

Message from the Chair of North American Advisory Council, DynAA

Carol Mannino
Rader School of Business, Milwaukee School of Engineering, USA

As 2013-2014 Chair of the North American Advisory Council for the Microsoft Dynamics Academic Alliance (DynAA) it is my privilege to introduce the 2014 Proceedings of the Dynamics Academic Alliance Preconference (Proceedings). Keeping current with Business Systems, Information Technologies, Analytics and Accounting Systems is a momentous task where maintenance of understanding and skills requires constant contact with users, consultants, software vendors, and academic peers. This Proceedings and the DynAA Preconference are valuable resources for meeting this challenge.

Once again this year, we received a record number of submissions which enabled us to select the premier material for this publication. The range of contributions continues to grow. More Dynamics products are represented in the submissions, allowing the DynAA to more accurately reflect the breadth of Microsoft Dynamics Business Solutions. We continue to make great progress obtaining focused curricular and instructional submissions. This is evidenced by our outstanding submission receiving the second annual Microsoft Dynamics Academic Alliance Instructional Award. Additionally, traditional research presentations and program overviews with focus toward the Microsoft Dynamics Certificate program are included.

Without Dr. Huei Lee, who leads the DynAA Advisory Council Research & Publications Committee, as the team leader, coach, and several other positions, these Proceedings would not be possible. Additionally, DynAA would not be able to produce these Proceedings or the Preconference without the tremendous support and leadership we receive from the Microsoft DynAA team: Don Morton - Program Director, Katie Hasbargen, Ph.D. - the program lead, Jane Birkegaard Thomsen - senior program manager, program managers Lyndsey Creamer, and Cristina McCoy and Christoffer Johnson- student experience program student worker. Our DynAA Advisory Council members' contributions surpass expectations by performing reviews, planning presentations, preparing training and filling in where needed. Our Council members truly represent academic servant leadership.

I hope you find the Proceedings useful to your research and teaching. If so, tell others so we can grow in quality and relevance. If not, do help the DynAA by letting us know better your needs, interests, and expectations. In either case, stay involved by expanding use of Dynamics in your teaching and research, contributing to and attending the DynAA Preconference, reaching out to Dynamics partners and customers in your region, and evangelizing Dynamics to your peers.

Carol Mannino
Rader School of Business
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Microsoft Dynamics Academic Alliance