schedule

Saturday, March 19, 2016

7:30-10:00 Registration

St. Augustine Salon E – Pre-function Foyer

7:30-8:45 Continental Breakfast

St. Augustine Salon E

8:30-9:30 Keynote Speech

St. Augustine Salon E

Keynote: "Building Cyberforensics Programs and NSF grant lifecycle"
By Philip Craiger
Professor, School of Engineering Technology
Daytona State College

9:30-9:45 Coffee Break

St. Augustine Salon E – PreCon Area

9:45-10:45 Sessions 5A-5C

Session: 5A – Potpourri
Session Chair: H. Roland Weistroffer
St. Augustine Salon E

The Effect of Top Management's IT Background CIO Power, & CIO Compensation on IT-Business Alignment
Basil Hamdan (Utah Valley University)

Systems Theory: Should Information Systems Researchers Even Care?
Kane Smith (Virginia Commonwealth University)
H. Roland Weistroffer (Virginia Commonwealth University)

Implicit Measures of Online Risks
Lucinda Wang (Nova Southeastern University)
Easwar Nyshadham (Nova Southeastern University)
Gerald Van Loon (City University of New York)

Session: 5B – WORKSHOP: What Does the New AACSB Accreditation Standard of Professional Engagement Mean for Faculty of Information Systems?
Session Chair: Meg Murray
Troon Room

WORKSHOP: What Does the New AACSB Accreditation Standard of Professional Engagement Mean for Faculty of Information Systems?
Jorge Perez (Kennesaw State University)
Meg Murray (Kennesaw State University)

Session: 5C – Technical Applications in the Classroom
Session Chair: Simon Cleveland
Wentworth Room

Transformations at Scale: The Experience of Developing No Cost Learning Material for Database-Related Courses
Lei Li (Kennesaw State University)
Svetlana Peltsverger (Kennesaw State University)
Nancy Colyar (Kennesaw State University)
Rebecca Rutherford (Kennesaw State University)
Guangzhi Zheng (Kennesaw State University)
Zhigang Li (Kennesaw State University)

The Case for Ubuntu: Linux Operating System Performance and Usability for Use in Higher Education in a Virtualized Environment
Maurice Dawson (University of Missouri – St. Louis)
Brittany DeWalt (Alabama A&M University)
Simon Cleveland (Nova Southern University)

10:45-11:00 Break

St. Augustine Salon E

Conference Schedule

11:00-12:15 Sessions 6A-6D

Session: 6A – WORKSHOP: Web Application Security & Data Analytics: Tools and Teaching Resources
Session Chair: Basil Hamden
St. Augustine Salon E

Web Application Security & Data Analytics: Tools and Teaching Resources
Basil Hamdan (Utah Valley University)
Robert Jorgensen (Utah Valley University)

Session: 6B – Graduate Student Intentions and Program Models
Session Chair: A. James Wynne
Troon Room

Understanding Students' Intentions and Motivations to Pursue a Master in Information Systems – A Planned Behavior Approach
Debra Herz (Kennesaw State University)
Tridib Bandyopadhyay (Kennesaw State University)

Assessing an Information Systems Master's Curriculum Program: Revisiting the ACM's MSIS Model Curriculum
A. James Wynne (Virginia Commonwealth University)
Chandrashekar Challa (Longwood University)
Elena Olson (Virginia Commonwealth University)

12:15-1:45 Lunch & Awards Presentation
St. Augustine Salon E

1:45-2:30 Business Meeting
St. Augustine Salon E

Abstracts

Abed, J., Weistroffer, H. Understanding Deterrence Theory in Security Compliance Behavior: A Quantitative Meta-Analysis Approach

Nowadays, one of the major concerns in assuring information systems security (ISS) is the employees' non-compliance behavior. Several studies have investigated compliance behavior by utilizing several behavioral theories and models. Deterrence theory is one of the widely used theories in ISS literature in order to investigate compliance behavior. Based on this theory, behaviors can be controlled by the threat of severe, certain and swift sanctions. This study aims to conduct a quantitative meta-analysis of existing literature to investigate relationship between constructs of deterrence theory (severity, certainty and celerity) and compliance behavior of employees. Results show that deterrence theory has not a remarkable impact on employees' compliance behavior.

