



# **CONFERENCE PROCEEDINGS**

**Tenth Annual Global Information  
Technology Management Association (GITMA)  
World Conference 2009**

**June 14 – 16, 2009  
Mexico City, Mexico**



# Conference Schedule

**Sunday—June 14, 2009**

*Registration 8:00 a.m.—4:30 p.m. in Reception Area*

8.00 a.m.—9.00 a.m.	Coffee Break	
	<b>Room: Auditorio</b>	<b>Room: Aula Magna 2</b>
9.00 a.m.—10.30 a.m.	GITMA Organizational & Planning Meeting	-
11.00 a.m. — 12.00 p.m.	JGITM & JIPS Editorial Review Board Meeting	-
1.00 p.m. — 2.30 p.m.	IT & Change Management 1	Cultural Diffusion of IT
2.30 p.m. — 3.00 p.m.	Coffee Break	
3.00 p.m. — 4.30 p.m.	Issues in Information Security and Privacy	Panel Discussion: Synchronous eLearning
6.00 p.m. —	Signature Trip to Mexico City Attractions	

**Monday—June 15, 2009**

*Registration 7:00 a.m.—4:30 p.m. in Reception Area*

8.30 a.m.— 10.00 a.m.	Breakfast & Keynote Speaker Seymour Goodman Room: Salón de Congresos		
	<b>Room: Auditorio</b>	<b>Room: Aula Magna 2</b>	<b>Room: Aula Magna 3</b>
10.30 a.m.— 12.00 p.m.	Panel Discussion: Cyber Security	Decision Support & KMS	IT in Mexico 1
12.00 p.m.— 1.30 p.m.	Lunch on your own		
1.30 p.m.— 3.00 p.m.	IT in Mexico 2	IT in Education	IT in Healthcare
3.00 p.m.— 3.30 p.m.	Coffee Break		
3.30 p.m. — 5.00 p.m.	Panel Discussion: CIO panel	Design, Policy & Networking	-
6.30 p.m.—	Reception		

**Tuesday—June 16, 2009**

*Registration 8:00 a.m.—11:00 a.m. in Reception Area*

	<b>Room: Aula Magna 2</b>	<b>Room: Aula Magna 3</b>
8.30 a.m.—10.00 a.m.	IT & Change Management 2	Culture, Government & Education
10.00—10.30 a.m.	Coffee Break	
10.30 a.m.—12.00 p.m.	IT in Mexico 3	Panel Discussion: IT Issues in Healthcare
12.00 p.m.—2.00 p.m.	Lunch & Keynote Speaker Luis Derechin Room: Salón de Congresos	

**Conference Attire:** We have established a casual tradition. Business casual is recommended.

## Message from the Program Chair



**Pamila  
Dembla**

Computer Science and  
Information  
Systems Department

Kennesaw State  
University,  
Kennesaw, GA, USA

678-797-2319  
pdembla@kennesaw.edu

Dear Colleagues,

It gives me great pleasure to welcome you all to the Tenth annual conference of the Global Information Technology Management Association in Mexico City, Mexico. The conference chair, Dr. Prashant Palvia along with the local chair program chair, Gustavo Pares and I have put together a great program in Mexico City comprising of interesting sessions, panels and keynote speakers. I hope this provides you with an excellent opportunity to interact with fellow researchers and develop networks.

After an extremely successful conference in Atlanta in 2008, we look forward to the conference in Mexico City. I would like this opportunity to thank our keynote speakers, Seymour Goodman from Georgia Tech and Luis Derechin, CEO of Jackbe Corporation for taking the time to talk at the conference. We have four interesting panels including panelists such as Celia Romm Livermore, Prashant Palvia, Hamid Nemati, Kevin Lowe, Seymour Goodman and Alfredo Capote.

