MWAIS NEWSLETTER

FALL 2017

AIS 2016 OUTSTANDING CHAPTER

http://mwais.org
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Greetings MWAIS members!

I appreciate the opportunity to serve as the President of MWAIS for 2017-18. I have been active in MWAIS since 2011 as a conference attendee, chair of the 2016 conference in Milwaukee, and now serving on the Executive Board. MWAIS has a long-standing tradition of excellence and I am committed to carrying on this tradition. Of course, I cannot do this alone and I thank the Executive Board members for their support, advice and hard work.

In May, MWAIS was recognized by the AIS for the third year in a row as an Outstanding Chapter for 2016. Criteria for recognition includes: hosting events, workshops, or conference tracks; publishing research; recognizing member achievements; communication and promotion of the group’s activities; and effective group operations.

So far 2017 has been a great year for our chapter, thanks to the hard work of the Executive Board members, the conference committee, and the participation and support from you, our members. We are well on our way to be recognized a fourth time for 2017. We had a successful annual conference with record attendance. We published two issues of JMWAIS in January and July. We held a reception for our members at the AMCIS conference in Boston in August hosted by Dr. Don Heath, our Treasurer, and Dr Kevin Scheibe, our Immediate Past President (photo on page 16). We elected two new members to the leadership team. We redesigned the website and updated the newsletter to give it a more contemporary look-and-feel. You can read more about some of these events in the newsletter.

The 12th Annual MWAIS conference in Springfield, Illinois was a great success. I would like to extend my thanks to Dr. Rassule Hadidi and his committee, and in particular Dr. Dave Larson, who served as the Local Arrangement Coordinator and is also our President-Elect, for putting together such a well-organized and engaging conference.
President's Letter cont.

The conference was well attended with over 100 delegates. It offered a strong program, with sessions covering a wide array of topics and several informative panel discussions. As always, the conference provided a wonderful opportunity to develop professionally and network with both academics and business professionals alike. Highlights from the conference as well as several photos from the event can be found on pages 4–7.

Next year's conference – MWAIS 2018 – will be hosted by the University of St. Louis Missouri, on May 17–18, 2018. The conference chair is Dr. Maurice (‘Mo’) Dawson, who is also our Membership and Publicity Director. Papers from across the IS and IT disciplines are welcome but the conference will focus on a very current topic: cybersecurity. To whet your appetite, we have a brief contribution from an industry professional on page 8–9. Apart Best Paper awards for the top three papers, we will now also be presenting an award for the Best Reviewer.

The registration fee is very reasonable and with limited travel distance the conference is an affordable option to present your research, network, talk with others who share your interests, and experience the Midwest. For more on the conference venue and the call for papers see pages 10–11.

Future conferences will be hosted by the University of Wisconsin-Oshkosh in Oshkosh, Wisconsin (2019) and at Drake University in Des Moines, IA (2020).

Hosting the annual conference is a great way to showcase your university, programs, and city while networking with colleagues in the Midwest region and beyond. See page 13 for more information if you are interested in hosting a conference.

The Journal of the Midwest Association for Information Systems (JMWAIS) is another platform through which to disseminate your research. Thank you to Dr. Rassule Hadidi and Dr. Dan Power for their initiative in launching the journal in 2015 and their continued dedication to the journal. JMWAIS is a double-blind, peer-reviewed, quality focused, and open-access online journal. A call for papers can be found on pages 15–15. JMWAIS also welcomes proposals for special issues from the MWAIS community.

Those of you who attended this year's conference will know that we updated the MWAIS website in the spring with the help of a student team from the University of Wisconsin-Milwaukee's nonprofit initiative. Thank you to everyone who participated in the member survey to improve the website. I hope that you've had a chance to visit our site to see the improvement. We are continuing our renewal efforts this fall.

I hope that you like the new format of our newsletter. Thanks to Dr. Dawson for taking the initiative in this regard.

Thanks also to Dr. Ryan Schuetzler, our Secretary, who has taken the lead on the redesign of our logo. We plan to launch the new logo at next year's conference with a new lapel pin for all attendees.

We welcome your participation, contribution and suggestions. Please let any of us on the Executive Board know how we can better serve you. The MWAIS leadership team with contact details can be found on page 16.