Avery, A., Just Do IT! Web 2.0 and the Breaking of the Tacit Dimension for Knowledge Acquisition

Does Web 2.0 facilitate the conversion of tacit knowledge to explicit knowledge? Prior research has focused on the conversion of tacit knowledge to explicit within the context of organizations and builds upon assumptions made during the period when information technologies were not readily available and accessible to the general population. Recently, there have been dramatic changes to the information technology landscape due to the advent of Web 2.0. A unique characteristic of the Web 2.0 era is the dissemination and absorption of knowledge and information by almost anyone at any time. This conceptual research in progress builds upon the theory that explicit and tacit knowledge are dichotomous constructs on a continuum scale. I use this theory to examine how features of Web 2.0 convert increasing kinds of tacit knowledge to explicit knowledge; allowing for greater dissemination and acquisition by the layman and artificial intelligence agents. For the layman, I discuss the current limitations I face in empirically documenting and measuring this phenomenon and the benefits of a randomized digital field experiment. I conclude with the implications of the research for academia and practitioners.

Beasley, S., Girard, J. Office-based Physician EHR Adoption and Use in Southern US States

The use of electronic health records (EHR) by office-based physicians is USA has increased from 17% in 2008 to 48% in 2013. This nearly three-fold increase offers tremendous opportunities as well as many challenges. The aim of the paper is to review the adoption and use of EHR in southern US states to determine if anomalies exists by state or by year. This foundational research provides a platform to launch additional research in the future.

Brandis, P. Antecedents to Problematic Technology Use: The Role of Individual Differences and Intentions for Usage

This research-in-progress gives an overview of the technology addiction literature, as well as examines impacts upon problematic technology use (PTU). The Information Systems (IS) literature has shown a variety of information technology (IT) artifacts that possibly lead to technology addiction. Therefore, this research attempts to demonstrate that today's ubiquitous technology allows actors to navigate a multitude of artifacts on a continual basis and that the possibility of addiction stems from individual actors' usage intentions with those artifacts. A research model is offered, along with propositions and a proposed study, to determine how personality, habitual use and cyberloafing can explain variances in PTU.

Abstracts

Breese, J., Yerby, J., Tkach, S. Criminal Court Redundancy Case Study: The Best Defensive is a Good Offense

This case study demonstrates the design suggested for modern court technology systems. The design and implementation of the new system prepares the court to serve the public and law enforcement needs to continue continuity of essential court functions when the need arises. Lessons learned from natural disasters, cyber-attacks, and acts of terror have greatly influenced the resiliency and security of the new system. Consideration of multiple factors including: loss of power, domicile, security, and any potential disruption of service continuity will also be explored.

Case, T., Han, H., Rimes, E., Career Paths of Computing Program Graduates: A LinkedIn Analysis

Information harvested from the LinkedIn profiles computing program alumni of a mid-sized comprehensive university in the southeastern USA will be summarized in this presentation. The investigation was undertaken to better understand the types entry-level jobs held by recent computing program graduates and the career progress of prior graduates. Results of previous investigations suggest that LinkedIn profiles can help answer questions such as: what jobs do computing program graduates get, what are the patterns of the career progress of computing professionals, and which types of computing program graduates are most likely to transition from technical to managerial positions? Because previous investigations also suggest that information in LinkedIn profiles can be used to assess the long-term computing program outcomes, the current investigation seeks to address whether there are differences in the career progress of different types of computing program graduates, especially Information Systems, Information Technology, and Computer Science graduates.

Collier, R., Cookies, Data Collection and Sharing in Social Media: How legal is it?

Social media is at a precedential use among humans and has incorporated almost every aspect of life into its applications available for the end-user. Privacy and protection issues have also seemed to grow with the popularity of social media sites. Most sites provide users with privacy clauses or statements justifying reasoning for probing personal questioning. This research asks the questions; how legal is data collection, who can it be shared with, and to what extent cookies are used within the application. The study will attempt to show perspective on user's knowingly and unknowingly providing personal information to be shared for various reasons, the use of cookies, data collection-data sharing from a legal standpoint as well as these same issues from an ethical frame of reference. The presentation of cases, legislature and common ethical practices provide a view of the current and future aspect of legal atmosphere within social media.

