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MWAIS 2007 Conference Committee

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In Lee, Western Illinois University

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[Logos of sponsors including ADM, Novanis, State Farm Insurance, UIS University of Illinois at Springfield, College of Business Illinois State University, and American Journal of Business (formerly Mid-American Journal of Business).]
Welcome Message from the Conference Chairs

Welcome to the 2007 Midwest Association for Information Systems Conference held at the University of Illinois at Springfield, Springfield, Illinois. We hope that you will find this year’s conference sessions and our conference theme “Information Technology: Transforming the Heartland” though-provoking. We also hope that you enjoy our friendly environment to share your ideas with your former and new colleagues. Our program chairs have worked hard to put together an interesting program for the conference. They received 57 total submissions, which included 51 research paper submissions, 5 panel submissions, and 1 tutorial. Overall, 38 submissions will be presented for a final acceptance rate of 67%.

We are honored that two distinguished speakers will deliver keynote addresses at this year’s conference. Blake Ives, C.T. Bauer Chair in Business Leadership at the University of Houston will present “Can Turbulent Technology Transform IT Education and Research” on Saturday, May 19th. Ron Swift, Vice President of Cross-Industry Solutions for Teradata will present “The Future of Information Technology for Transforming Organizations Using Active (Real-time) Decision-Making” on Friday, May 18th.

We hope that you will not miss the conference social event scheduled for Friday, May 18th from 6:30 to 10:00 PM which will be held at the Abraham Lincoln Presidential Museum in downtown Springfield.

We owe many thanks to our program co-chairs, Arkalgud Ramaprasad of the University of Illinois at Chicago and Matthew L. Nelson of the Illinois State University for their outstanding work in developing our conference program, and Michele Gribbins of the University of Illinois at Springfield for her tireless efforts as the conference local arrangement chair. Special thanks to Nick Roman, a Graduate Student of the English Department, and Rajan Shakya, a Graduate Assistant of the MIS Department at the University of Illinois at Springfield, for serving as the proceedings editor and Web master for the conference, respectively.

We are very thankful to our conference sponsors: Archer Daniels Midland Company, Novanis, State Farm Insurance, the American Journal of Business (formerly the Mid-American Journal of Business), the College of Business at Illinois State University, and the College of Business and Management at the University of Illinois at Springfield.

The following individuals deserve special thanks for their various contributions to the conference:

Stacey Willenborg, Director of Corporate & Foundation Relations, and Joe Hughes of Office of Development at UIS; Jessica Booth, Publications Coordinator, Bureau of Business Research, Miller College of Business, Ball State University for the creation of the 2007 MWAIS conference graphics; Gary Bach for the creation of the UIS Floor Plan Map; Nell Smock, Angie Pezold, Natalie Taylor, and Mary Ellen McElligott, of the University of Illinois at Springfield for administrative assistance for the conference; Meghan Harmon, Sarah Doyle, Chris Stanley, and Rajan Shakya for their help during the conference; Tulio Llosa for network support; Katie McAuliff and Shirley Eck of the Springfield Convention and Visitors Bureau and Britta Brackney of the Abraham Lincoln Presidential Library and Museum for their hospitality support; and Brian Patton of UIS food services for catering support.

We sincerely hope that you enjoy your attendance at the conference and your visit to Springfield.

Rassule Hadidi  
Hanson Professional Services Faculty Scholar  
Professor and Chair  
Department of Management Information Systems  
University of Illinois at Springfield

In-Lee  
Professor, Department of Information Management and Decision Sciences  
College of Business and Technology  
Western Illinois University

- 1 -
Keynote Speakers

**Professor Blake Ives** holds the C.T. Bauer Chair in Business Leadership in the C.T. Bauer School of Business at the University of Houston, where he is also the Director of the Information Systems Research Center (ISRC). Ives received his Ph.D. in Management Information Systems at the University of Minnesota and has previously served on the faculty at Dartmouth College, Louisiana State University, and Southern Methodist University.

Professor Ives is a past President of the Association for Information Systems, previously served on the Board of Directors for the Society of Information Management International and has twice served as a conference co-chair for the International Conference on Information Systems. Ives was one of the first individuals elected a Fellow of the Association for Information Systems and was selected as 2003 Educator of the Year by the Education Special Interest Group of the Association for Information Technology Professionals. He also is the first recipient of the Management Information System Quarterly's award for distinguished scholarship and has held prestigious Fellowships at Harvard Business School and Templeton College, Oxford University.

Professor Ives has played a leadership role in the development of electronic infrastructure for the information systems academic discipline. This involvement includes founding MISQ Discovery and ISWorld Net, helping to establish the AIS's electronic journals (Communications of the AIS and Journal of the AIS) as well as playing a key role in establishing the ISWorld Discussion list. Ives is a past editor-in-chief of MIS Quarterly and now serves as chair of MISQ's Policy Committee. He is a current or past member of the editorial board of many journals, and his publications include several of the most highly cited papers in the field of information systems.

In addition to the keynote address, Professor Ives will have a session for doctoral students. To learn more about Professor Blake Ives, you may visit his website at www.blakeives.com.

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**Ronald S. Swift** is vice president of Cross-Industry Solutions for Teradata, a division of NCR, and an internationally known consultant, author, luminary and strategist in the areas of analytical marketing, customer management systems, enterprise data warehousing, financial management, demand and supply chain support, and electronic commerce. Swift is the author of the book, *Accelerating Customer Relationships*, and is currently working on another book on the subjects of increasing customer value and the new economics through analysis of integrated customer, supply and financial information. He is also a popular lecturer at major conferences, universities, symposiums, executive forums and guest lecturer at leading business schools.

