



## Message from the Proceedings Editor

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It is my pleasure to present the Proceedings of Microsoft Dynamics Academic Preconference held in the Embassy Suites Houston - Downtown, Houston, Texas during March 17-18, 2012.

Firstly, I would like to express my appreciation to Katie Hasbargen, Program Lead of DYNAA. I also would like to thank Don Morton, Bethany Eighmy, Jane Birkegaard Thomsen, and Lyndsey Creamer for their frequent help. On the academic side, I would like to thank Jerry Flatto, the Chair of Advisory Committee, for his outstanding leadership. I also would like to thank all the members of the advisory council, especially Todd Shultz (Vice-chair of the Advisory Committee), Muhammad A. Razi (Research Committee member), and Kuo Lane Chen (Research Committee member) for their constructive suggestions. Through their help, the editorial process became easier and smoother.

This was the third year to publish the Proceedings. As the chair of research and publication committee, I personally believe that we cannot attract the attendance of faculty from AACSB universities without publishing refereed proceedings. Attending an academic/professional conference often means a chance for tenure and tenure-track faculty to gain useful knowledge in both teaching and research. Recently, Microsoft Dynamics has grown to include cloud-computing based GP 2010, CRM 2011, AX 2012, NAV, SL and other useful software. The purpose of this conference is not only to discuss the technical side of Microsoft Dynamics, but also to discuss academic curriculum trends and critical issues related to information systems such as Business Intelligence (BI), Enterprise Resource Planning (ERP), and Customer Relationship Management (CRM). This volume contains about four refereed papers and seven academic presentations, developed by more than ten authors and coauthors. These papers have been gone through a rigorous double-blind review process. This year the acceptance rate for presentation is about 50%. The best papers will be considered for publication in the coming issues of *Journal of Integrated Enterprise Systems*. The Proceedings also lists presentation abstracts and PowerPoint slides as Appendix. The Proceedings will be published online after the finish of the conference.

Secondly, I want to thank the authors, presenters, and reviewers for their persistent hard work for these papers/reviews for the Proceedings of the Preconference. I know that it was a lot of hard work, but it was well worth.

Finally, I would like to sincerely thank everyone again for their participation in the 2012 Preconference. It has been an honor and a privilege to serve as the proceedings editor. Without your help and support, the Proceedings would not have been possible. In addition, the committee will greatly appreciate it if you can provide them with ideas and issues so that they can improve the quality of the Proceedings in the future. We wish you enjoy the conference in Atlanta and look forward to seeing all of you again in future Microsoft Dynamic Academic Preconferences.