Dawson, M., DeWals, B., Cleveland, S., The Case For Ubuntu: Linux Operating System Performance and Usability for Use in Higher Education in a Virtualized Environment

The use of Linux based Operating Systems (OS) in the classroom is increasing but there is little research to address usability differences between Windows and Linux based OSs. Moreover, studies related to the ability for students to navigate effectively between Ubuntu 14.04 Long Term Support (LTS) and Windows 8 OSs are scant. This research aims to bridge the gap between modern Linux and Windows OSs as the former represents a viable alternative to eliminate licensing costs for educational institutions. Preliminary findings demonstrated that Ubuntu users did not require technical support to use the system, while the majority found little inconsistency in the system and regarded it as well integrated.

Abstracts

Downing, C., Examining Student Retention with Data Analytics

Student retention is a critical issue for universities today. As students have increasing options for educational and career opportunities, universities need to engage and retain students so they complete their degrees. Simultaneously, the need for Data Analytics knowledge and talent is exploding in the Information Systems field. This paper aims to utilize prevalent Data Analytics techniques using the open source software package RStudio to examine characteristics important for student retention. K-means clustering, Apriori, Logistic Regression, Naïve Bayes and Decision Trees were conducted to tell the story of student retention. Data used was collected in a large Freshmen class at a public university. Results show that the perceived atmosphere at the university and a student's GPA are critical factors for retention. Other factors are also important and discussed. Suggestions are offered to increase student retention.

Girard, J., Breese, J., Wang, Y., Hospital Technology Integration in South US States

The paper chronicles exploratory research in the domain of hospital electronic health records (EHR) adoption with a view to establishing a foundation for additional research. After reviewing the literature on technology integration within hospitals and health information exchange, the paper includes a review of the adoption and use of EHR by hospitals in southern US states to determine if anomalies exist by state or by year. The first major finding is that no differences existed between states. Next, it was discovered that there were statistically significant differences in hospital ERH adoption between four consecutive year pairs (2010/11, 2011/12, 2012/13 and 2013/14). This finding was mirrored in small hospital adoption; however, the finding was slightly different in rural hospitals where the difference was only significant in 2011/12 and 2012/13. These findings should be the catalyst for future research to explore the cause of these differences.

Hamdan, J. The Effect of Top Management's IT Background, CIO Power & CIO Compensation on IT-Business Alignment

This paper presents an integrated model of the antecedents of IT-business alignment. The model draws on (a) the agency theory to provide a theoretical perspective of the IT-business alignment and (b) the IT governance and executive compensation literatures to solicit factors that influence this alignment. Two categories of mechanisms were identified. First, IT governance mechanisms which include (a) the IT background element which encompasses the IT background of the top management team (TMT) and (b) the IT executive power element which encompasses the structural and expert power of the chief information officer (CIO). Second, the IT executive compensation structure which includes the CIO absolute and relative pay. Five hypotheses are advanced to investigate the ways in which these factors impact alignment. This study holds the promise of increasing our outstanding of factors impacting alignment and increasing the likelihood of deriving IT business value.

Hertz, D., Bandyopadhyay, T., Understanding Students' Intentions and Motivations to Pursue a Master in Information Systems – A Planned Behavior Approach

Despite the growing demand for Information System professionals, student enrollment in Master of Science in Information Systems (MSIS) programs has not risen proportionately. One fundamental reason is our inadequate understanding of the actual motivation and goals of the aspiring graduate students – a topic that we attempt to delve into in this research in progress. We utilize the Theory of Planned Behavior as the theoretical underpinning and create a survey instrument to assess factors that influence students' motivations and propensity to pursue MSIS. Our research design further attempts to subdivide and compare the differentiated motivations of students with or without an academic background in IS.

In this current report, we present the background of our research, our hypotheses, some initial insights from the on-going data collection process, and our research plans moving forward.