In addition to the keynote address, Mr. Swift will conduct a workshop on data warehousing applications in private and public sector organizations on Friday morning. He can be contacted at ron.swift@ncr.com or ron.swift@adelphia.net.
General Conference Information

Conference Facilities
All conference activities, except for lunch and the social event will be held in the University Hall Building (UHB). UHB is building #10 on the UIS campus map. A campus map can be found on the internal back cover of the program. Lunch will be held in the PAC Restaurant, located in the basement level of the Public Affairs Center. When leaving UHB from the 1st Floor Lobby, the Public Affairs Center is the building to the left. It is building #9 on the UIS campus map. The Social Event will be held at the Abraham Lincoln Presidential Museum in downtown Springfield.

Directions from Conference Hotel to Social Event - The Abraham Lincoln Presidential Museum is a 5-minute walk from the President Abraham Lincoln Hotel, the designated Conference Hotel. From the Hotel lobby, walk west (right) on Adams St. to the corner of 6th St. Then, walk north (right) on 6th Street for two blocks. The entrance to the Museum is on the northeast corner of the intersection of 6th & Jefferson Streets (212 North Sixth Street). Curbside metered parking is available near the Museum.

Parking at UIS
Conference attendees may park in any of the general campus parking lots without a permit, except for the parking spots designated for residents of campus apartments and other reserved parking spaces. The conference will take place at the University Hall Building (UHB), which is building #10 on the UIS campus map. The parking lots closest to UHB are Lots E, F, G, and I on the UIS Campus map. There will be no charge for parking on the UIS campus. The campus police are aware of our conference and should not be ticketing visitors. (In the unlikely event that you do get a parking ticket during the conference, you may forward it to Rassule Hadidi or Michele Gribbins and we will have it voided.)

Conference Hotel
The Conference Hotel is the President Abraham Lincoln Hotel, located at 701 East Adams in downtown Springfield. The hotel is located on the corner of 7th and Adams. The phone number for the Conference Hotel is (217) 544-8800. On-site parking is $6 per night for self-parking and $8 per night for valet parking. Free wireless Internet access is available in the lobby. Guests can purchase high-speed Internet access for their rooms for $9.95 per night. A business center is also available for guests free of charge.

Directions from UIS Campus to Conference Hotel – From your parking lot, drive west to 11th Street (see the campus map on the outside back cover of the program). Turn right on 11th St; street becomes W Hazel Dell Rd (total distance 1.9 miles). Turn right on 6th St./BUS I-55 N (total distance 2.4 miles). Turn right on E Myrtle St./BUS I-55 N (total distance 1.5 miles). Turn left on E. Adams. The hotel is on the right, across from the 30-floor Hilton Tower.

Directions from Conference Hotel to UIS Campus – From the Conference Hotel, go west on E Adams St (total distance, less than 0.1 mile). Turn left onto S 7th St (total distance 1.0 mile). Turn right onto E Pine St (total distance 0.2 mile). Turn left onto S 5th St; street becomes S 6th St./BUS I-55 S (total distance 2.1 miles). Turn left onto E St. Joseph St (total distance, less than 0.1 mile). Turn right onto S 6th St Frontage Rd E (total distance 0.6 mile). Turn left onto W Hazel Dell Rd; street becomes 11th St (total distance 1.9 mile). Turn left into campus.

A complementary shuttle is provided between the UIS Campus and the Conference Hotel. Please view the Conference Schedule for shuttle times and pick-up locations.

Internet Access at UIS
Conference attendees will have complimentary wireless and wired access on the UIS campus. To access the UIS network, from your wireless device select UISGuest then click connect. Alternatively, use the desktops in Room UHB 2025 and use edtech05 as user ID and password to access the UIS network.
Conference Sponsors
We are very appreciative of our generous conference sponsors for their support of the 2nd Annual MWAIS Conference:

- **The American Journal of Business**, formerly the Mid-American Journal of Business, is the sponsor of three best paper awards, including cash prizes and an expedited review process.

- **Archer Daniels Midland Company** is the sponsor of the Friday morning break.

- **The Department of Accounting and Business Information Systems, College of Business at Illinois State University** is the sponsor of the Friday afternoon break.

- **The College of Business and Management of the University of Illinois at Springfield** is a sponsor of the Friday evening social event.

- **Novanis** is the sponsor of the Saturday morning break. -- Fully experienced in enterprise content and business process management, e-DMS, workflow automation, SAN, security, networking and wireless solutions, Novanis offers IT solutions for government and private sectors. We are committed to high performance levels and true partnerships with each customer—to listening intently to their needs, and understanding what truly needs to be delivered. We believe this attention to communication and follow-through, tailored to each circumstance, places Novanis in the top of its field.

- **State Farm Insurance** is the sponsor of the Saturday afternoon break.

Our sponsors will have table exhibits in the 2nd Floor Lobby of UHB. The sponsored breaks will be held in UHB, Room 2020.

Best Paper Awards
The Best Paper Awards, as selected by the Program and Conference Chairs, will receive cash prizes from *The American Journal of Business*. They also qualify for an expedited review process by *The American Journal of Business*, *E-Service Journal*, or *The International Journal of E-Business Research*. Congratulations to authors receiving best paper awards:

- **1st Place Award** - "Information Systems Service Quality: An Examination of User Expectations" by Robert E. Miller, Thomas W. Jones and Lee Winick

- **2nd Place Award** - "The Effects of Pairing Participants in Facilitated Group Support Systems Sessions" by John D Murphy and Deepak Khazanchi

- **3rd Place Award** - "Form And Function-Group Style Differences Between Computer Mediated And Face-To-Face Teams" by Leonard Branson, Thomas S. Clausen and Chung-Hsien Sung

Outstanding Reviewer Awards
The Program Chairs recognize the following reviewers for their contributions to the review process by awarding them with best reviewer awards: John Benamati, Emanuel Grant, Douglas Havelka, Pankaj, Tom Schambach, Sninarayan Sharma, and Chelley Vician.

Proceedings
The proceedings of the 2nd Annual MWAIS Conference will be available online through the AIS eLibrary at http://aisel.isworld.org. You must be a current member of AIS to gain access to the proceedings content.

