

## ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

### 2017 - 2018 OFFICERS

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Vice President/Program Chair	<b>Degan Kettles</b> , Brigham Young University
Secretary	<b>Shane Schartz</b> , Fort Hays State University
Treasurer	<b>Carla J. Barber</b> , University of Central Arkansas
Proceedings Editor	<b>Clive Muir</b> , Stephen F. Austin State University
Past President	<b>James G. (Skip) Ward</b> , Fort Hays State University
Historian/Parliamentarian	<b>Marsha L. Bayless</b> , Stephen F. Austin State University
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**CONGRATULATIONS!**

**Recipients of the ABIS 2018 Federation of Business Disciplines  
Distinguished Paper Award**

*Project Management Software: Development & Evaluation of the PMIS*

**J. Christopher Zimmer**, West Texas A&M University

**Liang Chen**, West Texas A&M University

**Jeremy C. Bellah**, West Texas A&M University

**CONGRATULATIONS!**

**Recipient of the 2018 FBD Outstanding Educator Award**

**Sherry Rodrigue**, Nicholls State University



Association of Business  
Information Systems

**ABIS 2018 Program Overview**

**Thursday March 8, 2018**

7:30 a.m. – 10:00 a.m.	<b>8:00 a.m. – ABIS &amp; ABC – SWUS Joint Breakfast</b>
	<b>8:30 a.m. - ABC-SWUS &amp; ABIS Joint Session - Best Paper Presentations</b>
10:30 a.m. – 11:45 a.m.	Session: <b>Improving the IS Curriculum</b>
11:45 a.m. – 1:30 p.m.	<b>Lunch on your own</b> <b>*Executive Board Meeting</b>
1:30 p.m. – 3:00 p.m.	Session: <b>Teaching about Social Media</b>
3:30 p.m. – 5:00 p.m.	Session: <b>Communication Issues in an IT-enabled world</b>
5:30 p.m. – 7:00 p.m.	<b>FBD Presidential Welcome Reception</b>

**Friday March 9, 2018**

7:30 a.m. – 8:30 a.m.	<b>ABIS &amp; ABC – SWUS Joint Breakfast</b>
8:30 a.m. – 10:00 a.m.	<b>ABIS Business Meeting</b> * All Members Welcome *
10:30 a.m. – 12:00 p.m.	Session: <b>Business Analytics 1</b>
Noon – 1:30 p.m.	<b>Lunch on your own</b>
1:30 p.m. – 3:00 p.m.	Session: <b>Business Analytics 2</b>
3:30 p.m. – 5:00 p.m.	<b>Roundtable Discussion of IS Topics</b>

# ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 8, 2018  
(Thursday)

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7:30 a.m. – 10:00 a.m. Joint Session with ABC

Ballroom A

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**7:30 AM – 8:30 AM**

## **ABIS and ABC – SWUS Joint Breakfast**

All ABIS and ABC – SWUS presenters and members are invited to enjoy a delicious breakfast

**ABIS or ABC-SW Association Name Badge REQUIRED for Attendance at Breakfast**

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**8:30 AM**

Ballroom A

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**SESSION A      ABC-SWUS and ABIS Joint Session - Best Paper Presentations**

**Session Co-Chairs/Association Presidents:      Kelly A. Grant and Degan Kettles**

### **ABC-SWUS Best Paper:**

*Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory*

**N. Lamar Reinsch**, Lubbock Christian University

**Vicki Gates**, Georgetown University

### **ABIS Best Paper:**

*Project Management Software: Development and Evaluation of the PMIS*

**J. Christopher Zimmer**, West Texas A&M University

**Liang Chen**, West Texas A&M University

**Jeremy C. Bellah**, West Texas A&M University

*Don't Bite my Bytes: A Burkeian Analysis of Corporate Responses to Data Theft in Cyberattacks*

**Tammy L. Croghan**, Northwestern State University

**Jon M. Croghan**, Northwestern State University

**Reagan Escude**, Northwestern State University

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10:00 a.m. – 10:30 a.m.

Exhibit Hall (Ballroom C)

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### **FBD Coffee Break**

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

# ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 9, 2018  
(Thursday)

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10:30 a.m. – 11:45 a.m.

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## FBD / ABIS Choice Pick Session

### SESSION B      **Improving the IS Curriculum**

**Session Chair:**      **Shane Schartz**

*Undergraduate Management Information Systems Classes: A Pilot Study to Investigate Student Perspectives*

**Kimberly L. Merritt**, Oklahoma Christian University

**K. David Smith**, Cameron University

*The Importance of Information Technology Certifications to Employers of Information Technology Graduates*

**Shane Schartz**, Fort Hays State University

*Web Design and Mobile App Skills for 2020*

**Randall McCoy**, Morehead State University

*Approaching Recursively-Emergent Wicked Problems in Information Systems Design with a Designerly Epistemology of Practice*

**Jeffry Babb**, West Texas A&M University

**Leslie Waguespack**, Bentley University

**David Yates**, Bentley University

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11:45 a.m. – 1:30 p.m.

