

Message from the Editor-in-Chief

It is my pleasure to present the first issue of the *Journal of Integrated Enterprise Systems* (*JIES*), the journal sponsored by Microsoft Dynamic Academic Alliance (DYNAA). First, I would like to express my appreciation to Kate Hasbargen, Program Lead of DYNAA. Secondly, I would like to thank Ashley Pecoraro, Jane Birkegaard Thomsen, and Lyndsey Creamer from DYNAA for their frequent help. On the academic side, I would like to thank Todd Schultz, the chair of advisory committee, for his outstanding leadership. I also would like to thank all the members of the advisory council, especially Joann Segovia (the associate editor), Barry Floyd (the associate editor), and Kuo Lane Chen for their constructive suggestions. Through their help, the editorial process became easier and smoother. Lastly, I want to thank the authors and reviewers for their persistent hard work for these papers/reviews for the manuscripts. I know that it was a lot of hard work, but it was well worth it.

This is the first issue of *JIES*. As the chair of research and publication committee of the advisory committee of DYNAA, I personally believe that we cannot attract the attendance of faculty from AACSB universities without publishing an academic and professional-oriented refereed journal. Recently, Microsoft Dynamics has grown to include GP, CRM, AX, NAV and other useful software. The purpose of this journal is not only to discuss the academic side of enterprise systems but also to discuss academic curriculum trends and critical issues related to information systems such as ERP, AIS, CRM, SCM and BI. The journal's official website (<http://www.clcloud.com/JIES>) has been launched.

Volume 1 Number 1 published five research and pedagogical articles in enterprise systems. These papers have been gone through a double-blind review process. The first article authored by Emilio Boulianee investigates the impact that software utilization may have on students' knowledge acquisition of the accounting cycle, a fundamental concept in business. Preliminary results indicate that students who first completed the case manually and then completed the same case using software experienced the best knowledge acquisition. Simona Sternad and Samo Bobek, who authored the second article, study critical success factors for Dynamics NAV implementation. The results of their survey in Slovenia demonstrated that organizations have to pay attention to different critical success factors in different phases of the implementation process. In the third article, the Kao and et al. examine whether video-clip instructions have an impact on perceived ease of use and perceived usefulness of customer relationship management (CRM) software for brand management. Bojan Jovicic, Todd Schultz, and Dragan Djuri authored the fourth article. They analyze the technical aspects of ERP systems and their connection with agile methodologies, a crucial combination especially in times of economic crisis. The fifth article features a case study in ERP systems in Saudi Arabia. Muhammad A. Razi and Mohammad Mobashar Hossain This research investigates organizational strategic alignment and managerial decisions during pre-implementation, implementation, and post-implementation of ERP systems.

Finally, it has been an honor and privilege to serve as the editor-in-chief for the journal. Without your help and support, the *JIES* would not have been possible. In addition, the editorial board will greatly appreciate it if you can provide them with ideas and issues so that they can

improve the quality of the journal. On behalf of the editorial board, I welcome and encourage your continual contribution to the journal – as authors, reviewers, or readers.

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