2008 MWAIS Conference
The 3rd Annual MWAIS Conference will be held in Eau Claire, WI on May 23-24, 2008. The conference chairs are Matt Germonprez and Jacob Iversen. The program chairs are Bruce Lo and Jean Pratt. For more information, please visit http://www.uwec.edu/MWAIS2008.
## Conference Schedule

**Friday, May 18, 2007**

<table>
<thead>
<tr>
<th>TIME</th>
<th>LOCATION</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45 am</td>
<td>Conference Hotel Lobby</td>
<td>Shuttle service to UIS Campus</td>
</tr>
<tr>
<td>8 am – 5:30 pm</td>
<td>UHB 1&lt;sup&gt;st&lt;/sup&gt; Floor Lobby</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>8 am – 5:30 pm</td>
<td>UHB 2&lt;sup&gt;nd&lt;/sup&gt; Floor Lobby</td>
<td>Sponsor Exhibits</td>
</tr>
<tr>
<td>8:30 am – 12 pm</td>
<td>UHB 2008</td>
<td>**“Data Warehousing Applications in Private and Public Sector Organizations” – Ron Swift</td>
</tr>
<tr>
<td>10 am – 10:15 am</td>
<td>UHB 2008</td>
<td><strong>Morning Break</strong> – Sponsored by Novanis</td>
</tr>
<tr>
<td>12 pm – 1:00 pm</td>
<td>PAC Restaurant</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Conference Hotel</td>
<td>Shuttle service to UIS Campus</td>
</tr>
<tr>
<td>1 pm – 1:15 pm</td>
<td>UHB 2008</td>
<td><strong>Conference Opening</strong> - Rassule Hadidi</td>
</tr>
<tr>
<td>1:15 pm – 2 pm</td>
<td>UHB 2008</td>
<td><strong>Friday Keynote:</strong> “The Future of Information Technology for Transforming Organizations using &quot;Active (Real-time) Decision-Making&quot;” - Ron Swift</td>
</tr>
<tr>
<td>2:15 pm – 3:45 pm</td>
<td>UHB 2021</td>
<td><strong>Panel Session:</strong> <em>Transforming Education in Information Systems and Technology</em> - Ilze Zigurs, Robert T. Soles, Brian Mennecke, Ronald McNeil, Deepak Khazanchi, Alanae Davis</td>
</tr>
</tbody>
</table>
| 2:15 pm – 3:45 pm | UHB 2022                  | **Track:** *Systems Analysis and Design I (Methods)*  
**Session Chair:** Kevin Streff  
1. *Development of an Information Assurance Awareness Assessment Instrument for Information Technology Staff* - Kevin F. Streff and Petter Lovass  
2. *Resource Optimization for IT Projects - A Supply Chain Approach* - Dhanesh Kumar, Ganga Dhanesh and Sharath Sasidharan  
3. *The Effects of Foundation Course and Age in Decision Technology Training Effectiveness* - Kiattisak Phongkusolchit and Jasmin C. Lin  |
| 3:45 pm – 4 pm | UHB 2024                  | **Track:** *Education I (Business)*  
**Session Chair:** Mari W. Buche  
2. *Perceived Distrust in Web-based Distance Education* - Fang He and Peter P. Mykytyn  
3. *Theory and Practice: Reviewing Technology-Mediated Learning Research* - Chi Zhang  |
| 3:45 pm – 4 pm | UHB 2020                  | **Afternoon Break** – Sponsored by Illinois State University          |
### SESSION II (2 concurrent tracks & 1 panel)

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>4 pm – 5:30 pm</td>
<td>UHB 2025 (Computer Lab)</td>
<td><strong>Panel: What Have We e-Learned Over The Past Decade? A Discussion Of Faculty's Experiences With The Development And Delivery Of An Online M.S. In MIS Degree Program</strong> - Michele Gribbins, Rassule Hadidi, James Hall, Dave Larson, Xiaqing Li, Te-Wei Wang, Yifeng Zhang</td>
</tr>
</tbody>
</table>
| | UHB 2021 | **Track: GSS I (Technology / Services)**  
**Session Chair: Alanah J Davis**  
1. **Trust Development in Virtual Teams: Understanding the Development of Trust and the Role of Team Goals and Technology** - Alanah Davis  
2. **The Effects of Facilitation on Punctuated Equilibrium in e-Collaboration Projects** - Andrew Creed and Donald Swanson  
3. **A Survey of Organizational Instant Messaging** – Wyatt Ditzler, Brian Stillfied and Te-Wei Wang |
| 5:45 pm | UHB 1st Floor Lobby | Shuttle service to Conference Hotel |
| 6:30 pm – 10 pm | **SOCIAL EVENT: Abraham Lincoln Presidential Museum** |
| 6:30 p.m. | Cocktail Reception (Please note that you will need your name badge to enter the museum) |
| 7 p.m. | “Ghosts of the Library” in The Holavision® Theater (Presentation lasts 14 minutes) |
| 7:15 p.m. | Plated Dinner in The Plaza |
| 8:15 p.m. | “Lincoln’s Eyes” in The Union Theatre (Presentation lasts 17 minutes) |
| 8:30 p.m. – 10 p.m. | Self-guided access to the following Museum exhibits:  
• Journey One – The Pre-Presidential Years  
• Journey Two – The White House Years  
• Special Exhibit: Mary Todd Lincoln – First Lady of Controversy |
| 8:45 p.m. | Encore presentation of “Ghosts of the Library” in The Holavision® Theater |
| 9:15 p.m. | Encore presentation of “Lincoln’s Eyes” in The Union Theatre |