Ultimately, the strength of our chapter depends on you. MWAIS was started in 2005 to "promote the exchange of ideas, experiences, and knowledge among scholars and professionals in the Midwest U.S. engaged in the development, management, and use of information and communications systems and technology." For our chapter to continue to achieve our goals, we need your involvement: come to the MWAIS conference, bring your graduate students, present your research, spread the word to your colleagues, engage with your Midwest colleagues, and consider hosting a conference at your school.

We expect to have a great year in 2018 and we're looking forward to seeing you at MWAIS 2018 in St Louis, Missouri!

Sincerely,

Shana Ponelis
Highlights from MWAIS 2017

In May 2017, the University of Illinois Springfield (UIS) hosted the 12th Annual Conference of the Midwest Association of Information Systems (AIS). This was the largest conference yet in terms of academic participation with over 100+ participants.
The Management Information Systems Department of the University of Illinois Springfield (UIS) College of Business and Management (CBM) hosted the 12th annual MWAIS conference Thursday, May 18th and Friday, May 19th. Nearly 100 attendees were welcomed by UIS Chancellor, Dr. Susan Koch, CBM Dean Ronald McNeil, and MIS Department Head and Conference Chair Rassule Hadidi.

Two of the conference highlights were two very informative keynotes. Thursday afternoon, Mr. Jeff Bertrand, Assistant Vice President and Senior IT Architect - Systems, State Farm Mutual Automobile Insurance Companies, talked about the top technology trends facing Fortune 50 companies. While many of his illustrations were about State Farm he also shared experiences of other companies which he learned through his participation with other leading IT executives throughout the U.S. and Internationally. Some of the issues he discussed included: making legacy systems work in today’s environment, cloud computing, big data, being innovative, security, and building and maintaining a good talent pool.

Our second keynote on Friday morning featured Eugenio “Gene” Fernandez, FACHE, CHCIO, Vice President and Chief Technology Officer, Methodist Le Bonheur Healthcare - Memphis Tennessee who discussed innovations in healthcare and how to manage and benefit from these innovations. Based on his extensive experience in the healthcare, he first explained that the industry is refocusing to become more patient/client centered. Gene discussed the varied ways in which technology is being used to meet this new focus throughout the health care process including patient records, admissions, tracking, room assignments, test scheduling, appointment scheduling, electronic communications between patients and doctors, and smart medical devices. Gene closed with case studies in which his current hospital system is using new technology to improve patient care. One case involved the use of telemedicine in which a patient in a rural location was able to be diagnosed by a doctor in Memphis via electronic communications.

The conference committee received a record number of papers, workshops, and panel proposals for this year’s conference. Since many were excellent, the committee had a difficult job of selecting those to be accepted. What resulted was an excellent representation of important and timely topics. This year, we also included a poster session and something that was new to many, a “Slam” session. The slam session provided authors of what you might call “not ready for prime time” papers the opportunity to have five minutes to present their work and solicit limited response.

Our Thursday evening reception event was held at the Abraham Lincoln Presidential Library and Museum with the Lincoln family who joined us to ensure we had good food and good times. After dinner, one of the Lincoln’s neighbors took us back in time and told us about how rambunctious the Lincoln boys were and talked about what was going on in Springfield, the United States and how her son had gone off to fight in the Civil War. While she was talking with us she needed some help folding her laundry and one of our guests was kind enough to help her out.
Highlights from MWAIS 2017 cont.

During the business meeting on Thursday, MWAIS President, Shana Ponelis presented the redesigned MWAIS website, elections of new officers was held and Don Heath (University of Wisconsin-Oshkosh) was elected Treasurer and Dave Larson (University of Illinois Springfield) was elected President-Elect. Maurice Dawson (University of Missouri St. Louis) provided us with an overview of and invitation to attend next year’s conference at the University of Missouri St. Louis.
Photos from MWAIS2017
Focus on Cyber Security