I request you to take the time to enjoy Mexico City in addition to attending the conference. It is the most important economic, industrial, and cultural center in Mexico and the most populous city with over 8,836,045 inhabitants. The city has some interesting landmarks such as the Historic Centre (*Centro Histórico*), the “floating gardens” of Xochimilco, the golden Angel of Independence, and the Castle of Chapultepec. In addition, the city has around 160 museums, over 100 art galleries, and some 30 concert halls, all of which maintain a constant cultural activity during the whole year.

I hope you enjoy the conference and your stay in Mexico City. Please contact us with your comments and suggestions so that we can continue to make GITMA a great experience for you.



## Prashant Palvia

- Joe Rosenthal Excellence Professor
- Director, McDowell Research Center
- Editor-in-Chief, *Journal of Global Information Technology Management*
- General Chair, Annual GITMA World Conference

Information Systems & Operations Management,  
Bryan School of Business and Economics

The University of North Carolina at Greensboro, NC, USA

336-334-4818  
pcpalvia@uncg.edu

# Message from the Conference Chair

June 14, 2009

Dear GITMA friends:

Oh, how time flies when we are having fun and building an important organization! Believe it or not, we have reached a milestone as this is our tenth annual world conference. We started our journey in Memphis, then to Dallas, New York, Calgary (Canada), San Diego, Anchorage, Orlando, Naples (Italy), Atlanta, and now we are in Mexico City celebrating a decade of camaraderie and hard work. Along the way, we met many new and old friends and established a truly global network of IS professionals. For all those who are in Mexico City, I welcome you for joining us in this magnificent journey.

I want to thank all the track chairs, authors, and reviewers who have made this conference a reality and a success. They have worked very hard for over a year and they need to be complimented for their efforts. Most of all, two individuals deserve our utmost appreciation and praise. They are Dr. Pamela Dembla, the Program Chair and Mr. Gustavo Pares, the Local Chair. They worked tirelessly over uncounted number of hours and gave it their "all". Thanks, Pamila and Gustavo! Thanks are also due to Mr. Tim Jacks, Research Assistant at the University of North Carolina at Greensboro for assisting in preparing the program, the proceedings, and with many details in organizing a conference. Together, they have put together an excellent academic program and an exciting set of activities while you are in Mexico City. At any given time, there are a number of sessions to choose from; I am sure you will always find something interesting and worthwhile to attend. As time permits, please also take advantage of the many beautiful sites and activities, Mexico City has to offer to its visitors.

Important changes have been made to the GITMA organization in the past year to make sure that it remains a vibrant, participative and contributing organization well into the future. We now have a formal structure with a President and a Board. Please join me in congratulating Dr. Choton Basu, who is serving as our GITMA President for a two-year term from 2009 to 2010. Thereafter, the President will serve a one year term. We have also formed a nine-member Advisory Board. It is being chaired by Dr. Barry Shore. If you wish to get involved in the GITMA organization, please attend our organizational meeting on Sunday, June 14, from 9 AM to 10:30 AM.

Enjoy the conference and I hope to meet each and every one of you in the next couple of days.

## Message from the Local Chair



**Gustavo  
Parés**

Tecnológico  
de Monterrey

gustavo.pares  
@itesm.mx

I would like to welcome you all to Mexico City. After 2 years of hard work we could finally make all the arrangements to hold the conference here. Having the conference in Mexico is a clear example of how GITMA is a global association that cares about creating a global network of academics, researchers, students and entrepreneurs. I am really sure that you will enjoy not only the conference and its social and cultural activities, but you will also get to know another face of Mexico that many people do not know. You will find out why Mexico will become one of the top 10 economies by 2050. You will also get a chance to enjoy the food, the hospitality and many other attractions the city has.

I strongly encourage you to consider Mexican academics and IT industry in future projects, not just for GITMA purposes. I am very thankful to Prashant, Pamila, the GITMA board and all track chairs, participants and attendees to be in Mexico this year after all the challenges we have faced this year. Please enjoy the conference and your stay in Mexico.