### Saturday, May 19, 2007

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<thead>
<tr>
<th>Time</th>
<th>Location</th>
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<tr>
<td>7:15 am</td>
<td>Conference Hotel Lobby</td>
<td>Shuttle service to UIS Campus</td>
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<tr>
<td>7:30 am – 5:30 pm</td>
<td>UHB 1st Floor Lobby</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>Time</td>
<td>Location</td>
<td>Session Type</td>
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<tr>
<td>7:30 am – 5:30 pm</td>
<td>UHB 2nd Floor Lobby</td>
<td>Sponsor Exhibits</td>
</tr>
<tr>
<td>7:30 am – 8 am</td>
<td>UHB 2020</td>
<td>Continental Breakfast</td>
</tr>
</tbody>
</table>
| 8 am – 9:30 am   |                     | SESSION III (2 concurrent tracks & 1 panel) | **UHB 2025 (Computer Lab)**  
**Tutorial:** An e-collaboration tutorial for sharing digital work with geographically dispersed collaborators - Chelley Vician, Rassule Hadidi, Michele Gribbins and Patty Lins  
**Track: GSS II (Teams)**  
**Session Chair:** Leonard Branson  
1. Form And Function-Group Style Differences Between Computer Mediated And Face-To-Face Teams - Leonard Branson, Thomas S. Clausen and Chung-Hsien Sung  
2. The Effects of Pairing Participants in Facilitated Group Support Systems Ideation Sessions - John D Murphy and Deepak Khazanchi  
3. The Influence of Transactive Memory on Mutual Knowledge in Virtual Teams: A Theoretical Proposal - Alanah Davis and Deepak Khazanchi  

| 9:30 am – 10 am  | UHB 2020            | Morning Break – Sponsored by Archer Daniels Midland Company |                                                                                                                                         |
| 10 am – 11:30 am |                     | SESSION IV (2 concurrent tracks & 1 panel)                | **UHB 2021**  
**Panel:** Instructional Use of PodCasting and RSS: Issues and Benefits. - Phil Houle, Te-Wei Wang, Chelley Vician and Andrew Urbaczewski  
**UHB 2022**  
**Track: Systems Analysis and Design II (Developers)**  
**Session Chair:** David Larson  
1. Ethics and the Information Systems Development Professional: Bridging the Gap - David K. Larson  
2. Mindful Software Implementations: A Case Study of a University Portal System - Andrew P. Ciganek and LaShunda Mitchell  
3. Information Systems Service Quality: An Examination of User Expectations - Robert E. Miller, Thomas W. Jones and Lee Winick  
4. An Examination Of Ethics Instruction In The Information Systems And Accounting Disciplines - Kelly J. Smith and Diane Davis  

| 10 am – 11:30 am |                     | Track: Wireless Networking          | **Session Chair:** Mehruz Kamak  
1. A Decision-Tree Approach To Analyzing Channel Allocation Algorithms For Two-Tier Wireless Local Loops - Xihui Zhang, Yang Xiao, Hui Chen and Tao Hu  
2. Employing Social Capital by Small & Medium Enterprises to Bear Fruit from Wireless Communications - Abdelnasser Abdelaal, Mehruz Kamal and Peter Wolcott  
3. Opportunities and Challenges Facing Public Networks – An Exploratory Study of Illinois Century Network - Rassule Hadidi |
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>11:30 am – 12:30 pm</td>
<td>PAC Restaurant</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:45 pm – 1:15 pm</td>
<td>UHB 2008</td>
<td>Business Meeting - Dan Power</td>
</tr>
<tr>
<td>1:15 pm – 2:15 pm</td>
<td>UHB 2008</td>
<td>Keynote Address: “Can Turbulent Technology Transform IT Education and Research” - Blake Ives</td>
</tr>
<tr>
<td>2:30 pm – 4 pm</td>
<td>UHB 2021</td>
<td>Panel: The role of teaching programming and programming languages in IS programs. - Jakob Iversen, Michael A. Eierman, Matt Germonprez, Matthew L. Nelson, Roberta Roth</td>
</tr>
<tr>
<td></td>
<td>UHB 2023</td>
<td>Doctoral Student Session - Blake Ives</td>
</tr>
<tr>
<td></td>
<td>UHB 2024</td>
<td>Track: Education II (Online)&lt;br&gt;Session Chair: Barbara Klein&lt;br&gt;1. A Longitudinal Study of Perceptions of the Information Quality of Information from the Internet and Traditional Text Sources - Barbara D. Klein&lt;br&gt;2. The Perceived Usefulness of Podcasting in Higher Education: A Survey of Students’ Attitudes &amp; Intention to Use - Michele Gribbins&lt;br&gt;3. Ten Years Later: Changes in Business Student Computing Efficacy - Rex Karsten and Dennis Schmidt</td>
</tr>
<tr>
<td>5:30 pm</td>
<td>1st Floor Lobby, UHB</td>
<td>Shuttle service to Conference Hotel</td>
</tr>
</tbody>
</table>
Abstracts

Abdelaal, A., Kamal, M., and Wolcott, P. "Employing Social Capital by Small & Medium Enterprises to Bear Fruit from Wireless Communications"
Wireless and mobile communications can save Small and Medium Enterprises (SMEs) significant time, money, and effort due to the mobility, flexibility, and ease of use mobile devices provide. SMEs that use such innovations can improve productivity, decrease costs, and enhance the quality of the business process. Lacking technical skills and financial resources, SMEs need special support from local communities and governments in order to survive the severe competition of big chain stores. This paper proposes a model for SMEs to adopt new innovations—those of wireless communications—by employing social capital. We have used a case study approach to show that social networks can supplement the lack of technical skills and financial resources of SMEs and enable them to benefit from emerging wireless technologies. The contribution of this study lies in bringing awareness of utilizing social capital and community resources to incorporate emerging innovations and improve the competitiveness of SMEs.

Abuhamdieh, A. “Systematizing Web search through a Meta-cognitive, Systems-based, Information Structuring Model (McSIS)"
With the exponential expansion of information availability on the Internet, users are locating needed information through search engines and relying on heuristics and trial-and-error to find what they need. This paper proposes a Meta-cognitive, Systems-based, Information Structuring (McSIS) model to systematize users’ information search behavior. The General Systems Theory’s (GST) prepositions, especially the concepts of systems and their hierarchical structure, serve as its framework. Factors influencing information seekers, such as the individual learning styles of Field Independence (FI) and Field Dependence (FD); Holist (H), Serialist (S), and (PF) Problem-Focused vs. Emotion-Focused (EF) problem-solving approaches, and individual or personal domain knowledge are discussed and incorporated in the model. The paper presents a walk-through example on finding information on the Web using the model, and concludes with the study’s limitations and suggestions for future research.