Idemudia, E., Troboy, K., Cochran, L., An Empirical Investigation of Factors that Improve Employees' Satisfaction in a Municipality Allowing the Use of BYOD

Municipalities all over the world are now encouraging employees to use Bring Your Own Device (BYOD) to perform their daily work tasks and activities to improve employee-self growth, employee self-advancement, job promotion, job security, job satisfaction, and employee performance. To the best of our knowledge, there are no published studies that have investigated factors that improve Employees' Satisfaction for Municipality that allows the use of BYOD. To fill the gap in the literature, we use the job characteristics model and the equitable needs fulfillment model to explain factors that improve employees' satisfaction when using BYOD. We also, present the research and practical implications.

Johnson, A., Beasley, S., Harnessing the Expended Labor of Active Learning Exercises

Although many faculty and students agree that engagement and learning are enhanced by using practical, hands-on exercises in the classroom, it is rare that consideration is given to the harnessing of labor expended while transacting active learning in the field of computer programming. Professors expend effort creating programming assignments that are aimed at teaching and practicing core programming concepts, and students expend effort satisfying the assignment to earn points towards a grade for the class. We propose that if secondary school teachers and educators offer up suggestions for new software needed in their classroom the resulting information can be used to create programming assignments that will produce programs satisfying the expressed need. It is in this fashion that the fruitless labor of students in programming classes can be re-purposed to create heuristic tools for use in various areas of study.

Kamal, M., Kevlin, S., Dong, Y., Investigating Multitasking with Technology in Academic Settings

The presence of multitasking has become more and more prevalent in most if not all aspects of today's society. This reoccurring display of multitasking is extremely prominent within the classrooms of our nation's colleges and universities. While supposedly paying attention to lectures and taking efficient notes, students can be seen texting and/or using social media on their phones, or having a wide variety of possible tabs and windows pulled up on their laptops or tablets. This apparent habit of almost every higher-education level student has raised a multitude of questions in various fields of study over the years. It has also provided professors with yet another obstacle that they must overcome to effectively teach their students. In this study, we explore these issues and develop an extensive conceptual model outlining the factors that may impact multitasking with technology in academic settings.

Lawrence, B., Roland, H., Improve Your Organization's Business Information Delivery with Proper Metadata Management

Organizations rely on business information offices (BIOs) for the development of ad hoc and recurring business intelligence (BI) reports, utilizing transactional data from various source systems to meet operational and strategic objectives. One of the challenges for organizations is the cataloging and management of these reports in an era when demand for privacy, retention, retrieval and security has become imperative. Without some form of formalized encoding, a BI report inventory is simply a large repository of data devoid of semantics. This paper presents a synthesis from the literature of the issues dealing with the use of metadata and applies the concepts towards the management and maintenance of organizational business information office (BIO) business intelligence (BI) report inventories. The purpose of this work is to assist organizations with achieving the goals of providing proper

categorization of reporting inventory, reduction of duplicative report development efforts and facilitation of search and retrieval of existing reports in order to improve operational efficiencies.

Li, L., Peltsverger, S., Colyar, N., Rutherfoord, R., Zheng, G., Li Z., Transformation at Scale: The Experience of Developing No Cost Learning Material for Database-Related Courses

The high costs of textbooks have put a big financial burden for many college students, and may become a roadblock for students' ability to complete their education. In addition, many textbooks are outdated at the publication date, given the dynamic nature of the technology field. In this study, our team of investigators took a collaborative effort to select, organize, and integrate publicly accessible information, and transform those resources into instructionally rigorous learning materials on a series of database related courses in the IT curriculum. The authors also designed and conducted several experiments to evaluate the educational effectiveness of the developed no-cost-to-students learning materials. Our team-oriented and systematic approach on development of cost free course material could be beneficial to our colleagues in the academic community who strive to make higher education more affordable to the students.

Lui, D., Weistroffer, H.R., A Look at Online Targeted Advertising in Information Systems Research

Although online targeted advertising, as a maturing research area in the discipline of information systems (IS), has great influence in practice, there have been few if any literature reviews on research in the area of online targeted advertising. In this paper, 68 articles are systematically analyzed, to assess the state of research on online targeted advertising. This paper summarizes the methodologies employed in prior research studies and uses a concept matrix to categorize the literature into three main dimensions ¬– focus on people (web users), focus on organizations (advertisers and ads brokers), and focus on technology (data mining etc.). Furthermore, this paper proposes a framework, through which important research themes and concepts are synthesized, to provide IS researchers with an overview of this research area and to identify those topics where much research has already been done and those topics where more research is needed.

