

# Convergence 2015 Atlanta, GA USA Worldwide Microsoft Dynamics Academic Preconference

## 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 Hotel, Atlanta, Georgia during March 14-15, 2015.

Firstly, I would like to express my appreciation to Katie Hasbargen, Global Program Lead of Microsoft DYNAA. I also would like to thank Tracey Laqua, Jane Birkegaard Thomsen, and Lyndsey Creamer for their frequent help. On the academic side, I would like to thank Carol Mannion, the Chair of Advisory Council, for her outstanding leadership. I also would like to thank all the members of the advisory council, especially and Jennifer Nighingale-Massart (Vice Chair), Muhammad A. Razi (Preconference Committee Member), Kuo Lane Chen (Preconference Committee Member), Carl Rebman (Preconference Committee Member), and Thilini Ariyachandra (Preconference Committee Member), for their constructive suggestions. Special thanks go to Tracey Laqua.

This was the sixth year to publish the Proceedings. Attending an academic/professional conference often means a chance for faculty members to gain useful knowledge in both teaching and research. Microsoft Dynamics has grown to include cloud-computing based Dynamics GP 2015, CRM 2015, AX 2012 R3, NAV 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 Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Supply Chain Management (SCM), Business Analytics, Big Data, and Business Intelligence (BI). This volume contains five refereed full papers. This year we have received many outstanding submissions for DynAA Instructional Award. Two of them have more than 30 pages long and the committee has a hard time to decide the best one for the final award. These papers and curriculum packages have been gone through a rigorous double-blind review process. The top papers and curriculum packages will be considered for publishing in the coming issues of *Journal of Integrated Enterprise Systems*. The Proceedings will be published online after the preconference.

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 2015 Preconference. 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.