Branson, L., Clausen, T., and Sung, C.-H. “Form and Function-Group Style Differences Between Computer Mediated and Face-to-Face Teams”
Face-to-face (F2F) teams form and function differently than computer mediated (virtual) teams. The social processes associated with effective teamwork are different in F2F and virtual teams. These differences affect the ability of groups of people to successfully form a team that can function effectively. This study found that virtual teams differ significantly from F2F teams along important group style dimensions as measured by the Group Style Inventory.

Despite several high-profile examples of software implementation failures, it is common today for organizations to fall into the same mindless traps that have plagued those prominent failures. The goal of this research is to examine how organizations avoid these traps and what efforts, if any, are made to ensure that they do not fall victim to them again in the future. A case study approach involving a series of in-depth interviews was conducted to explore this phenomenon. The findings of this study reveal several rich insights that may be useful to both practitioners and researchers.

Information technology has transformed the “heartland” of education around the world. Classrooms are global, students international, but traditional methods and their adjacent challenges persist or are exacerbated in online schoolhouses. There is reason to believe that team performance of online students completing team projects can be significantly improved by the active participation of a facilitator. What could explain such improvement? Given the communication barriers that learners can experience using e-learning technologies, the skill of a teacher at facilitating an understanding of e-collaboration and the prescient need to facilitate collaborative skills at all times is essential to a successful educational result. There may also be generational learning style issues to consider. One practical, proven tool is progress reporting. This paper reviews the literature and reflects on author experiences in the online education of Management students at universities in the United States and Australia to draw theoretical
connections with communication, leadership, and punctuated equilibrium relevant to contemporary educational practice. The implications of effective facilitation of student teams for Management education and management of student performance are explored.


Human-Computer Interaction (HCI) is gaining momentum as more and more people increasingly are using technology tools and devices for their daily activities. Users expect highly effective and easy-to-learn interfaces and developers and designers now realize the crucial role user interface (UI) plays. HCI and System Usability design have greater significance in media use as usability problems can adversely affect the large population of users depending on the overall usability of system design and UI design. This study was conducted to get rich and detailed feedback of users’ personal experiences and usability of Websites. This was achieved by a different approach of using eye-tracking methodology in conjunction with usability software for usability testing. The study gave rich information of quantitative data from eye-tracking and usability software for better analysis of products.

Davis, A. “Trust Development in Virtual Teams: Understanding the Development of Trust and the Role of Team Goals and Technology”

Virtual teams benefit both organizations and academic institutions by bringing together team members from different areas of expertise. This practice is rapidly gaining popularity; however, understanding how trust is formed among team members has yet to be fully understood. Using a qualitative research method of in-depth interviews, three research questions explore the definition and development of trust in virtual teams as well as the role that team goals and technology play in the development of trust in virtual teams. This study shows that the development of trust is complex, team goals contribute in developing that trust, and technology is also an enabler in that development.


Advancements in information technologies (IT) have enabled the ability to exchange knowledge within and across organizations through virtual teams. However, the ability to effectively communicate and share knowledge in virtual settings can become a difficult task due to the complex nature of both the virtual contexts and the technology used to support them. This paper argues that transactive memory theory can explain how mutual knowledge enhances virtual team performance. We present a conceptual model and theoretical propositions for the study of the relationship between transactive memory and mutual knowledge in virtual teams.

Ditzler, W., Stillfield, B., and Wang, T. “A Survey of Organizational Instant Messaging”

Instant Messaging software has increasingly been used as an alternative communications platform in many organizations. Although Instant Messaging (IM) began as a personal tool for online communication, the software has now been implemented in many organizations and workplaces. The usefulness of IM software has been shown in literature to be positive, increasing efficiency and productivity in the workplace. This paper explores the perceptions of IM software users in the workplace. We solicited opinions to verify the claim of IM’s effect on efficiency and productivity. We also discuss the limitations and negative effects of IM. A pilot survey and data analysis techniques provide the measurement of IM software’s worth or liability to an organization. The results show what components of IM software are most commonly used and what limitations software places on the users. We also provide recommendation of possible enhancements to IM software in this paper.

Gribbins, M. “The Perceived Usefulness of Podcasting in Higher Education: A Survey of Students’ Attitudes and Intention to Use”

Because of the infancy of podcasting, its effectiveness and acceptance as an educational tool is not well understood. After providing an overview of podcasting technologies and current uses of podcasting in higher education, this paper will present the results of a study that investigates students’ potential acceptance of podcasting as an educational tool. The survey, which was based on constructs from the Technology Acceptance Model (Davis et al. 1989), was administered in early 2006 to graduate Management Information Systems students. Results suggest that students perceive podcasting to be a useful educational tool, but they question its potential effectiveness in improving their performance as student-learners.
Gribbins, M., Hadidi, R., Hall, J., Larson, D., Li, X., Wang, T., and Zhang, Y. 
“What Have We E-Learned Over the Past Decade? A Discussion of Faculty’s 
Experiences with the Development and Delivery of an Online M.S. in MIS Degree 
Program”
This panel will discuss the benefits, challenges, and lessons learned by faculty having experience teaching over eighty online MIS class sections. The panelists, who are in different stages of their academic career, will discuss several issues relating to the teaching and administration of an online MIS degree program.