Kind regards,

Gustavo

# GITMA 2009 Organizing Committee

## Conference Chair

**Prashant C. Palvia**

University of North Carolina at Greensboro

## Program Chair

**Pamila Dembla**

Kennesaw State University, Kennesaw

## Local Chair

**Gustavo Parés**

Tecnológico de Monterrey

## Proceedings Editors

**Prashant C. Palvia**

University of North Carolina at Greensboro

**Pamila Dembla**

Kennesaw State University

**Tim Jacks**

University of North Carolina at Greensboro

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## Keynote Speaker



### Seymour Goodman

The Sam Nunn School of International Affairs and The College of Computing

Georgia Tech,  
Atlanta, GA, USA

[seymour.goodman@cc.gatech.edu](mailto:seymour.goodman@cc.gatech.edu)

Seymour (Sy) E. Goodman is Professor of International Affairs and Computing at the Sam Nunn School of International Affairs and the College of Computing, Georgia Institute of Technology. He also serves as Co-Director of the Center for International Strategy, Technology, and Policy and Co-Director of the Georgia Tech Information Security Center.

Prof. Goodman studies international developments in the information technologies and related public policy issues. In this capacity, he has over 200 publications and served on many academic, government and industry advisory, study, and editorial committees. He has been the International Perspectives editor for the *Communications of the ACM* for the last 19 years, and has studied computing on all seven continents and more than 80 countries. He recently served as Chair of the Committee on Improving Cybersecurity Research in the United States, National Research Council, Computer Science and Telecommunications Board, National Academies of Science and Engineering.

Immediately before coming to Georgia Tech, Prof. Goodman was the director of the Consortium for Research in Information Security and Policy (CRISP), jointly with the Center for International Security and Cooperation and the School of Engineering, Stanford University. He has held appointments at the University of Virginia (Applied Mathematics, Computer Science, Soviet and East European Studies), The University of Chicago (Economics), Princeton University (The Woodrow Wilson School of Public and International Affairs, Mathematics), and the University of Arizona (MIS, Middle Eastern Studies). Prof. Goodman was an undergraduate at Columbia University, and obtained his Ph.D. from the California Institute of Technology where he worked on problems of applied mathematics and mathematical physics.

## Keynote Speaker



**Luis  
Derechin**

CEO,  
JackBe Corporation

[luisd@jackbe.com](mailto:luisd@jackbe.com)

Luis Derechin is the CEO and co-founder of JackBe Corporation. He is the executive leader of JackBe for daily operations, partnership development, and long term strategy. An entrepreneur at heart, Luis has a reputation for founding and guiding companies that become both leaders in their categories and recognized successes. JackBe is Mr. Derechin third start-up where he shines as advocate for the the Enterprise Mashup market and JackBe's Presto product. Most recently, Luis was featured on Fox Business News where he discusses how JackBe helps companies combine and access data for more contextual decision making.

Luis studied Engineering at the University of California, San Diego and Business at Instituto Tecnológico Autónomo de México. Hear from the founder of JackBe about how his company created a new type of software called Enterprise Mashups (the combination of enterprise software and the Web for better decision making) and now leads one of the fastest growing segments in the industry. Enterprise Mashups easily leverage internal and external data to empower organizations to create, customize, and collaborate for faster decisions and better business results.

## Track Chairs

**IT in Africa:** Solomon Negash (snegash@kennesaw.edu)

**SoITOS: Management & Engineering of Service-oriented IT-based Organizational Systems:**

Mauel Mora (mmora@securenym.net) and Claudio Pinhanez (pinhanez@us.ibm.com)