Mardoukhi, A., Kordzadeh, N., Site Location Determination Using Geographic Information Systems; The Process and a Case Study

In this study, we developed a five-step process for GIS-enabled site location determination in different domains. We applied that process to a real case study to examine its feasibility. The case was about determination of a suitable location for a children-oriented store in Bannock County, Idaho. We used ArcGIS 10, went through the decision making process, considered several decision criteria, and determined the best location for that store. The process that we developed in this study can also be used in other contexts such as health care, banking, and tourism.

Mirzaei, T., An M-Health Tool for Improved Self-Care of Heart Failure Patients: An On-Going Field Study

This paper describes an on-going field study to develop an eHealth and mHealth system to accurately monitor heart failure and guide appropriate actions. We describe the foundations of the tool to nurture appropriate self-care behaviors along with the theoretical development to serve as the foundation. The on-going research and research design is explained in detail and implications are discussed. Preliminary data collection and descriptive analysis are presented and on-going research plans are discussed. The research will develop and test the impact of the system on the quality of care for patients, the care processes for caregivers and presents implications for the cost of care. The research is guided by the hypothesis that the mHealth tool will impact the health care provider by reducing emergency

department visits and same cause readmissions – both factors that significantly impact the cost and quality of care.

Mirzaei, T. Health Analytics to Manage Turbulence in Patient Flow: A Field Study of Transitions in Care Processes

The potential use of advanced data analytics in healthcare has seen significant interest in both research and practice. Fundamentally, the contribution of IS and analytics research in healthcare is to identify and assess the impact of interventions that can make a significant difference to the quality and cost of care. The American Heart Association (AHA) recently issued a scientific statement calling for research on heart failure transition care to identify impactful
processes and practices. This paper presents our conceptualization of ingress and egress patient flow management to investigate the impact of transition care. The larger research question we attempt to address is: How can we identify and inform impactful transition of care interventions that manage demand uncertainty, and improve resource allocation and utilization, while providing improved quality of care for heart failure patients? We present preliminary results of text-mining and process analytics and discuss our plans for quasi-experimental validation.

Oakley, R., Examining the Impact of GroupMe on Education Related Behaviors

New social media technologies have been created within the past five years. It is important for researchers to examine its impact in various contexts. Students are typically first adopters of new technologies and explore its applicability in their daily lives. GroupMe is a mobile group messaging app with unique features, such as an in-app calendar and tagging technology. Students are using GroupMe to create their own virtual support communities in parallel to college courses that they are enrolled in. This conceptual paper puts forth a theoretical model that allows for the examination of the impact that computer-mediated social networks (CMSNs) have on individual education related behaviors. Through integrating three relevant theories, this paper hypothesizes why students engage in and exchange information within online communities and what impact the CMSN has on individual education related behavior. Future directions of the research are also provided.

Papp, R., Matulich, E., Walters, M. Hybrid Delivery: An Alternative to Distance Learning?

Changing student demographics have necessitated a move by universities from traditional classrooms with chalk or white boards to a digital classroom using the Internet. Many schools are moving to hybrid or completely online classes to be more responsive to students' working needs, more competitive with their peer institutions, and to accommodate growing student enrollment and shrinking classroom space. As more non-traditional students enter college, the need to offer classes that meet their work-life balance is paramount. Many universities have gone almost totally online, but others, who have more traditional student populations, still have mostly on-ground classes. Hybrid delivery is one way to bridge the gap and offer the convenience of on-line with a high touch face-to-face environment. There are several different timing options for hybrid learning – front-loading, back-loading, and alternating weeks. Front loaded classes can be used when face-to-face interaction and content delivery is necessary in the beginning and students can spend the remainder of the time working on problems, papers, or other deliverables that are self-paced. Back loaded delivery is useful when students need to work on large projects, usually in groups, and present these projects to a client for feedback at the end of the course. Finally, an alternating week schedule is useful where face-to-face contact can be interspersed with on-line learning to allow students to complete projects or exercises and then receive personal feedback the following week through critiques, presentations, etc. This presentation will begin

with a definition of hybrid learning and how it differs from distance learning and traditional classroom environments. We will explore the aforementioned delivery options via personal experiences and highlight the advantages and disadvantages of each, including why hybrid learning can sometimes be more effective than traditional classes. We will also explore how traditional on-ground classes can be "flipped" to use many of the same delivery mechanisms that hybrid and on-line learning utilize such as video conferences, email, discussion boards, online homework systems, and video lectures. We will conclude with some suggestions for transitioning your class to hybrid delivery and illustrate what the future of hybrid learning might entail.

