

**2019 New England Association for Information Systems Annual Conference**

***May 31st, 9:30am – 3:00pm***

Registration:  [**2019 NEAIS Conference Registration Form**](https://nam03.safelinks.protection.outlook.com/?url=https%3A%2F%2Furldefense.proofpoint.com%2Fv2%2Furl%3Fu%3Dhttps-3A__nam03.safelinks.protection.outlook.com_-3Furl-3Dhttps-253A-252F-252Furldefense.proofpoint.com-252Fv2-252Furl-253Fu-253Dhttps-2D3A-5F-5Fbentley.qualtrics.com-5Fjfe-5Fform-5FSV-2D5F2mMySEcpXByjkX3-2526d-253DDwMFAg-2526c-253DlqHimbpwJeF7VTDNof4ddl8H-2DRbXeAdbMI2MFE1TXqA-2526r-253DSta1vCSZOXIWliC3FCZ3xlCDba-2D2jzbJ7x02eZXYi5Y-2526m-253D1-2DlC8w4y3La1RY3sQjejqsrC-2D5Fp-5F7x9zNdNtpMUvT4-2526s-253DgieiYEOQ4PBS-5FFGLFKfQ9s06HPJH-2DZcUXzgd5OJcHAA-2526e-253D-26data-3D02-257C01-257C-257Cf700cb76c8a4436c2a4e08d6cfc6f778-257C9030beae3cfc4788a9e2130204ff1f10-257C0-257C0-257C636924850790848261-26sdata-3DLtQif-252BP3ZtGxsHw9ZgQKP-252Bi9uXalo1GCcN-252Fi-252FOJF-252Fb0-253D-26reserved-3D0%26d%3DDwMGaQ%26c%3DlqHimbpwJeF7VTDNof4ddl8H-RbXeAdbMI2MFE1TXqA%26r%3DDZT8TYVpXW2Q1lCCImJiih9Swa1ifF8i5zt_Exi5r-w%26m%3D550gdRG0gEOINUZeGFvrp_-EoRMWoyLeq5i0pQDY7ds%26s%3DqLqgcN6b2GnRz9sR-LZLgoqJ3c5CpZR4ycRm-P4aAi8%26e%3D&data=02%7C01%7CDMURUNGI%40bentley.edu%7Ce1ceef1e5b5f4dc80b6308d6d5a9f1f4%7C9030beae3cfc4788a9e2130204ff1f10%7C0%7C0%7C636931323239732574&sdata=3Uz7Eh0dDq7TkCg%2BBw0ne3VGuoa4M2AF%2F8DXtx8hLqw%3D&reserved=0) (Registration is **FREE**)

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| **Time** | **Activity** | **Location** |
| 9:30am – 10am  | Welcome  | Smith 305 |
| 10am – 10:55am  | Panel Discussion | Smith 305 |
| 11am – 12:30pm | Paper Presentations | Smith 304 (Track 1) & Smith 305 (Track 2) |
| 12:35pm – 2:15pm  | Lunch & Keynote | Smith 305 |
| 2:15pm – 3:00pm  | 2020 NEAIS Conference Planning | Smith 305 |

**Panel Discussion** (10 – 10:55 AM)

**Topic:** *Working with Industry Partners.* The panel session will focus on exploring why and how we collaborate with industry and government practitioners. Faculty members often collaborate with or bring in practitioners from industry or government for various valuable reasons in the context of research, teaching, and service. How does each school approach college-wide engagement for collaborating with industry practitioners? The panel will share challenges, opportunities, and new trends in why and how universities engage with industry.

**Panelists:** Sandeep Purao, Bentley University; Yang Lee, Northeastern; Luvai Motiwalla, U Mass Lowell; Nitin Joglekar, Boston University; Diane Strong, WPI; and Ganesan Shankar, Babson College

**Keynote** (1:00 – 2:15 PM)

Keynote Speaker

Ian Morrison, IBM - Director, Intelligent Cloud Technical Sales: US Health & Life Sciences

Bio

Ian Morrison is a Technical Specialist Sales Director within Microsoft’s Healthcare and Life Sciences organization.  His team envisions and builds innovative industry solutions that enable healthcare customers to transform their businesses and improve quality of life by leveraging the power of the Microsoft cloud. Over his 11+ year career at Microsoft, he has witnessed cloud computing grow from its infancy to mainstream adoption and has held many roles ranging from customer technical strategist to technical sales leadership.  Prior to Microsoft, he held security architect roles with both Oracle and CA, Inc. and has advised some of the largest commercial and government clients in the US.  Aside from his passion for technology, Ian is a competitive triathlete and father of three, living in update New York.

Presentation Abstract

Over the past few years, the pace of technology innovation has accelerated and new capabilities for reasoning over big data with advanced analytics and machine learning tools in the cloud have unlocked opportunities to solve problems we have faced for decades.  This rapid growth has raised many new challenges and questions as well: Is AI hype or truly the future?  How do we ensure ethical AI?  How do we educate and develop skills to keep pace with this new paradigm?  This presentation will guide you through a brief journey of how we got here and what the future holds as well as taking a look at practical applications of AI we are currently seeing in the industry and how we are solving some of these new challenges.

**Paper Presentations Session♣** (11 – 12:30 PM)

Track 1 – Social Media, Digital Divide (Smith 304)

1. *Social Media Affordances and Social Movement Organizations in Green IS.* Carol Lee and Pratyush Bharati. U Mass Boston
2. *Firm Performance and Social Media Content – Is the “Quiet Period” Quiet in This Information Rich World?* Julie Zhang. U Mass Lowell
3. *Uncovering Approaches to Educating People About Privacy on Facebook.* Alexa Stein, Megan Cater, Norman Makoto Su, Mainack Mondal, Xinru Page. Bentley University, Indiana University and Cornell University
4. *Group Affiliation, Online Communities, and Time: An Empirical Study on Kiva.* Yue Jiao and Ho Cheung Brian Lee. U Mass Lowell
5. *An Exploratory Study of the Role of Information Systems in Accommodation Processes in Organizations.* Shiya Cao and Eleanor Loiacono. Worcester Polytechnic Institute
6. *Exploring Digital Culture: Values and Practices Driving Success in a Digital World.* Deborah Soule and George Westerman. Massachusetts Institute of Technology.
7. *Digital Divide’s Impact on Cyber Security – An Exploratory Study.* Ramakrishna Ayyagari. U. Mass Boston

Track 2 – Miscellaneous Topics (Smith 305)

1. *IS Idiosyncratic Topics for MBA Business Analytics Programs.* Shouhong Wang, U Mass Dartmouth
2. *Digital Business Strategy as an Initiator of E-business Value Creation.* Jin Zhao, Maomao Chi, Rui Huang, and Yuzhu Li. U Mass Dartmouth
3. *Value Implications of Autonomous Cars for the Automobile Ecosystem: An Event Study.* Xiaochen Zhu and Kui Du. U Mass Boston
4. *Data Acquisition Accounting for Customer Heterogeneity.* Xiaoping Liu and Xiaobai li. Northeastern University and U Mass Lowell
5. *Electronic Word of Mouth in Healthcare: Do Hospitals in the Northeastern United States Offer Physician Review Systems.* Nima Kordzadeh. Worcester Polytechnic Institute.
6. *Backers or Socializers? Alternative Transactive Memory Mechanisms for Learning by Co-creation.* Emre Guzelsu and Nitin Joglekar. Boston University
7. *Impact of Cloud Computing on Firms’ Financial Performance.* Ali Ahmed and Luvai Motiwalla. U Mass Lowell

**♣** Each presentation will be like Slam Sessions of 10 minutes (approximately)

 