
**Day 1: May 18, 2012 (Friday)**

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<thead>
<tr>
<th>Time</th>
<th>Area</th>
<th>Description</th>
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<tbody>
<tr>
<td>7:00 A.M.</td>
<td>Pre-function Area at Radisson Hotel</td>
<td>Conference Registration opens</td>
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<tr>
<td>7:00 A.M. – 7:45 A.M.</td>
<td>Pre-function Area</td>
<td>Continental Breakfast</td>
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| 7:45 A.M. – 8:00 A.M. | Bear Room                            | 7:45 A.M. - Welcome from Lucy Arendt, Associate Dean, College of Professional Studies and Director, Cofrin School of Business  
7:50 A.M. - Welcome from James J. Schmitt, Mayor of City of Green Bay  
7:55 A.M. - Welcome from Conference Chairs                                                                                     |
| 8:00 A.M. – 8:40 A.M. | Bear Room                            | Academic Keynote Speaker – Dr. Alan Hevner, University of South Florida                                                                                                                                   |
| 8:40 A.M. – 9:20 A.M. | Bear Room                            | Industry Keynote Speaker – Vernon Mosley, Senior Cybersecurity Engineer at the FCC in the Public Safety and Homeland Security Bureau’s Cybersecurity and Communications Reliability Division |
| 9:20 A.M. – 10:15 A.M. | Bear Room                            |  
Panel: (Industry panel1)  
**Theme - Macro View:** What are the biggest IT challenges? Are we ready for them?  
Special Agent Byron P. Franz, FBI  
Karrik Ravel, Principal Consultant, Fujitsu Consulting  
Mukul Sharma, Global Head – GCP Program Management, Tata Consultancy Services |
| 10:15 A.M. – 10:30 A.M. | Pre-function Area | Coffee & Networking Break                                                                                                                       |
| 10:30 A.M. – 11:30 A.M. | Oneida Room                          | Session Ia (Theme: Ethics and Espionage)  
Session Chair: Thang Nguyen, UW – Eau Claire  
Paper #18 (Full) Regional Difference in Ethics Decision Making: A study of IT Pre-professionals in China  
Invited Session #1: Special Agent Byron Franz, FBI, “Protecting Your Intellectual Property From Economic Espionage” |
| 10:30 A.M. – 11:30 A.M. | Tuscarora Room                        | Session Ib (Theme: Web Interface)  
Session Chair: Nitin Walla, Ashland University  
Paper #9 (Full) Usability of diplomatic missions’ websites: case study of South Africa in the United States  
Paper #21 (Full) Enhancing Trust Equity by Web-Design Elements that Manifest Pro-Environment Commitments  
Paper #4 (RIIP) The Influence of Price, Product Complexity, and Personal Involvement on Web Interface Efficacy |
| 11:30 A.M. – 1:00 P.M. | Ballroom                              | Served Lunch  
Welcome from Dept. Chair, Cofrin School of Business  
Luncheon Speaker: Judy Lemke, CIO, Schneider National  
Awards Ceremony, Best paper prize, Voting |
| 1:00 P.M. to 2:15 P.M. | Bear Room                            | Panel: (Industry Panel 2)  
**Theme - Micro View:** Challenges and Advancement in IT: How is your Organization Leveraging the Advancement and Hedging against the Challenges?  
David Richter, Ph.D., VP, Kimberly-Clark  
Joe Smits, Chief Info Security Officer, Associated Bank (Bank)  
Tanya Townsend, CIO, Prevea (HealthCare)  
Anu Varma, Director IT, Menasha Packaging (Packaging) |
| 1:00 P.M. to 2:15 P.M. | Oneida / Tuscarora / Cayuga          | Doctoral Symposium  
(Doctoral Students Mentoring) |
| 2:15 P.M. to 2:30 P.M. | Pre-function Area                    | Coffee & Networking Break                                                                                                                      |
| 2:30 P.M. – 3:30 P.M. | Oneida Room                          | Session Ila (Theme: Design Science)  
Session Chair: Weiwen Yang, Colorado Technical University  
Paper #13 (Full) Improving the Performance of SQL Join Operation in the Distributed Enterprise Information System by Caching  
Paper #17 (Full) V+H: Architecture to Manage DSS and OLTP Workloads  
Paper #31 (Full) A Framework to Generate Optimal Keyword List for Pay-Per Click Advertising in an Organization |
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| 2:30 P.M. – 3:30 P.M. | Tuscarora Room | **Session IIb (Theme: Emergency Preparedness)**  
Session Chair: Rui Chen, Ball State University  
Paper #2 (Full) Organizational Capabilities in Emergency Incident Response: An Empirical Examination  
Paper #34 Managing Campus Shooting Incidents through Emergency Notification Systems: An Insight into the Issue of Student Compliance |
| 2:30 P.M. – 3:30 P.M. | Cayuga Room   | **Session Iic (Theme: HCI)**  
Session Chair: Jie Xiong, University of Nebraska at Omaha  
Paper #19 (Full) A Preliminary Investigation into the Effects of Physician Email on Patient Perceived Quality of Care  
Paper #27 (Full) A Conceptual Model of Determinants of Students’ Intentions to Use Electronic Textbooks  
Paper #29 (Full) Factors Affecting Information and Communications Technology Adoption of Small Businesses: Studies in China and United States |
| 3:35 P.M. – 4:15 P.M. | Oneida Room   | Industry Keynote Speaker – Jack Heinemann, Director, Wisconsin Security Research Consortium (WSRC) |
| 3:35 P.M. – 4:15 P.M. | Tuscarora/Cayuga Room | Grant Writing Panel (Academic Panel1) |
| 5:00 P.M. – 5:30 P.M. | Oneida Room   | No Activity------ |
| 5:30 P.M. – 6:00 P.M. | Radisson Hotel Main Entrance | Transportation to Social Event Venue (Weidner Center, UWGB)  
Note: Bus will leave from Radisson Hotel at 5:30 P.M. and at 5:40 P.M. to The Weidner Center, UWGB |
| 6:00 P.M. – 8:30 P.M. | Weidner Center | 6 P.M. – Cocktails  
6:40 P.M. – Dinner  
7:00 P.M. - Welcome by UWGB Chancellor  
7:20 P.M. - Important Business  
7:25 P.M. Keynote Speaker, Brian Cummings, Director, Tata Consultancy Services  
7:50 P.M. Desserts  
8:30 P.M. & 9:00 P.M. – Shuttles depart |