Hadidi, R. “Opportunities and Challenges Facing Public Networks – An Exploratory Study of Illinois Century Network”
Public networks are facing ever increasing challenges to keep up with the needs of current and future users. At the same time local and state government support for public networks is declining and pressure to increase services is increasing due to the potential economic development opportunities these kinds of networks can bring about. An exploratory review of the Illinois Century Network using content analysis for the years 2004–2006 of the Advanced Engineering Taskforce reveals that the digital divide issue has not been focused on in the 2005 and 2006 reports. However, an impressive set of significant tasks to improve the network's operation and performance have been accomplished over the last three years. In particular, the increases in bandwidth and network reliability are impressive. Audio and video traffic with low cost Quality of Service has also been added. A major policy question is, given the fact that state support for public networks is generally declining and pressure to increase services is increasing what alternatives exist to fund the expected additional services? Is it time for the private sector to provide financial support for this public network and if so at what cost?

He, F., and Mykytyn, P. “Perceived Distrust in Web-based Distance Education”
This study develops a conceptual model of existing student distrust regarding the quality of online courses and instructors and estimates the impact of perceived distrust on student learning performance. By examining the constructs, professors can obtain new opportunities to build mass customization and a portfolio of educational experiences for students to better deliver their knowledge online.

As we face the challenges of using technologies such as RSS and podcasting in our classrooms, a number of questions and issues arise. This panel session will attempt to identify and characterize some of these issues.

Iversen, J., and Eierman, M. “The Role of Teaching Programming and Programming Languages in IS Programs”
This panel will discuss the role that education in programming languages and practices does and should play in information systems programs.

Information and Communication Technologies (ICTs) have been shown to have an impact on social, economic and human development. Prior studies conducted have investigated the relationships between ICT and development but there has been a consistent lack in the development literature in tying the findings of such studies to theory. In this paper, we marry an empirical analysis to a theoretical framework to examine the nature of the relationship between ICTs and human development and reveal that a positive correlation exists between the two.

Two independent samples of students enrolled in a typical introduction to Information Systems course at a Midwestern university were surveyed in 1996 and 2006 to determine if business student computing efficacy changed over this ten-year period. Two computer self-efficacy (CSE) scales were administered to each sample and demographic data collected. The initial analysis of this research in progress data suggests that while students in 2006 report significantly more computer experience, use computers much more frequently, and take significantly more
core courses that require computer use, this experience has not translated into significantly higher CSE scores. The implications of these preliminary findings for Information Systems educators are discussed.

**Klein, B. “A Longitudinal Study of Perceptions of the Information Quality of Information from the Internet and Traditional Text Sources”**

Because the Internet has evolved over time and because the experiences of college-aged users have changed over time, the current study seeks to take a longitudinal look at users’ perceptions of the quality of information from the Internet and from traditional text sources. Data on users’ perceptions of the information quality of information from Internet sources and the information quality of information from traditional text sources such as books, magazines, and newspapers will be collected in 2006–2007 and compared to data collected for earlier studies published in 2001 and 2002. The overall goal of the study is to determine whether users’ perceptions have remained stable over time or have shifted over time.


Software service organizations (SSOs) execute information technology (IT) projects and provide skilled human resources to client organizations. For a given IT project, a SSO may be required to provide their clients with IT professionals having a specific combination of software and/or hardware and/or managerial skills and with a specific level of expertise in each of those skills. However the actual number of people who meet all the required conditions for an IT project would be small. SSOs aim to achieve a balance between high growth and high utilization, the former requires keeping a pool of available resources to be deployed at the growth opportunities. However if this pool becomes too large, the utilization suffers, lowering profitability. Thus, the key to IT project execution lies in human resource optimization - putting together the optimal mix of human resources at the correct location at the correct time at the correct price. However, SSOs have not been very successful in this regard, with low utilization ratios being common in the industry. The objective of this study is to provide an optimal human resource management model that maximizes profitability taking into account factors peculiar to SSOs.

**Larson, D. “Ethics and the Information Systems Development Professional: Bridging the Gap”**

Information technology is a vital aspect of society and commerce today, and will continue to be so in the foreseeable future. Much of the concentration of systems development work has been concerned with technical issues and on extracting the required elements of a system needed to produce desired results. It is crucial that in addition to the technical and requirements aspect of the system, the systems development professional look at what the impact to society might be of what the finished system does, how it accomplishes its processes and what it produces. Development professionals need to be aware of when an ethical gap occurs between what the system will do and what it should from an ethical perspective. This requires the systems development professional become aware that ethical issues exist, to assess the ethical issues surrounding the system they are developing, and to develop an ethically acceptable solution. In this paper I will suggest a procedure for addressing the ethical gap.

**Lin, J. “The Role of Customer Lifestyles for Online Shopping Model”**

E-commerce has provided an opportunity for organizations to prosper. Online shopping is regarded as a new technology adoption of Web site functionality that firms provide. Our model examines the impacts of a Web site’s functionality on online shopping behaviors from perceived benefits (usefulness, ease of use, and playfulness) and perceived risks (trust and familiarity) perspectives. We expect to predict online purchases more accurately by combining consumer-perceived benefits and risks for different consumer lifestyles. This paper helps examine online shopping behaviors more thoroughly from different sides, such as IT functionality, design, and marketing strategies, to better satisfy specific consumer needs.

**Mahfouz, A. “A Categorization and Algorithm for Determining Online Shopping Behavior in a B2C Ecommerce Context”**

Online shopping behavior can be classified as experiential, utilitarian, and mixed. A questionnaire administered in a laboratory setting was given to several hundred subjects to categorize them along those levels, based on a classification algorithm. The current investigation complements the existing business-to-consumer e-commerce research by defining online shopping behavior in a more complex and comprehensive way. Online shopping
behavior is categorized along a ternary classification instead of the traditional binary one in the literature. With the inclusion of mixed behavior, the three-level classification portrays a more realistic representation of the complex consumer behavior over the simpler, polarized, and dichotomous grouping of experiential versus utilitarian behavior.

