



## ICIS 2012 Welcome Letters

<b>Welcome from Conference Chair.....</b>	<b>1</b>
<b>Welcome from Program Co-chairs.....</b>	<b>2</b>
<b>Welcome from AIS President and Executive Director.....</b>	<b>3</b>
<b>Junior Faculty Consortium.....</b>	<b>4</b>
<b>Doctoral Consortium.....</b>	<b>5</b>
<b>Mobile &amp; Web Apps.....</b>	<b>6</b>
<b>Breakfast Debit Cards.....</b>	<b>6</b>

### **Welcome from the Conference Chair**

I am happy to welcome you here, to the 33<sup>rd</sup> annual International Conference on Information Systems (ICIS). ICIS has been in Orlando once before, in 1993. Things have changed a lot in the almost 20 years that have passed. Orlando has a lot more to offer, from Universal's Islands of Adventure to Disney's Animal Kingdom. The Association for Information Systems (AIS), which is now *the* global professional association for IS academics, didn't even exist in 1993. And ICIS itself has grown tremendously. More people submit their work and more papers are accepted. More people attend. And those who attend represent more of the world's population, as AIS and ICIS have become truly international.

The centerpiece of an academic conference is its program. For ICIS 2012, we had three talented, dedicated, and hard-working people to thank for a program that is innovative, thought-provoking, and representative of our IS academic community. Ming-Hui Huang, Gabe Piccoli, and Vallabh Sambamurthy served as the program co-chairs. As you go from session to session, you will see what a great job they did, and I am eternally thankful for their efforts. I would also like to thank all of the track chairs, associate editors and reviewers they were able to recruit. I'd also like to thank John Tripp, the review coordinator.

Another key part of ICIS is the Doctoral Consortium, where we bring together tomorrow's IS leaders for two-and-a-half intensive days of interaction. For ICIS 2012, we were fortunate to have Sandra Sieber and Joe Valacich as the Doctoral Consortium co-chairs. They and the faculty they chose for the consortium selected 40 top students from around the world. And thanks too to Christoph Schneider, who handled local arrangements for the consortium. I'd also like to thank Ashley Bush, who served as treasurer for ICIS 2012 and who was always there with wise counsel.

Many others had important roles in making ICIS 2012 a reality. Annette Mills and David Paradise ran the Junior Faculty Consortium. Irma Becerra-Fernandez was in charge of soliciting sponsorships. Deb Armstrong was in charge of placement. Jerry Luftman led the CIO Forum effort. Brian Mennecke coordinated the volunteers. Oscar Graveland served as our webmaster. There are also several AIS staff members who contributed greatly to the conference and its success. Maggie Kempken, DeLoy Lance, Andrea Lashley-Aquil, Mary Smith, Michelle Syen, Tenez Quarles, Aretha Wright, Tmitri Owens, and Pete Tinsley. And of course, none of this would ever have happened without Lise Fitzpatrick, the best meeting planner in the business. Finally, I'd like to say a word of special thanks to Carol Saunders, who was heavily involved in the early planning of ICIS 2012.

I hope that you as an ICIS attendee will be able to take advantage of what all of this hard work has produced. Experience and be inspired by the excellent program; reconnect with old friends and meet new ones; enjoy the outstanding social event at SeaWorld. Have a great conference experience and happy holidays too.



**Joey F. George**  
Iowa State University

### **Welcome from the 2012 ICIS Program Chairs**

Welcome to ICIS 2012, the 33<sup>rd</sup> International Conference on Information Systems. The conference theme –“Digital Innovation in the Service Economy”– reflects not only the heightened economic and social significance of the services sector, but also the transformational effects of information technologies. With its booming hospitality and tourism services, Orlando provides a perfect setting for the conference theme.

ICIS remains an extremely prestigious and competitive conference. The conference received a record number of 1065 submissions from 28 countries, including completed research papers, research-in-progress papers, panels, and teaching cases. Among these, 308 submissions were accepted. The acceptance rate was 28.92% for completed research submissions and 29.2% for research-in-progress submissions.

Further, an impressive number of nearly 2000 people participated in the program review process as track chairs, associate editors, authors, and/or reviewers. We deeply appreciate their service. In particular, we thank the track chairs for their dedication and execution of their work. We could have never put together such an impressive program also without the support of Michelle Syen and Lise Fitzpatrick of AIS and Sarah James of ScholarOne during the review and production process.

We relied on John Tripp (Baylor University) the most during this process. He stepped in at the last minute and undertook the arduous task of the review coordinator, while continuing work on his doctoral dissertation and starting a new academic career. His workload was extraordinary, yet he managed each task with enthusiasm and excellence. We would also like to thank Yen-yao Wang, Kangkang Qi, Liu Peng and other doctoral students at the Michigan State University for their help in managing the review process. Oscar Graveland provided valuable support as webmaster.

We would like to specially thank our devoted Conference Chair, Joey George, for his support, encouragement, and leadership throughout the conference development and review process.

Finally, we also thank you, the conference attendees, authors, and panelists. Our role was to plan the program, but it is truly your conference and it is your participation that makes the conference worthwhile. We look forward to attending as many of the sessions as possible, and only wish we could be in eight places at one time.



**Ming-Hui Huang**  
National Taiwan University



**Gabe Piccoli**  
University of Sassari



**Vallabh Sambamurthy**  
Michigan State University

### **Welcome from the President and Executive Director**

We are pleased you are here and look forward to greeting you personally over the next several days. ICIS continues its 30+ year tradition of being the most prestigious gathering of IS academics in the world. This is an exciting time for the association and the entire field of information systems.

