16th Annual Global Information Technology Management Association (GITMA) World Conference 2015

June 21-23, 2015
## Conference Schedule

**Sunday - June 21, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Room: Mills 3</th>
<th>Room: Parkview</th>
<th>Room: Mills 6</th>
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<tbody>
<tr>
<td>8:00am - 9:30am</td>
<td>GITMA BOARD MEETING</td>
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<tr>
<td>9:30am – 10:00am</td>
<td>Coffee Break</td>
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<tr>
<td>10:00am - 11:00am</td>
<td>JOURNAL EDITORIAL BOARD MEETING</td>
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<tr>
<td>11:00am - 12:00pm</td>
<td>THE WORLD IT PROJECT FORUM</td>
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<tr>
<td>12:00pm - 1:30pm</td>
<td>Lunch on your own</td>
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<tr>
<td>1:30pm - 3:00pm</td>
<td>Emerging Technologies</td>
<td></td>
<td>Editors Panel: How to Publish in IS Journals</td>
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<tr>
<td>3:00pm - 3:30pm</td>
<td>Coffee Break</td>
<td></td>
<td></td>
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<tr>
<td>3:30pm - 5:00pm</td>
<td>Social Media &amp; E-Governance</td>
<td></td>
<td>E-Education Panel</td>
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<tr>
<td>5:15pm - 6:00pm</td>
<td>GITMA STRATEGIC PLANNING MEETING</td>
<td></td>
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<tr>
<td>6:30pm - 8:00pm</td>
<td>CONFERENCE “SWEET 16” RECEPTION (18th Floor Rooftop Terrace)</td>
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**Monday - June 22, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Room: Mills 3</th>
<th>Room: Parkview</th>
<th>Room: Mills 6</th>
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</table>
| 8:30am - 10:00am | BREAKFAST PLENARY SESSION-ACADEMIC KEYNOTE SPEAKER  
Mary Beth Watson-Manheim, University of Illinois-Chicago |                                 |                                |
| 10:00am - 10:30am | Coffee Break                  |                                 |                                |
| 10:30am - 12:00pm | Innovative IT                 |                                 | Dedoose Workshop:  
(Qualitative Analysis Software) |
| 12:00pm - 1:30pm | Lunch on your own             |                                 |                                |
| 1:30pm - 3:00pm | Cloud Computing & Business Intelligence |                                 | CIO Panel                      |
| 3:00pm - 3:30pm | Coffee Break                  |                                 |                                |
| 3:30pm - 5:00pm | IT in Asia & Developing Countries | Big Data & E-Commerce          | Emerging Networking Technologies for Big Data and Internet of Things |
| 6:00pm       | SOCIAL EVENT-BUS TOUR         |                                 |                                |

**Tuesday - June 23, 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Room: Mills 3</th>
<th>Room: Parkview</th>
<th>Room: Mills 6</th>
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</thead>
<tbody>
<tr>
<td>8:30am - 10:00am</td>
<td>Diversity in IT</td>
<td>JIPS Mini-track and IT in Healthcare</td>
<td>Workshop: Online Certification Curriculum</td>
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<tr>
<td>10:00am - 10:30am</td>
<td>Coffee Break</td>
<td></td>
<td></td>
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<tr>
<td>10:30am - 12:00pm</td>
<td>Cultural Issues in IT Deployment</td>
<td></td>
<td>IJWLTT &amp; JGITM Mini-track</td>
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</table>
| 12:00pm - 1:30pm | LUNCH PLENARY SESSION-INDUSTRY KEYNOTE SPEAKER  
Donald G. Imholz, Centene Corporation |                                 |                                |
| 1:30 pm     | CONFERENCE ENDS– THANKS FOR YOUR PARTICIPATION !!! |                                 |                                |
June 21, 2015

Dear friends,

As many of you know, after fifteen year of service to the GITMA organization, I felt that there were others fully ready and capable of leading the organization in future years. Consequently an organizational meeting was held in Philadelphia in June 2014 and we formed an Executive Committee to run the organization. The executive committee has the following positions: President/Conference Chair, Vice President, Program Chair, Program Chair Elect, Secretary, Treasurer, and Technology Director. In addition I will serve on the executive committee as Founder and Executive Advisor.