Presley, S., Landry, J., A Process Framework for Managing Cybersecurity Risks in Projects
Recent high-profile cases and decisions by the United States Department of Defense (US DoD) have increased the awareness of the need to manage cybersecurity risks in project management. This research effort creates a framework for managing cybersecurity risks in projects containing IT components by synthesizing from two recognized risk management models – a cybersecurity risk management framework developed by the United States Department of Defense, and the Project Management Body of Knowledge framework compiled by the Project Management Institute. This research effort found elements in both models can be applied to managing cybersecurity risks in projects, and was therefore able to integrate them to create a process framework which may be used in a wider range of projects than what the DoD model was created to support. This framework may prove useful to project managers, project management organizations, and senior leaders who are seeking ways to reduce exposure to cybersecurity risks within their projects. This effort also examines the need for additional focus on cybersecurity risk management for project management, and suggests future areas of research.

Schaeffer, D., Olson, P., Drones in the Classroom
The introduction of commercial and consumer drones has impacted society in several ways. How will drone technology transform the way we do business and play?
This paper will examine how e introduced drone technology into a Special Topics in Computing graduate seminar in Fall, 2015. We will describe the learning objectives, explain the assignments, and discuss lessons learned in
teaching a new technology. The course involved technical aspects, policy, and regulation, and big data aspects.
This paper is particularly intended to enrich understanding in teaching a course in drones and considers the ethical implications that commercial and consumer drones will bring.

Shrivastava, D. , Umapathy, K. , Huang, H., Chuan, C., Goel, L., A Study on Influence of Gender Differences on Social Presence Features
With the increase in Internet-based sales, attracting and retaining online customers has become the most important part of running a successful business. In order to maintain customer loyalty, website designers should consider providing gender sensitized user experience as men and women have been known to have different perceptions of online shopping. Women tend to prefer shopping experience that creates connection with other humans. Online shopping experience, in general, can be perceived as lacking human warmth and sociability as it is devoid of interactions with other humans. However, to date, influence of social presence (interpreting human warmth and contact electronically) on e-Loyalty across genders has been relatively underexplored. In this research-in-progress paper, we present a

research model to study the effects of gender differences on social presence cues in retail websites. As a part of future work, we plan to use survey methodology to analyze and validate the research model.

Shropshire, J., Gowan, A., Guo, J., Presley, S. Development of an Assessment of the Audience Awareness Construct

Information systems professionals are essentially translators. One of their fundamental roles is to facilitate communication between business and technical teams. Therefore, they must be sensitive to their audience and tailor the contents of their messages accordingly. Factors such as technical background, business knowledge, and organizational level must be taken into account when communicating with different constituencies. This concept is called audience awareness. It is a manifestation of social cognition and a trait of skilled IS professionals. Although audience awareness has been discussed in previous studies, it has not yet been operationalized with standardized measures. Therefore, the purpose of this research is to develop an assessment of the audience awareness construct so that it can be employed in future pedagogical and personnel development research streams. The proposed assessment consists of 3 communication vignettes, each with sample technical communications and scale items for assessing subjects' sense of message appropriateness. Plans for future validity testing are discussed.

Smit, J. e-Competency of Practitioners: A Grounded Theory

Competency in the use of ICT is enjoying renewed attention in the research and practice, but there is a notable lack of a deeper theoretical view in this area of interest. This paper presents a grounded theory that revolves around three core elements. The concepts are: e-Competency Sets, e-Competency Acquisition, and Triggers. It is proposed that the practitioner possesses an e-Competency Set, which can be described in terms of three dimensions. e-Competency is obtained by engaging in processes of e-Competency Acquisition. These processes allow practitioners to learn about ICT through the utilization of e-Competency Acquisition Resources and by following e-Competency Acquisition Strategies. A trigger is an event that sets the e-Competency Acquisition Process in motion. This theory will also find application in a wide range of areas where e-Competency is a concern. The major strengths and contributions of the theory that is proposed here is indeed its ability to stimulate further research.

