

Convergence 2014 Atlanta, Georgia, USA 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 2-3, 2014.

Firstly, I would like to express my appreciation to Katie Hasbargen, Program Lead of DYNAA. I also would like to thank Jane Birkegaard Thomsen, Lyndsey Creamer, and Cristina McCoy 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 Joann Segovia (Vice Chair), Todd Schultz (Research Committee Member), Kuo Lane Chen (Research Committee Member), Muhammad A. Razi (Research Committee Member), and Thilini Ariyachandra (Research Committee Member), for their constructive suggestions. Special thanks go to Jane Birkegaard Thomas. Because of her effort, the EMEA has more involvement in paper submission and review.

This was the fifth 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 GP 2013, CRM 2013, AX 2012, 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 six refereed full papers and one extended abstract. This year we have received many outstanding submissions for DynAA Instructional Award. At least four of them have more than 40 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 acceptance rate for full paper this year is about 60%. 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 2014 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.