**Day2: May 19, 2012 (Saturday)**

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<td>7:45 A.M. – 8:30 A.M.</td>
<td>Bear Room</td>
<td>Academic Keynote: Dr Dov Te’eni, President AIS</td>
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<td>8:30 A.M. – 9:15 A.M.</td>
<td>Bear Room</td>
<td>Design Science Panel (Academic Panel2)</td>
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<td>9:15 A.M. – 10:00 A.M.</td>
<td>Bear Room</td>
<td>Online and Blended Education Pedagogy Panel (Academic Panel3)</td>
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<tr>
<td>10:00 A.M. – 10:15 A.M.</td>
<td>Pre-function Area</td>
<td>Coffee &amp; Networking Break</td>
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| 10:15 A.M. – 11:15 A.M. | Oneida Room   | **Session IIIa (Theme: Pedagogy)**  
Session Chair: Jakob Iversen, UW-Oshkosh  
Paper #28 (Full) Designing OLAP Cubes: A Teaching Case  
Paper #12 (RIP) Blending Information Systems Security and Forensics Curricula: A Case Study  
Paper #15 (RIP) Fitting Mobile in the IS Curriculum |
| 10:15 A.M. – 11:15 A.M. | Tuscarora Room | **Session IIIb (Theme: Organizational)**  
Session Chair: Mari Buche, Michigan Technological University  
Paper #6 (RIP) Change Management and ERP Implementation Success  
Paper #24 (Full) Agile Software Development Documentation and Maintainability  
Paper #26 (RIP) Inter-sourcing: IT Solutions With University Partners |
| 10:15 A.M. – 11:15 A.M. | Cayuga Room   | **Session IIIc (Theme: Security & Privacy)**  
Session Chair: Amit Deokar, Dakota State University  
Paper #23 (RIP) Information Security Policy Compliance: An Ethical Perspective  
Paper #33 (Full) Not All Privacy Losses Cost the Same: Examining the Relative Perceived Trust Violation in a Hacking Versus Unauthorized Information Sharing Scenario  
Paper #7 (RIP) Environmental Factors Impacting Spam: An Initial Study |
| 11:20 A.M.-12:00 Noon | Bear Room     | Future of MWAIS Panel (Academic Panel4) |
| 12:00 P.M. – 1:00 P.M. | Pre-function Area | Box Lunch (Pick and go) |

Last Modified: May 15, 2012 (Abbreviations: RIP: Research-in-progress; Full: Complete Research)