We will continue to have an Advisory Board comprised of nine elected members, the President, the Vice President and myself.

In my new role as the Founder and Executive Advisor, I am pleased to welcome all of you to the sixteenth annual GITMA conference being held in St. Louis. Dr. Lakshmi Iyer is the President/Conference Chair and Dr. Tim Jacks is the Program Chair. They have worked extremely hard in the past year to develop this conference and bring you an exciting program. They were assisted by many track chairs as well as reviewers representing various sub-specialties in IS research. Thanks to their efforts, we have an exciting program with several paper sessions, panels and workshops.

Besides being a great learning experience, the GITMA conference has always been a great socializing and networking experience. We make friendships here that last a lifetime. Given the coziness of our group, you can practically meet everyone and develop research alliances as well as professional relationships well into the future. In this light, please be sure to join our famous “Monday evening bus tour”. Tim Jacks has arranged a great trolley tour which will take you to various famous sites in St. Louis. Another event worthy of your attendance is the “World IT Project Forum” scheduled on Sunday morning. The World IT Project is a signature accomplishment of our organization and you would benefit by participating in the forum.

As Lakshmi Iyer calls it, this is our sweet sixteen anniversary. As we turn our attention to future years, I ask each and every one of you to get more engaged and involved with the GITMA organization. It is your organization, and collectively all of you have the power to take it to greater heights in the next sixteen years.

I wish you all the best. Enjoy the conference

Sincerely,

Prashant Palvia, Ph.D.
Founder and Executive Advisor, GITMA
Joe Rosenthal Excellence Professor
The University of North Carolina at Greensboro
Greensboro, North Carolina 27402-6165, USA
As president and conference chair, it gives me immense pleasure to extend a warm welcome to the “sweet sixteenth” Annual Global Information Technology Management Association’s (GITMA) World Conference in St. Louis, Missouri. It has been a great pleasure to work with Dr. Tim Jacks, program chair who has worked tirelessly on the local arrangements and planning of social activities. Special thanks for the members of the executive committee: Drs. Anil Kumar, Mahesh Raisinghani, Virginiia Kliest, and Praveen Pinjani who have provided valuable input throughout the planning and execution of this conference. Thanks to Mr. Wiley Brown for his help with the program and other assistance with conference related needs. This conference and organization would not be possible without Dr. Prashant Palvia, the founder and advisor of GITMA. I sincerely appreciate the tireless work of the entire organization committee, track chairs and reviewers whose work has resulted in the culmination of a great 2015 GITMA program.

As is traditional for GITMA, this year’s conference showcases work of researchers all around the world on a variety of topics including e-Education, Global IT Innovation, Cloud Computing, Social Media, Big Data and Analytics, Knowledge Management, Emerging Technologies IT, Diversity in IT, and many others. This year, we are excited to have a CIO panel. Participation of industry leaders is significant as it helps us understand current industry trends and apply rigorous research to more relevant problems that will be useful to practice and academia. In addition to exploring the research presentations, I welcome you to participate in the exciting panels and workshops put together by several esteemed colleagues. The conference will provide a great forum to stimulate research ideas and establish collaborations.

It is our hope that your participation in the GITMA conference is a rewarding experience and that you get a chance to take home great research ideas and new friendships!

Hope you have a great time in St. Louis and continue to be engaged in GITMA and its upcoming conferences.

Sincerely,

Lakshmi S. Iyer, Ph.D.
GITMA 2015 President and Conference Chair
Associate Professor and Graduate Programs Director
The University of North Carolina at Greensboro
Greensboro, North Carolina 27402-6165, USA
Welcome to St. Louis! We're so happy to have you at GITMA 2015 for our "Sweet Sixteen" conference! St. Louis is a thriving city with about 3 million people in the greater metro area. I love that it's only 30 minutes from Southern Illinois University Edwardsville (SIUE) to downtown St. Louis.

St. Louis has a rich history -- from being settled by the French in the 18th century (St. Louis is named for Louis IX of France) to the large German immigration of the 19th century (which is why we love beer here!). It was a transportation hub for both railroad and Mississippi river barge traffic through the 20th century, and today it is a major center of international commerce. Companies that have corporate headquarters in St. Louis include: Ameren, Anheuser-Busch, Boeing, Centene Corporation, Doe Run Company, Edward Jones, Emerson Electric, Enterprise, Express Scripts, the Federal Reserve, Graybar Electric, MasterCard, Nestle Purina, Reinsurance Group of America, World Wide Technology and many, many more!