**IT & Change Management:** Capaldo Guido (gcapaldo@unina.it) and Pierluigi Ripa (pierippa@unina.it)

**IT in Asia:** En Mao (mao@nicholls.edu)

**Social Media and IT:** Choton Basu (basuc@uww.edu)

**IT in SME's:** John Chenoweth (chenowej@uww.edu)

**Strategic IS Management:** Mike Raisinghani (mraisinghani@mail.twu.edu)

**Offshoring Best Practices:** Rathi Dasgupta (rathi@thestrategicsourcing.com)

**Health IS Security, Privacy and Trust Issues:** Dawn Medlin (medlinbd@appstate.edu)

**IT in Health:** Lakshmi Iyer (Isiyer@uncg.edu)

**Global Issues in Information Security & Privacy:** Hamid Nemati (nemati@uncg.edu)

**IT in South America:** Carlo Bellini (bellini@ccsa.ufpb.br)

**Decision Support & Knowledge Management Systems:** Luca Iandoli (iandoli@unina.it)

**IT in Education:** Pamila Dembla (pdembla@kennesaw.edu)

**Culture Diffusion in IT:** Pamila Dembla (pdembla@kennesaw.edu) and Veena Parboteeah (parbotev@enmu.edu)

**Global Diversity in IT:** Amy Woszczyński (awoszczy@kennesaw.edu) and Sherri Shade (sshade@kennesaw.edu)

**e-Government:** Sushil Sharma (sharma@bsu.edu)

**Cybercrime:** Nir Khatri (nbkshetr@uncg.edu)

**KM in Healthcare:** Virginia Recchia (recchia@ifc.cnr.it)

**IT Trends in the Financial Industry:** Gustavo Pares (gustavo.pares@itesm.mx)

**Evolution of SFA, CRM and POS:** Gustavo Pares (gustavo.pares@itesm.mx)

**Mobile Topics:** Raul Morales (raulms@itesm.mx)

**IT in Venezuela:** Rosalic Moya (rosalicmoya@gmail.com)

**Knowledge Management:** Marcela Revilla (mrevilla@itesm.mx)

**ERP Industry:** Omar Moheno (omarmoheno@hotmail.com)

**Research topics from IPN:** Adrian Garcia (agarcia@ipn.mx)

**IT Risk:** Aloini Davide (davide.aloini@dsea.unipi.it)

**Complex Networks:** Andrea Genovese (andrea.genovese@unina.it) and Cristina Ponsiglione

**IT and Poverty:** Lorena Perez (clperez\_garcia@prodigy.net.mx)

**IT in Mexico:** Gustavo Pares (gustavo.pares@itesm.mx)

**IT in Multinational Companies:** Celia Livermore (celia\_romm@hotmail.com)

**Global Software Development:** Bhaskarjyoti Das (Bhaskar\_j1@yahoo.com)

## Reviewers

*We thank the following people with sincere gratitude for assisting us in the important and difficult task of reviewing the paper submissions of GITMA 2009. We offer sincere apologies if a reviewer's name has been omitted from the list or unintentionally misspelled.*