**Lunch on your own...**

Kiva Boardroom

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**ABIS Executive Board Meeting and Luncheon      By Invitation Only**

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1:30 p.m. – 3:00 p.m.

Tewa

### SESSION C      **Teaching Social Media**

**Session Chair:**      **Marsha L. Bayless**

*A Class Assignment: Helping Business Students Learn about Protecting Their Identities in a Technological Age*

**Betty Kleen**, Nicholls State University

**Lori Soule**, Nicholls State University

**Sherry Rodrigue**, Nicholls State University

*Social Media: Suggested Guidelines for Business Use*

**Marsha L. Bayless**, Stephen F. Austin State University

**S. Ann Wilson**, Stephen F. Austin State University

*Using Twitter in Business and Education: What the Tweet is that?*

**Carol S. Wright**, Stephen F. Austin State University

**Laurie S. Rogers**, Stephen F. Austin State University

**Amanda Smith**, Lufkin Independent School District

# ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

**March 9, 2018**  
**(Thursday)**

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3:00 p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

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## **FBD Coffee Break**

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3:30 p.m. – 5:00 p.m.

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## **SESSION D      Communication Issues in an IT-enabled World**

**Session Chair:**      **S. Ann Wilson**

*Electronic Communication's Role in the Success of Minority and Women-Owned Businesses*

**Manuel G. Guerrero**, Stephen F. Austin State University

**S. Ann Wilson**, Stephen F. Austin State University

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5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

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## **FBD Presidential Welcome Reception**

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day's conference activities before heading out to other association and cultural events, dinner, or historic sites.

*Enjoy your evening in Albuquerque!*

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 9, 2018  
(Friday)

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7:30 a.m. – 8:30 a.m.

Ballroom B

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**ABIS and ABC–SWUS Joint Breakfast**

All ABIS and ABC – SWUS presenters and members are invited to enjoy a delicious breakfast

**ABIS or ABC-SW Association Name Badge REQUIRED for Attendance at Breakfast**

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8:30 a.m. – 10:00 a.m. ABIS Business Meeting

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**SESSION E ABIS Business Meeting**

**\* All Members Welcome \***

**Session Chair/ ABIS President: Sherry Rodrigue**

*All members are invited to join us for our annual business meeting.*

The meeting agenda includes:

Election of Officers and Executive Board positions

Discussion of topics related to our Journal of Research in Business Information Systems (JRBIS)

Information and discussion on next year’s conference

General discussion on topics introduced by general membership

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10:00 a.m. - 10:30 a.m.

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**FBD Coffee Break**

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For a premier publishing opportunity, check out the peer-reviewed  
**FBD Journal** at <https://www.fbdonline.org/journal/>



*All FBD conference participants are eligible to have their work considered  
for the low submission fee of \$40.*

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 10, 2018  
(Friday)

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10:30 a.m. – 12:00 p.m.

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**SESSION F      Business Analytics I**

**Session Chair:**      **Robert Mitchell**, University of Arkansas - Little Rock

*Implications of Cultural Components of the Data Analytics Corporate Environment*

**Robert Mitchell**, University of Arkansas - Little Rock

**Richard Woolridge**, University of Arkansas - Little Rock

**Vess Johnson**, University of Arkansas - Little Rock

*Efficacy of Text Mining Techniques on IS Curriculum Content Decisions using Job Posting Data*

**Richard Kumi**, University of Arkansas - Little Rock

**Richard Woolridge**, University of Arkansas - Little Rock

*Data Visualization Adoption at Life.Church: A Case Study*

**Degan Kettles**, Brigham Young University

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12:00 p.m. – 1:30 p.m.

**Lunch on your own**

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**Don't forget to stay connected with ABIS between conferences!**

**Follow us at:**      <https://www.facebook.com/AssocBusInfoSys/>

<http://www.abis-fbd.org/>

**Contact us at:**      [ABIS.FBD@gmail.com](mailto:ABIS.FBD@gmail.com)



Association of Business  
Information Systems

ASSOCIATION OF BUSINESS INFORMATION SYSTEMS

March 10, 2018  
(Friday)

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1:30 p.m. – 3:00 p.m.

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**SESSION G      Business Analytics II**

**Session Chair:      Daniel Friesen**

*Data Mining and Analytics: Revenue Growth*

**Marcel Marie Robles**, Eastern Kentucky University

**Jim Larsgaard**, Eastern Kentucky University

*Data Analytics Curriculum Issues*

**Daniel Friesen**, University of North Texas - Dallas

**Theodore Larson**, University of North Texas - Dallas

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3:00 p.m. - 3:30 p.m.

Exhibit Hall (Ballroom C)

**FBC Coffee Break**

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**March 10, 2018  
(Friday)**

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3:30 p.m. - 5:00 p.m.

Tewa

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**SESSION H      Round Table Discussion of IS Topics**

Guided discussion on current issues in our discipline, such as creating business analytics programs, online teaching, enhancing enrollment in our major, and research methods.

