

# Microsoft Dynamics Academic Conference 2016 New Orleans, Louisiana, USA

## Message from the Chair of North American Advisory Council, DynAA

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As 2015-2016 Chair of the Microsoft Dynamics Academic Alliance (DynAA) Advisory Council of North America it is my privilege to introduce the 2016 Proceedings of the Dynamics Academic Alliance Academic Conference. 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. These Proceedings along with the DynAA Academic Conference 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 annual DynAA Instructional Award. Additionally, traditional research presentations and program overviews with focus on 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 Conference without the tremendous support and leadership we receive from the Microsoft DynAA program lead, Katie Hasbargen, Ph.D. and her team. 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, please share with others so we can grow in quality and relevance. If not, please help DynAA by letting us know how to better satisfy 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 Academic Conference, reaching out to Dynamics partners and customers in your region, and evangelizing Dynamics to your peers.

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