Miller, R., Jones, T., and Winick, L. “Information Systems Service Quality: An Examination of User Expectations”
This paper reports the results of a field study which examined the expectations of users as they relate to the quality of service offered by the Information Systems (IS) function within organizations. The results show that users have consistently high expectations both within and across organizations. The paper presents a possible cause for this consistency along with ways that management can intervene in order to influence user expectations.

Murphy, J., and Khazanchi, D. “The Effects of Pairing Participants in Facilitated Group Support Systems Ideation Sessions”
Group Support Systems (GSS) have been used to support facilitated ideation sessions for years and have been studied from a number of different perspectives. Throughout this time the norm for running electronic brainstorming sessions has been for participants to work on their own workstations. A review of applicable literature suggests that pairing participants at GSS workstations could result in higher quality inputs and participant satisfaction. This proposition is examined with a lab experiment to test for differences between paired and unpaired facilitated GSS sessions. The results of the experiment suggest that pairing participants does yield higher quality ideas from facilitated ideation without negative perceptions relating to production blocking.

Phongkusolchit, K., and Lin, J. “The Effects of Foundation Course and Age In Decision Technology Training Effectiveness”
In business, decision technologies are commonly and widely used among managers and analysts. The lack of skills surrounding this decision technology can create organization disadvantages. Therefore, effective training would hopefully prevent these disadvantages from such ubiquitous technology and potentially provide a competitive advantage for those organizations adopting training. Based on behavior modeling, “Improving Computer Training Effectiveness of Decision Technologies: Behavior Modeling and Retention Enhancement” Yi and Davis (2001) indicated that a combination of retention enhancement and hands-on practice produced better cognitive outcomes. Since information technology is dynamic, and time sensitivity is its critical issue, the effects of age among participants were examined.

Power, D., Magal, S., Ramaprasad, A., Nelson, M., and Hadidi, R. “Is Information Technology Transforming the Heartland?”
This panel explores the theme of MWAIS2007, "Information Technology: Transforming the Heartland". Beginning in the mid-1990s, the Internet and the World-wide Web provided the information technology infrastructure to transform business, government, and the lives of the residents of the region. What is the impact of IT? The impact is significant, but the rate of change is of course varied across the region. Twenty five more specific impacts are explored that suggest the scope and magnitude of the transformation that is occurring. In addition to the issues raised by the panel, this session provides a forum to discuss overall conference findings, feedback, highlights, and lowlights by panelists and conference attendees.

Sasidharan, S., and Dhanesh, G. “The Role of Color in Influencing Trust in E-commerce Websites”
Researchers and practitioners have explored multiple techniques for enhancing user trust in e-commerce Web sites. Though these techniques have been incorporated into the design of e-commerce Web sites, recent studies have indicated that they have largely failed to engender trust in the user. This research looks at the role of color in influencing user perceptions of trust in e-commerce Web sites. Color psychology suggests that color has an influence on our perception of the world. It conveys meaning, inspires emotion, and guides the activity of people. Certain colors such as blue are capable of inspiring feelings of trust and credibility. We contend that the dominant design color used in Web site design could influence user perceptions of trust. A pilot study has confirmed these expectations with blue as dominant design color engendering maximum trust in participants. Black as the dominant design color inspired least trust in users.
Schambach, T., Crampton, W., Jones, K., and Walstrom, K. “New Business Students: Comparing Perceived Occupational Payoff by Major”
The purpose of this study was to examine which Business majors are currently being selected by new Business students and, more particularly, to examine why students are not majoring in Information Systems (IS). Students in an entry-level Business class responded that they were more knowledgeable about careers in Management, Marketing, Accounting, and Finance than they were about careers in Information Systems. These Business students indicated they mostly lack knowledge of and are unaware of the Information Systems major and associated occupations. Furthermore, their knowledge void leads them to perceive IS negatively in regards to desirable payoffs such as job availability, pay and benefits, promotion opportunities, and job security and longevity.

Smith, K., and Davis, D. “An Examination of Ethics Instruction in the Information Systems and Accounting Disciplines”
In light of several recent highly publicized unethical acts (e.g., unauthorized access of data, identity theft, and various other cybercrimes) in the field of information technology, there is a renewed sense of urgency for ethics education. The purpose of this study was to determine: (1) the ethics requirements established for undergraduate students in information systems and accounting, (2) the instructional methods used to teach ethics in these two disciplines, and (3) the content areas to be covered. An online survey was sent to a random sample of 213 Information Systems and Accounting instructors across the United States. There were 40 instructors who completed the survey for a response rate of 19%; 36 usable surveys from at least 28 different colleges were analyzed. Twenty-two percent of the respondents indicated they had a required ethics course taught within their department and 22% said they had an ethics requirement outside the department (some of these may have been the same respondents). The two top instructional methods used by the respondents were discussion (92%) and lecture (77%). The method they felt provided students with the best understanding of ethical issues was discussion (46%), then case studies (35%). The top two content areas the respondents felt should be included in ethics courses were (1) general ethical issues relating to fairness, honesty, respect, and integrity and (2) privacy and security of information.

Strader, T., and Carter, R. “Characteristics of Online Service and Software Firm IPOs”
Physical goods creation involves significant variable costs while online service provision and software development often do not. The objective of this study is to investigate whether these cost structure variations lead to differences in the characteristics of initial public offerings (IPOs) for traditional firms versus online service and software firms.

Streff, K., and Lovaas, P. “Development of an Information Assurance Awareness Assessment Instrument for Information Technology Staff”
The government continually expresses concern that critical infrastructures are vulnerable to a host of electronic attacks and that people are the front line of defense. No previous academic research quantitatively measures security awareness in an organization. To accomplish this task an instrument must be developed. This study describes the development and administration of such an instrument that other studies can use to measure the level of security awareness in Information Systems staff to determine level of preparedness.

Tarmizi, H., and Najjar, L. “Rethinking E-Commerce Research by Connecting It to Activities in Online Communities”
The Internet has helped businesses and consumers in conducting online commerce (e-commerce). Online auctions are one of the most popular forms of online commerce. At the same time, the Internet has helped people in forming online communities. However, the extensive research on e-commerce, especially online auctions, has not paid attention to activities in online communities and their possible impact on e-commerce. In this paper, we look at this issue and show empirical evidence why we should look at the relationship between online communities and e-commerce.