The famous Lewis and Clark expedition to explore the West in 1804 began in St. Louis. This is why we have our iconic "Gateway to the West" Arch as our city landmark which you can see easily from the Hyatt Hotel. If you have a little extra time to visit St. Louis, let me recommend some free attractions including the beautiful St. Louis Museum of Art, the Missouri History Museum, the St. Louis Zoo, and the St. Louis Science Center. Other attractions that are not free, but well worth it, are the Missouri Botanical Gardens, taking a ride up a curved elevator to the top of the Arch, the Laumeier Sculpture Park, and, one of my favorites, the City Museum. Please note that the Arch Park is undergoing renovation right now and the museum underneath the Arch is closed. But you can still walk over to the Arch from the hotel and enjoy the park.

While you're in St. Louis, you should try some typical local cuisine. This might include Toasted Ravioli as an appetizer, St. Louis ribs or St. Louis-style pizza (very thin crust cut in squares with Provel cheese on top) for an entree, and for dessert either a frozen custard or, my favorite, Gooey Butter Cake!

I hope that you will join us for our Monday evening social event. This is traditionally a bus tour but for GITMA in St. Louis I wanted something special. So we will be taking a 90-minute narrated trolley tour of all the major attractions in St. Louis. (The 1944 musical "Meet Me in St. Louis" has a famous song titled "Clang, Clang, Clang Went the Trolley". So I wanted you to get a true St. Louis experience!) The trolley holds up to 34 people and its first come, first served on tickets. Get your tickets for this outing at the GITMA registration desk as soon as you can! It's only $30 and should be great fun!

Hosting a conference is a lot of work but it only happens with a lot of help. I have been fortunate to work with a fantastic team of people. Thanks to everyone on the conference planning committee: Prashant Palvia, Lakshmi Iyer, Wiley Brown, Mahesh Raisinghani, Praveen Pinjani, Virginia Kleist, Anil Kumar, and Aykut Turan. Thanks to all the track chairs, session chairs, and reviewers. Thanks to our sponsors: Dedoose, UNCG, SIUE, and Taylor & Francis. Thanks to our wonderful keynote speakers, Dr. Mary Beth Watson-Manheim and Mr. Don Imholz.

Finally, I especially thank SIUE both for being a sponsor and for the support I have received from the Department of Computer Management and Information Systems which is, without a doubt, the very best department at SIUE! I'm lucky to be here.

Yours,

Tim Jacks
Assistant Professor
Department of Computer Management Information Systems
Southern Illinois University Edwardsville
tjacks@siue.edu
Conference Founder/Executive Advisor
Prashant C. Palvia
University of North Carolina at Greensboro, USA

President
Lakshmi S. Iyer
University of North Carolina at Greensboro, USA

Program Chair
Tim Jacks
Southern Illinois University Edwardsville, USA

Vice President
Anil Kumar
Central Michigan University, USA

Treasurer
Mahesh (Michael) S. Raisinghani
TWU School of Management, USA

Secretary
Virginia Kleist
West Virginia University, USA

Technology Director
Praveen Pinjani
Delaware State University

Program Assistant
Wiley Brown
University of North Carolina at Greensboro
BIO

Mary Beth Watson-Manheim, PhD, is Professor of Information Systems and Director of Graduate Studies in the Information and Decision Sciences Department of the College of Business Administration at the University of Illinois at Chicago. She was named a Fulbright-Nehru Senior Research Scholar to India in 2009. Professor Watson-Manheim received her Ph.D. in Information Technology Management from Georgia Institute of Technology in 1995. Before pursuing her Ph.D., she was employed for 10 years in the telecommunications industry. Professor Watson-Manheim is actively involved in research on the managerial, social and educational implications of a global and ICT-intensive workplace. She is particularly interested in the individual and organizational implications of virtual work, and the use of computer mediated communication, including new social media, in the workplace.
Industry Keynote Speaker

Donald G. Imholz
Executive Vice President, Operations and Chief Information Officer
Centene Corporation

BIO

Don Imholz has over 30 years of experience in information technology (IT), the majority at the executive level. He has also worked outside of IT with executive positions in finance, manufacturing, and supplier management among others.