**Topic Coordinators:**            **As Assigned**



**Association of Business  
Information Systems**

**Make plans to join us in Houston for our 2019 conference.**



**46<sup>th</sup> Annual Conference**

March 13-16, 2019

Hyatt Regency Houston

Houston, Texas

Poster Presentation

**Session A**

**Thursday, March 8 – Coffee Break I**

**10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)**

**Theme: Technology Issues**

*Online Tools to Promote Learner-Learner and Instructor-Learner Interaction*

**James G. (Skip) Ward**, Fort Hays State University

**Session C**

**Friday, March 9 – Coffee Break III**

**10:00 a.m. – 11:00 a.m. – Exhibit Hall (Ballroom C)**

**Theme: Student Learning**

*Benefits and Challenges of Half Semester Online Classes*

**Ashley Hall**, Stephen F. Austin State University

**Susan Evans Jennings**, Stephen F. Austin State University

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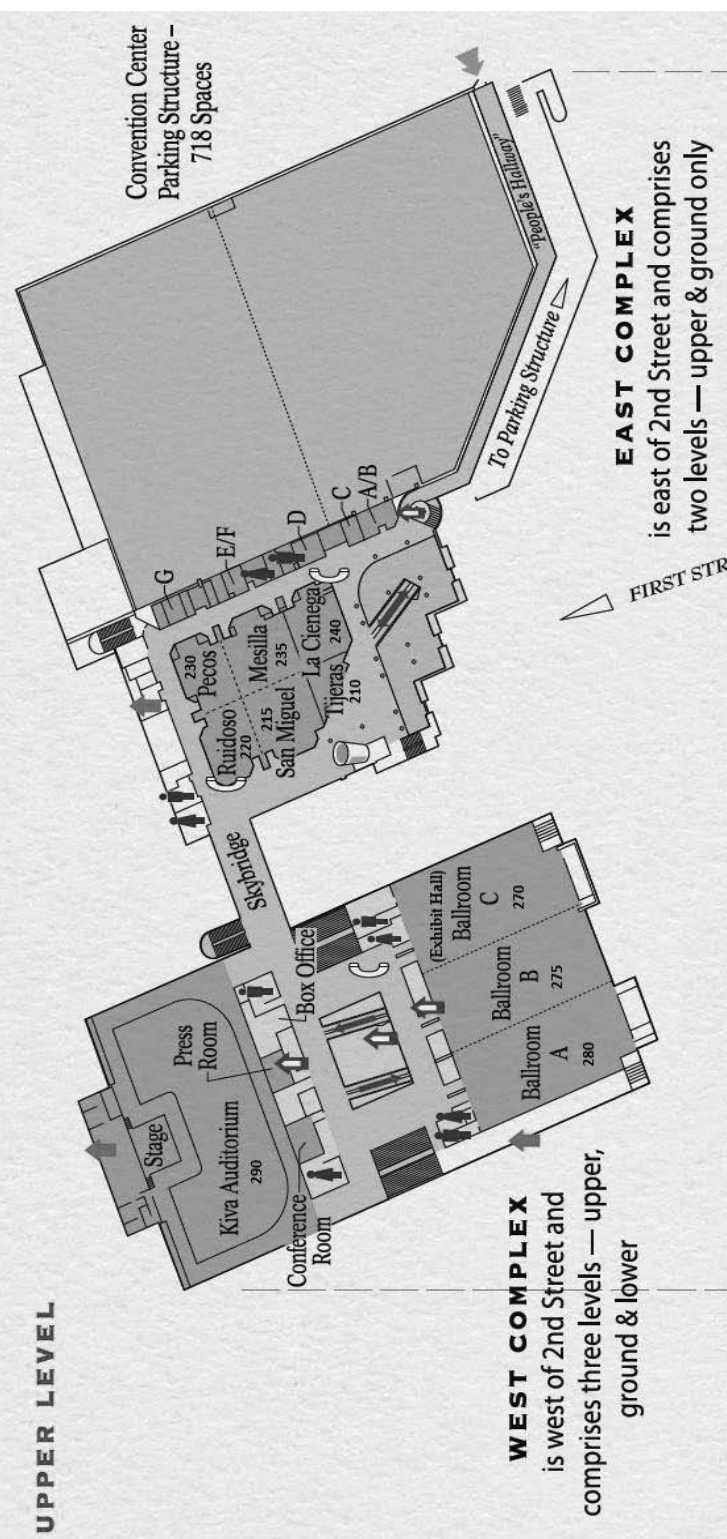
**46<sup>th</sup> Annual Conference**

March 13-16, 2019

Hyatt Regency Houston

Houston, TX

**UPPER LEVEL**



**WEST COMPLEX**  
 is west of 2nd Street and  
 comprises three levels — upper,  
 ground & lower

**EAST COMPLEX**  
 is east of 2nd Street and comprises  
 two levels — upper & ground only