Thorogood, M. “A Curvilinear Model of the Relationship between Knowledge Diversity and Knowledge Creation”
Although organizational knowledge creation is a significant means by which companies generate value and derive competitive advantage, little is known about the knowledge creation process within corporations. A review of the literature uncovered an apparent disagreement pertaining to the relationship between knowledge diversity and
knowledge creation. Specifically, one body of literature argues that knowledge creation correlates positively with knowledge diversity, suggesting that knowledge creation is maximized when knowledge diversity is maximized. Another body of literature, however, indicates that a high level of knowledge diversity restrains knowledge creation because it interferes with a group’s ability to communicate and collaborate. In this paper, the two bodies of literature are reviewed and a model that attempts to further the dialogue regarding the relationship between the variables is presented. Unlike prior models that claim the relationship between the variables to be linear, the model presented in this paper proposes that the relationship between the variables is curvilinear. Specifically, the model advances the concept that a moderate level of knowledge diversity promotes knowledge creation while high and low levels of knowledge diversity restrain knowledge creation. Implications and future research directions are presented.

Vician, C., Hadidi, R., Gribbins, M., and Lins, P. “An e-collaboration tutorial for sharing digital work with geographically dispersed collaborators”
Recent statistics show that the number of online courses and degree programs have significantly grown over the last decade. In addition, online collaboration and teamwork in organizations has increased. As a result, numerous conferencing and collaboration tools have been developed to facilitate these activities. In this hands-on tutorial we will demonstrate the use and applications of Marratech desktop videoconferencing, Blackboard course Management System, and Elluminate Live with an emphasis of connecting dispersed collaborators. Time permitting, we will also cover innovative applications of Google Documents and Yahoo! Groups file repository features and the use of podcasting.

Wilson, E.V. “Foundations of Patient-Centered E-Health”
E-health that is created by healthcare providers for online delivery of patient services constitutes a fast-growing Internet segment. This paper proposes that e-health developers can fulfill patients’ expectations best by applying patient-centered design principles that are anchored in user-centered development practice. The paper further outlines a training approach for e-health developers that is based upon a recently-developed personal health informatics agenda.

Zhang, C. “Theory and Practice: Reviewing Technology-Mediated Learning Research”
Prior researchers of technology-mediated learning (TML) have expressed concerns about the lack of theoretical foundation and the lack of the investigation of the role of information technology (IT) in enabling individualized learning methods. In this paper, I review the literature published during the period of 2002–2006. Based on 28 articles reviewed, it is noted that a majority of the papers are firmly grounded on theories or theoretical frameworks; empirical research has been dominant in TML literature; and most of the investigations focus on relationships between contextual factors and learning outcomes and learning experience.

A wireless local loop (WLL) uses radio signals to connect customer premise equipment (CPE) to a public switched telephone network (PSTN). It has the potentials to help the telephony providers overcome the “last mile” problem in delivering telephony services. A typical WLL consists of a base station controller (BSC), a base station (BS), and subscriber terminals (STs). A WLL can be single-tier, two-tier, or three-tier, based on the configuration of the cells within it. There are numerous channel allocation algorithms for two-tier WLLs. These algorithms include no repacking, always repacking, repacking on demand—random, repacking on demand—least load, and repacking on demand—subscriber terminal. This paper provides a decision-tree approach to analyzing these channel allocation algorithms for designing two-tier WLLs. The generated decision-trees can not only help us understand these channel allocation algorithms better, but can also serve as a basis for constructing simulation models and eventually implementing simulation programs for the purpose of comparing the performance of the different network designs.

Zigurs, I., Soles, R., Mennecke, B., McNeil, R., Khazanchi, D., and Davis, A. “Panel Session: Transforming Education in Information Systems and Technology”
The field of Information Systems and Technology is relatively young and dynamic. We are all challenged to stay at the leading edge of education in this field while simultaneously providing foundational concepts. The panel is designed to engage the question of whether we need to transform education in Information Systems and Technology. Stakeholders from different domains will provide their points of view and engage the audience in debate.
The 2nd Annual MWAIS Conference, May 18-19, 2007, Springfield, IL

Conference Attendees

Ahmed Mahfouz, Prairie View A&M University
Alanah Davis, University of Nebraska at Omaha
Amit Deokar, Dakota State University
Andrew Ciganek, Jacksonville State University
Andrew Urbaczewski, University of Michigan - Dearborn
Arkalgud Ramaprasad, University of Illinois at Chicago
Ashok Darisipudi, Ball State University
Ayman Abuhamdieh, Indiana State University
Barbara Klein, University of Michigan - Dearborn
Bill Crampton, Illinois State University
Blake Ives, University of Houston
Bob Clary, State Farm Insurance
Brian Mennecke, Iowa State University
Chelley Vician, Michigan Technological University
Chi Zhang, University of Nebraska at Omaha
Daniel Power, University of Northern Iowa
David Larson, University of Illinois at Springfield
Deepak Khazanchi, University of Nebraska at Omaha
Diane Davis, Southern Illinois University
Donald Swanson, Deakin University
Fang He, Southern Illinois University - Carbondale
Gerry McKeon, Illinois State University
Halbana Tarmizi, University of Nebraska at Omaha
Ilze Zigurs, University of Nebraska at Omaha
In Lee, Western Illinois University
Jakob Iversen, University of Wisconsin - Oshkosh
James Hall, University of Illinois at Springfield
Jasmin Lin, Southern Illinois University - Carbondale
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Kelly Smith, Southern Illinois University - Carbondale
Kevin Streff, Dakota State University
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Mari Buche, Michigan Technological University
Mark Thorogood, Nova Southeastern University
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Michael Eierman, University of Wisconsin - Oshkosh
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