A CONTRIBUTION FROM DR. CALVIN NOBLES

Cybersecurity is a set of practices and processes of protecting computers, systems, networks, and devices from unauthorized access that ameliorates confidentiality, integrity, and availability through a meticulous combination of people, policy, and technology while continually progressing over time. Advancing confidentiality, integrity, and authorization is a primary objective of cybersecurity. Information security is the practice of achieving confidentiality, integrity, and authorization. With the continuous integration of technologies, organizations are challenged to protect critical data, intellectual property, and financial and information assets. In today's complex and dynamic environment, organizations struggle to develop digitalization strategies to limit unauthorized access to critical networks and information. The goal of information security efforts is to cultivate integrated practices and defenses so companies can trust the validity of the data by limiting access to authorized personnel. Organizations depend significantly on technology including information and communications technology (ICT) to gain the competitive advantage to increase profits across the enterprise. Therefore, cybersecurity is a business strategy given that companies rely on ICT to conduct core functions through the optimal use of people, policies, and ICT. Companies' dependency and demand for technologies are indicative of technological deterministic thinking. Technological determinism is the continuous integration of new technologies regardless of the impact on existing organizational, social or cultural norms. The consistent implementation of technologies has resulted in hyperconnectivity and unintended consequences because cybercriminals exploit technologies for vulnerabilities to illegally gain access to companies' networks and data. Hyperconnectivity can be illustrated by organizations transitioning from analog communications to internet protocol enabled capabilities. Internet protocol-based technologies are exceptional; however, there are unintended consequences such as vulnerabilities that could potentially enable illegal exploitation by cybercriminals. With the ascendancy of internet protocol enabled technologies, companies, and people are becoming increasingly vulnerable to malicious cyber incidents through the soaring number of access points stemming from internet protocol-based technologies.
Focus on Cyber Security cont.

Cybersecurity as a business strategy unintentionally increased malicious cyber events by hackers exploiting businesses and people to gain access to sensitive data, financial assets, or intellectual capital. The government, industry, and academia are working tirelessly to develop cybersecurity frameworks, best practices, and automated technologies to mitigate countless cyber-attacks. Malevolent cyber actors target people and vulnerabilities to gain access to critical systems. Gaining access to a computer network is the tactical objective while obtaining access to exfiltrate sensitive data and financial and information assets are the strategic objectives. Most organizations too dependent on ICT that are Internet protocol-based as an effort to combat emerging and persistent sophisticated cybersecurity threats.

The relationship between technology integration and mounting cyber-attacks are conversely related because the more technology is leveraged, the larger the cyber-attack surface becomes accompanied by existing vulnerabilities.

As the cyber-attack surface expands with increasing access points, cybersecurity researchers, practitioners, and technologists are tirelessly engineering initiatives to reduce design defects in technologies. Organizations are investing significantly in cybersecurity training and awareness programs to educate personnel on the nefarious methods that cybercriminals use to gain access to the critical networks. Paralleling the human factors concerns in cybersecurity is preventing unauthorized access and maintaining the integrity of the data. The cost of maintaining an adequate cybersecurity training program is costly; yet, the decision to forgo establishing a cybersecurity program is negligent and reckless.

In closing, cybersecurity is the practice of establishing a culture to safeguard vital systems and sensitive information while leveraging people, technology, and policies to support lines of business while mitigating risks of a dynamic cyber threat environment. Therefore, cybersecurity can be defined as the evolving adaptation of practices to protect essential systems, data, and informational assets by leveraging people, technology, and policies to advance the interests of businesses for profit.

Hear more and meet Dr. Nobles at the MWAIS 2018 conference.

About Interviewee: Calvin Nobles Ph.D. is Enterprise Access Management & Privileged Access Strategist at Wells Fargo. He has over 20 years experience with the Department of Defense (DoD), and retired naval officer.
The 13th Annual Conference of the Midwest AIS will be held in St. Louis, Missouri, and is sponsored by the College of Business Administration at the University of Missouri – St. Louis (UMSL). The theme shall be Cyber Security. MWAIS 2018 will provide an intimate environment to facilitate the sharing of ideas, and close interaction among participants. About 100 participants are expected from throughout the Midwest US, the neighboring states and Canadian provinces, and beyond.

