

Message from the Editor-in-Chief

It is my pleasure to present the third issue of the *Journal of Integrated Enterprise Systems (JIES)*, a journal associated with 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 Cristina McCoy, Jane Birkegaard Thomsen, and Lyndsey Creamer from DYNAA for their frequent help. On the academic side, I would like to thank Carol Mannion, the chair of advisory committee, for her outstanding leadership. I also would like to thank all members of the advisory council, especially Joann Segovia (the associate editor), and Kuo Lane Chen (acting as the managing editor) 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.

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 accredited universities without publishing an academic and professional-oriented refereed journal. Recently, Microsoft Dynamics has grown to include AX, CRM, GP, NAV and other useful software packages. 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, BI, BA (Business Analytics), and big data. To address the increasing importance of pedagogical research from AACSB, we also encouraged the finalists of the Microsoft Dynamics Instructional Award to resubmit their draft to JIES. While the format of pedagogical research is different from theoretical and applied research, we still want to publish them because of vast interest in the DYNAA community.

Volume 3 Number 1 published four research and pedagogical articles in enterprise systems. These papers have been gone through a double-blind review process. The first article, authored by Jennifer Nightingale Massart, illustrates how a course that integrates Microsoft Dynamics AX 2012 into the curriculum. This article is the first one discussing Microsoft Dynamics AX and received the honorable mention in the Microsoft Dynamics Instructional Award 2014. The second article, authored by Emilio Boulianne, addresses the issues of Accounting Information Systems (AIS) and its impact on Microsoft Dynamics Student Certificate Program. The third article is not a traditional paper but one of the best curriculum packages for Microsoft Dynamics GP 2010 R2. Written by Gyu C. Kim and Stacy S. Kim, it also received the honorable mention in the Microsoft Dynamics Instructional Award 2014. By using a case of the Big Red Wagon Manufacturing Corporation (BWMC), it explore a variety of ERP topics such as TQM, BPR, DRP, and SCM. The fourth article is related to the Microsoft Dynamics CRM. Sangeun Lee et al. studied how the design of training manual could have an impact on user satisfaction for CRM software. Their research method is to utilize the measurement of user satisfaction survey in the design process to improve the training manual.

Finally, it has been an honor and a privilege to serve as the editor-in-chief for the journal. Without your help and support, 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.

Sincerely,

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