**Anil Aggarwal**  
aaggarwal@ubalt.edu

**Davide Aloini**  
davide.aloini@dsea.unipi.it

**Francis Andoh-Baidoo**  
andohbaidoo@utpa.edu

**Rafael Ayala-Rodríguez**

**Keke Azevedo**  
k\_roseberg@yahoo.com.br

**Tridib Bandyopadhyay**  
tbandyop@kennesaw.edu

**Naveed Baqir**  
mnbaqir@uncg.edu

**Choton Basu**  
basuc@uww.edu

**Carlo Bellini**  
bellini@ccsa.ufpb.br

**R.S. Bhuvaneshwaran**  
bhuvan@annauniv.edu

**Jon Blue**  
jonblue@udel.edu

**Klauber Brito**  
klauberbrito@uol.com.br

**Lorella Cannavacciuolo**  
cannavac@unina.it

**Guido Capaldo**  
guido.capaldo@unina.it

**Danuvasin Charoen**  
danuvasin@gmail.com

**Charlie Chen**  
chench@appstate.edu

**Amy Coon**  
coona@uww.edu

**Fulvio Cristofoli**  
fulvio.cristofoli@metodista.br

**Maria Cuhna**  
mcunha@ipca.pt

**A. Damodaram**

**Bhaskarjyoti Das**  
Bhaskar\_j1@yahoo.com

**Rathi Dasgupta**  
rathi@  
thestrategicsourcing.com

**Dinesh Dave**  
daveds@appstate.edu

**Pamila Dembla**  
pdembla@kennesaw.edu

**Jane Fitchlee**  
fitchleejm@appstate.edu

**Monica Garfield**  
mgarfield@bentley.edu

**Andrea Genovese**  
andrea.genovese@unina.it

**Michele Grimaldi**  
m.grimaldi@unicas.it

**Christopher Harle**  
charle@andrew.cmu.edu

**Beverley Hope**  
Beverley.Hope@vuw.ac.nz

**Laura Hosman**  
laurahosman@gmail.com

**Luca Iandoli**  
iandoli@unina.it

**Lakshmi Iyer**  
Lsiyer@uncg.edu

**Tim Jacks**  
tfjacks@uncg.edu

**Hennie Kruger**  
Hennie.Kruger@nwu.ac.za

**Nir Kshetri**  
nbkshetr@uncg.edu

**Stephen Kwan**

**Wang Lei**  
L\_wang7@uncg.edu

**Celia Livermore**  
celia\_romm@hotmail.com

## Reviewers (cont.)

**Petruska Machado**  
petruskamachado@hotmail.com

**En Mao**  
enmao1@gmail.com

**Virginia Maracine**  
virginia.maracine@csie.ase.ro

**Jorge Marx-Gomez**

**Beverly Medlin**  
medlinbd@appstate.edu

**Dinesh Mirchandani**  
mirchandani@umsl.edu

**Vikas Misra**  
Vikas.rml@gmail.com

**Omar Moheno**  
omarmoheno@hotmail.com

**R.M. Noorullah**

**Cuahtémoc Olmedo**

**Raul Morales Salcedo**  
raulms@itesm.mx

**Prashant Palvia**  
pcpalvia@uncg.edu

**Gustavo Parés**  
gustavo.pares@itesm.mx

**Amir Passian**  
Amir.Parssian@ie.edu

**Flavio Perazzo**  
fmota@yahoo.com

**Rita Pereira**  
rita\_faria@yahoo.com

**Hector Perez**  
hectorgerardo@acm.org

**Claudia Pérez**  
clperez\_garcia@prodigy.net.mx

**Krassie Petrova**  
krassie.petrova@aut.ac.nz

**Claudio Pinhanez**  
pinhanez@us.ibm.com

**Praveen Pinjani**  
ppinjani@desu.edu

**Cristina Ponsiglione**  
ponsigli@unina.it

**Alex Ramirez**  
Alex\_Ramirez@carleton.ca

**Terrie Reeves**  
tcreeves@uncg.edu

**Marcela Revilla**  
marcela\_revilla@hotmail.com

**Pierluigi Rippa**  
pierluigi.rippa@unina.it

**Guillermo Rodriguez**  
grdrz@itesm.mx

**Adriana Romaniello**  
aromaniello@hotmail.com

**Rajendu S**  
rajendu@gmail.com

**Møyfrid Sannarnes**  
moyfrid.sannarnes@uia.no

**Ajita Satheesh**

**Sherri Shade**  
sshade@kennesaw.edu

**Miguel Sicilia**  
msicilia@uah.es

**Michael Simonson**  
mjsimons@cord.edu

**Daniel Süpke**  
suepke@gmx.de

**Sebastian Titz**  
sebastian.titz@gmail.com

**Sakthi Ulaganathan**

**Abraham Van Der Vyver**  
Braam.VanDerVyver@infotech.  
monash.edu.au

**Teresa Vandyke**  
vandyketa@yahoo.com

**Miguel Vargas**  
miguel.vargasmartin@uoit.ca

**Amy Woszcynski**  
awoszczy@kennesaw.edu

**Xia Zhao**  
x\_zhao3@uncg.edu

**Giuseppe Zollo**  
giuzollo@unina.it

# Facility Maps