For more information visit the following:
https://mwaismwais2018.org/
University of Missouri - St. Louis presents

MIDWEST ASSOCIATION FOR INFORMATION SYSTEMS 13TH ANNUAL CONFERENCE

CONFERENCE THEME: CYBER SECURITY

Manuscript Submission Deadlines
Full-length papers: February 20, 2018
Notification of Acceptance/Rejection: March 31, 2018
Final Submission Deadline for Camera-Ready Copy and
Authors' Registration Deadline: April 10, 2018

Conference Date: May 17-18, 2018

For conference information, visit
www.mwais2018.org
Photo is from the MWAIS reception table at AMCIS 2017
CALL FOR MWAIS ANNUAL CONFERENCE ORGANIZER

JOEY GEORGE, AT-LARGE DIRECTOR, MWAIS

The Midwest United States Association for Information Systems (MWAIS) is a Chapter of the Association for Information Systems (AIS) serving Midwest US members of AIS. The states served by this Chapter include Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, and Wisconsin.

The goal of the Chapter is to promote the exchange of ideas, experiences, and knowledge among scholars and professionals in the Midwest US engaged in the development, management, and use of information and communications systems and technology. To learn more about MWAIS activities, please visit our Web site: http://www.mwaism.org and/or MWAIS Conference Proceedings site: http://aisel.aisnet.org/mwaism.

The MWAIS executive committee is seeking expressions of interest via email to Shana Poneis (poneis@uwm.edu) for hosting the 15th (2020) and a future MWAIS meeting to be held in 2022 or beyond. The meeting is generally held during the second or third week in May for a day and a half. Hosting this meeting is a great way to showcase your university, programs, and city while networking with colleagues in the Midwest region and beyond.

The 13 th MWAIS meeting will be hosted by College of Business Administration of the University of Missouri - St. Louis in 2017 and the 14 th MWAIS meeting will be hosted by University of Wisconsin-Oshkosh in Oshkosh, WI.

Past MWAIS conferences have been great successes, hosted by:

2017 - College of Business and Management, University of Illinois Springfield, Springfield, Illinois
2016 - School of Information Studies, University of Wisconsin - Milwaukee, Milwaukee, Wisconsin
2015 - Pittsburg State University, Pittsburg, Kansas
2014 - College of Business, Iowa State University, Ames, Iowa
2013 - Illinois State University - Normal, Illinois
2012 - Austin E. Confrin School of Business, University of 2010-Wisconsin – Green Bay
2011 - University of Nebraska at Omaha, Omaha, Nebraska
2010 - School of Business, Minnesota State University Moorhead, Moorhead, Minnesota
2009 - College of Business and Information Systems, Dakota State University, Madison, South Dakota.
2008 - College of Business, University of Wisconsin - Eau Claire, Eau Claire, Wisconsin.
2007 - College of Business and Management, University of Illinois Springfield, Springfield, Illinois
2006 - Seidman College of Business and Padnos College of Engineering and Computing at Grand Valley State University, Grand Valley, Michigan
Call for Papers

We are pleased to inform you that the latest issue of the Journal of the Midwest Association for Information Systems (JMWAIS) was published in July 2018. We invite you to submit a manuscript for review for the next issue to be published in January 2018.

JMWAIS is a double-blind, peer-reviewed, quality focused, and open-access journal. JMWAIS publishes original articles related to Information Systems (IS), Information Technology (IT), and Management Information Systems (MIS). The editorial emphasis is on interdisciplinary research involving IS/IT and MIS from organizational and individual perspectives. JMWAIS strives to be unique, in both its interdisciplinary Information Systems focus and its commitment to authors of an expedited and constructive review process. Specifically, our editorial policy encourages authors from various business users and technical tools disciplines to submit interesting IS/IT and MIS related manuscripts. Case studies with case teaching notes as well as practitioner’s oriented manuscripts are also considered for publication in the journal. The Editorial Board emphasizes a balanced vision between rigor and relevance. Both academic scholarly-oriented and more practitioner-oriented submissions are welcomed.

Submission Guidelines

- Submissions may be between 7 and 20 pages long, single-spaced.
  1) For an empirical article, the target length is 5,000 - 7,000 words.
  2) For a review article, the target length is 4,000 - 5,000 words.
  3) For a viewpoint article, the target length is 3,000 - 4,000 words.

- Submissions should be in MS Word file format using 10-point Times New Roman font.
- Please follow APA citation style.
- Authors may include hyperlinks in their manuscripts.
- Submissions should include a 100 - 200 word abstract and 3-4 key words.
- Except on the title page, authors should not identify themselves or their affiliation in their manuscripts.
- Submission deadlines: September 15th for January issue and March 15th for July issue.

Please visit [www.jmwais.org](http://www.jmwais.org) for additional information.
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