The conference committee, led by Joey George, and supported by the AIS staff as well as countless volunteers, has been working tirelessly to create a rich experience and thought-provoking program. We are grateful for their dedication!

Of course, much of this would not be possible without the generous support of our corporate and academic sponsors, whose investment in the AIS community assures that we can keep conference fees as low as possible. We thank them and hope you will too by visiting the exhibits.

While the conference is a great four days for us to interact as a community, the AIS Council and staff work year-round on a number of initiatives and activities dedicated to enhancing the value of your membership. This year we began Phase 2 of the branding initiative which includes reaching out to business and industry leaders for long-term sponsorship. By this time next year, we hope to have sufficient resources to begin Phase 3 which is developing materials to educate and attract more students to IS courses and lead them to successful careers. We thank IBM and SAP University Alliances for their support which makes this initiative possible.

The [student chapter](#) initiative continues to move forward and we are pleased to announce that Walmart has agreed to be the sponsor for the 4th Annual Student Chapter Leadership Conference to be held next April in Bentonville, Arkansas. If your university has not yet begun a student chapter, please stop by the AIS booth for information on how this initiative can increase enrollments.

Earlier this year we announced a partnership with Temple University to create the first ever [information systems job index](#). This initiative will provide clarity about the future of IS jobs so that our students can better prepare for successful careers. Look for the results next summer.

As always, our continued success is dependent upon your input about what you need to be successful with your research and in the classroom. We are available here and throughout the year, so let us hear from you. Also, don't forget to complete the ICIS attendee survey that you will receive at the end of this conference. Your input is invaluable.



**Doug Vogel**  
2012-13 AIS President  
City University of Hong Kong



**Pete Tinsley, CAE**  
AIS Executive Director

**JUNIOR FACULTY CONSORTIUM**

This year's Junior Faculty Consortium features a speed networking event that allows participants to meet each other and mentors in an accelerated fashion. Building on the themes from prior junior faculty consortia of networking, research program development, work/life balance and career planning, this year's event emphasizes objective "take aways," reflection on best practices, and goal setting.



**Annette Mills**  
University of Canterbury  
Junior Faculty  
Consortium Co-chair



**David Paradice**  
Florida State University  
Junior Faculty  
Consortium Co-chair

Participating Faculty:



**Soon Ang**  
Nanyang Technological  
University



**Wynne W. Chin**  
University of Houston



**Rudy Hierscheim**  
Louisiana State University



**Cathy Urquhart**  
Manchester Metropolitan  
University Business School



**Anandhi Bharadwaj**  
Emory University



**Deborah Comeau**  
University of W.  
Ontario



**William Kettinger**  
The University of Memphis



**Iris Vessey**  
University of Queensland



**Yolande E. Chan**  
Queen's University



**Jens Dibbern**  
University of Bern



**Rens Scheepers**  
Deakin University

## DOCTORAL CONSORTIUM

The Doctoral Consortium, held from Wednesday December 12 to Friday Saturday December 15, 2012, provides doctoral students working on their dissertation research an opportunity to share and develop their research ideas, explore issues related to academic and research careers in the information systems field, and build relationships with other IS Ph.D. students from around the world. Participation in the consortium is by invitation only based on competitive selection at the student's university.



**Sandra Sieber**  
IESE Business School  
Doctoral Consortium  
Co-chair



**Joe Valacich**  
University of Arizona  
Doctoral Consortium  
Co-chair

### Keynote Speakers:



**Paulo Goes**  
University of Arizona



**Viswanath Venkatesh**  
University of Arkansas

### Faculty Mentors:



**Chrisanthi Avgerou**  
LSE



**Genevieve Basselier**  
McGill University



**Michael Morris**  
University of Virginia



**Peter Seddon**  
The University of Melbourne



**Michel Avital**  
Copenhagen Business  
School



**Angelika Dimoka**  
Temple University



**Suprateek Sarker**  
Washington State  
University

## MOBILE & WEB APPS

Use these smart-phone compatible applications to create or import your custom conference schedule. Please make sure to visit the Cyber Cafe in the Crystal Atrium to enable automatic program updates.

**Mobile App:** For those with iPhone 3GS (or later), the iPod touch (3rd generation+), or the iPad iOS 4.0 (or later). Download the app directly from the App Store (search term: "SCHOLARONE"), or click on the following link, and select "ICIS 2012": <http://itunes.apple.com/us/app/scholarone-my-itinerary/id497884329?mt=8>

**Web App:** For those with iPhone 3GS (or later), the iPod touch (3rd generation+), or the iPad iOS 4.0 (or later), mobile devices using Android 2.2 or later with the default browser, or mobile devices using Blackberry OS 7.0 with the default browser. Download the app by clicking on the following link: <http://download.abstractcentral.com/icis2012-orlando/index.htm>

If you do not have a mobile device, or one that is compatible with the aforementioned devices, you can access the program online at [icis2012-orlando.abstractcentral.com/planner.jsp](http://icis2012-orlando.abstractcentral.com/planner.jsp).

If you have already formulated a conference schedule in the online itinerary planner, you can easily import it into the mobile or web app. First, open the app on your mobile device, and then click settings. Finally, go to the import/export option, enter the name of your saved itinerary, and select import. ***This will not overwrite what has already been added.***

## BREAKFAST DEBIT CARDS

Upon registration, all full-conference regular and guest registrants will receive a debit card valued at \$35 in order to purchase your breakfast meals during the conference. You may use the debit card to purchase breakfast at any of the restaurants/cafes in the hotel or any place you choose outside of the hotel. You may also use this card to purchase drinks at the Welcome Reception.

*Please Note: Breakfast will not be provided, and lost or stolen cards will not be replaced.*