Mr. Imholz joined Centene as Chief Information Officer in September 2008. His current responsibilities include managing all aspects of information technology as well as other shared service functions such as claims processing. His focus is on implementing several major strategic information system projects, extending the use of the Internet, and creating industry leading business analytics to support Centene’s rapid growth. The organization has won a number of awards during his tenure.

Prior to Centene, Mr. Imholz managed his own consulting company working for clients across a variety of industries. One of his clients was Centene. Before that, Mr. Imholz had a long career in Aerospace, first for McDonnell Douglas and then Boeing, working in a variety of functions and positions. Executive level assignments during his career included managing the McDonnell Douglas Information Services business unit and being Chief Information Officer for all of Boeing Integrated Defense Systems. At the time of his Boeing retirement in 2008, Mr. Imholz was responsible for all information system development and support worldwide.

Mr. Imholz has been active advancing educational initiatives. He has served on the board and is past chairman of the board of directors for the Center for the Application of Information Technology, and was a member of the Advisory Board for the Masters of Information Management Program for Washington University. He serves on the Leadership Council for the UMSL Business School and has served on its Information Systems Committee. He taught extensively as part of the adjunct faculty at Webster University and developed its information systems curriculum. Mr. Imholz has also been keynote speaker for many conferences and organizations. Mr. Imholz is also on the Board of Directors for the Family Resource Center, a non-profit organization providing a board range of social services in the St. Louis area, and on the Saint Louis Zoo Board.

Mr. Imholz holds a master’s degree in information systems management and an executive master’s degree in business administration, both from Washington University in St. Louis. He holds a bachelor’s degree in business administration from the University of Missouri in St. Louis. He has also attended executive training at the Wharton School at the University of Pennsylvania and at the Kellogg School at Northwestern University.
Journal of Global IT Management (JGITM) Mini-track  Prashant Palvia

Journal of Information Privacy and Security (JIPS) Mini-track  Kallol Bagchi

Journal of Information Technology Case and Application Research (JITCAR) Mini-track  Shailendra Palvia

International Journal of Web-Based Learning and Teaching Technologies (IJWLTT) Mini-track  Mahesh Raisinghani

IS Enabling Open Innovation  Pierluigi Rippa

Information Technology in Asia  Haji Afzaal Seyal

IT in Emerging Economies  Aykut Turan

IT for Social Benefit in Developing Countries  Choton Basu

Global Electronic Commerce  Praveen Pinjani

Global IT Innovation  Jaideep Ghosh

Strategic Applications of Global Information Systems  Mahesh Raisinghani

Health Information Systems IT  Ravi Thambusamy

Leadership and IT  Kevin Lowe

Creating Value from Social Media  Connie Barber

Enterprise IT Management  Karen Patten

E-governance  Prabin Kumar Panigrahi

Mobile IT  Don Heath

Diversity & Inclusion in the IT Workforce  Virginia Kleist

Global Big Data  Rhoda C. Joseph

Cross Cultural Issues in International IT Deployment  Tim Jacks
We thank the following people with sincere gratitude for assisting us in the important and difficult task of reviewing the paper submissions of GITMA 2015. We offer sincere apologies if a reviewer’s name has been omitted from the list or unintentionally misspelled.

Ali Acılar
Allwin Leo Prakash Albert Lobo
Dmytro Babik
Karlyn Barilovits
Caleb Bradberry
Wiley Brown
Cagla Ediz
Don Heath
Tim Jacks
Norman Johnson
David Kitlan
Faruk Anıl Konuk
Roderick Lee
Celia Livermore
Kevin Lowe
Rozan Maghrabi
Devdeep Maity
Bharati Matta
Brad McKenna
Tala Mirzaei
Minoo Modaresnezhad
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Special Rate for GITMA Members!

GITMA members receive one free journal subscription with their conference registration and are also eligible for a reduced rate of $100 for each additional journal.

For more information, contact the GITMA organizers at: admin@gitma.org

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