Smit, J. The Innovation Value Chain and Organizational Culture

This paper presents the findings of a study of the relationship between organizational culture and innovation. The particular contribution of this study is mainly its focus on the Innovation Value Chain (thus how organizations generate new ideas, convert them to products or services, and subsequently spread these) and how this might be related to organizational culture. The theoretical basis was therefore the Innovation Value Chain of Hansen and Birkenshaw (2007) and the X Model of Organizational Culture of Smit et al. (2008). Data was collected from more than 400 respondents in 7 organizations in Ireland. The findings reveal that in particular the ability of organizations to convert ideas into new products or services can be explained by variance in the ability of the organization to Strategize, Adapts, Coordinate and Relate to each other (for instance through team work) and that there are moderate to strong relationships between these elements.

Smith, K., Weistroffer, H., Systems Theory: Should Information Systems Researchers Even Care?

Several prominent perspectives that offer valuable insight and quality contributions to academic research currently influence the field of Information Systems (IS). The purpose of this paper is to discuss 'Systems Theory' in the field of IS and provide reasonable evidence of its merit for adding useful perspective in conducting IS research. This is accomplished by doing the following three things: First, the

historical background and context for Systems Theory will be provided and linked to Information Systems; second, a review of a case study that uses the Systems Theory perspective to demonstrate its real-world application; and lastly, a discussion of the ways in which Systems Theory can make new contributions to the field of IS, which warrant its further consideration as a lens for conducting research. The contribution of this paper is to move the discussion forward regarding Systems Theory application in the IS field and demonstrate that it has and continues to have research implications in IS.

Talmage, C., Casper, D., Hollifield, S., Brooks, J., Holland, J., Nylund, C., Choi, A., Kwak, M. Tesla's Revenge: A 2D Educational Adventure Game for Information Literacy and Student Engagement
Recently games are used not just for entertainment but also for various purposes such as education, training, health and fitness, marketing, and so on. In the paper, we introduce a 2D educational adventure game newly designed and developed by a group of students, librarians, and faculty at a university to teach various topics of information literacy to college students. The game follows an interesting adventure story that includes a series of various mini games, which teach basic information literacy concepts. It adopts an interactive branching dialog system that can enforce learning by trial-and-error as well as student engagement.

Vowels, S., Information Systems Implementation Consequences: Ethical Treatment of End Users
For decades, end users have been studied from a multitude of aspects, attitudes, and perspectives in an attempt to better understand end-user resistance to new technology and to find ways to increase the likelihood of implementation success. Ethical considerations are beginning to emerge in the literature; we propose to build on this work by applying it to information systems implementation. This requires drawing on well-established works in ethics as well as work in the field of end-user satisfaction. This research proposes an ethical foundation validating that leadership and information implementation teams should consider how their decisions might affect end-users with respect to the concept of harm, and so an explicit motivation in implementing information systems should be to do no harm. The Ethical Treatment Index is proposed as a tool to empirically measure end-user harm or lack thereof relating to information systems implementation factors.

Wade, J., Thatcher, J. "On Here, I'm Team Jacob:" Examining Feelings of Belongingness and Brand Congruity in Virtual Communities
Virtual communities have become important for enthusiasts to meet, share, and express their affection for a wide range of products, ideas, and brands. While virtual communities have been studied previously, the literature is lacking a perspective on virtual communities surrounding products, ideas and brands that users are embarrassed to admit they care about (that is, that they have a negative public affiliation towards), but that nonetheless are a representation of the user's identity (brand congruity). This study presents a research model positing that, within a virtual community environment, feelings of negative affiliation and brand congruity will influence users' feelings of belonging to the virtual community, and negative public affiliation will also moderate the relationship between brand congruity and belongingness. A research agenda is proposed and detailed, as well as potential implications for MIS, including potential insights into the social media literatures stream.

Wang, L., Easwar, N., Van Loon, G., Implicit measures of Online Risks
Information systems researchers typically use self-report measures, such as questionnaires, to study consumers' online risk perception. The self-report approach captures the conscious perception but not the unconscious perception that precedes and dominates human being's decision-making. In this paper

we propose a theoretical model in which implicit risk perception (implicit risk) precedes explicit risk perception (explicit risk). The research model states implicit risk affects both explicit risk and the attitude towards online purchase.
The stimulus used in testing the model was a questionable web site offering pre-paid credit card services. Data was collected from 150 undergraduate students enrolled in a university. Implicit risk was measured using single category-implicit association test (SC-IAT), a method developed in social psychology. Explicit risk and the attitude towards online purchase were measured using self-report instrument well known in the e-commerce risk literature.
Preliminary analysis suggests that i) explicit risks, measured using self-reported risk ratings, do not affect attitudes toward purchase, ii) implicit risks, measured using SC-IAT, do not affect explicit risks, and iii) implicit risks do not affect attitudes toward online purchase. Detailed analysis is in progress and will be reported at the conference.

Williams, C., Experimentation with Raw Data Vault Data Warehouse Loading
The principal novelty in this work is raw Data Vault (DV) loads from source systems, and experiments with effects of allowing certain kind of permissible errors to be kept in the Data Vault until correct values are supplied.

William, W. Muteteke, J., Li, L., Automatic Clustering of Source Code Using Self-Organizing Maps
Source code classification is an important step in archiving and reusing the code. Given the complex nature of software, source code is often organized into categories manually by field experts. Such categorization process not only requires a pre-existing category schema, but also is labor intensive which is difficult to keep up with the fast-growing available source codes. In this paper, we proposed an innovative method that can automatically classify a set of source codes into clusters based on similarity of their functionalities. We used a neural-network-based algorithm, Self-Organizing Maps (SOM), to cluster a list of source code extracted from an open-source software application site, SourceForge (sourceforge.net). Experiments have been conducted to test the feasibility of our approach. The research results showed SOM can automatically and effectively cluster source code with proper training. The implication of this study is discussed.

Wynne, A., Challa, C., Olson, E., Assessing an Information Systems Master's Curriculum Program: Revisiting the ACM's MSIS 2006 Model Curriculum
The field of Information Systems continues to change dynamically with the painful impact for reacting to those changes felt by both undergraduate and graduate level programs. The purpose of this paper is to report the results of a comparative self-study of one MSIS program as a measure to assess its competitiveness among a set of other comparable, competitive and aspirant masters' programs. The focus of the study is to determine the viability of one specific master's curriculum used currently to prepare students for professional careers in Information Systems in order to meet the marketplace challenges created by the ever-evolving information systems business needs. The fundamental methodology used in this study is based on the methodology employed in a previous study conducted to assess the 'fit' of MSIS programs offered by 86 major universities with the MSIS 2000 Model Curriculum (Vijayaraman, et.al.) Findings will be presented that reflect shared learning objectives, curriculum content, currency, and relevancy necessary to assess whether changes to the current curriculum are necessary to establish a more competitive position among the three categories of comparable, competitive and aspirant university MSIS programs. One of the benefits that resulted from this initiative is the recognition that there has been relatively little research directed at assessing the overall direction of current MSIS programs and the need to revisit the need for a new MSIS model curriculum. The last

endorsed MSIS model curriculum was published in 2006 (Gorgone, et.al. 2006), which is almost 10 years ago. It is the hope of presenting the results of this study that a discussion can begin to address the challenge of maintaining a viable MSIS curriculum that meets the current and future demands of the business community.

Zhang, X., Murad, A., Risher, A., Simmons, J., How to Measure IT Effectiveness: The CIO's Perspective
Information technology (IT) continues to play an increased important role in today's businesses. As such, understanding IT and measuring its effect are imperative for the expansion and profitability of any business. This paper attempts to address the question - how to measure IT effectiveness - according to the CIO's perspective. In this research-in-progress, we provide a review of the pertaining literature, focusing on the definitions, the measurements, and the nomological networks of IT effectiveness. Our research goal is to learn the CIO's perspective on measuring IT effectiveness in their organizations so that we can develop an improved model for the measurement of IT effectiveness. This improved model can help current and future CIOs improve their abilities to measure IT effectiveness in their organizations so that they can maximize the effectiveness of IT in helping their respective organizations achieve their business objectives.