



Invitation to Share Your Work:

Call for Papers and Presentations

Microsoft Academic Conference for Higher Education

June 19-20, 2017

Redmond, Washington, USA

Associated with the Microsoft Dynamics Academic Alliance

- ✓ Deadline for presentation and paper submissions: **April 5, 2017**

The first ever Microsoft Academic Conference for Higher Education is a **free event** designed for educators interested in using Microsoft technologies in their curriculum and academic research. You will have the opportunity to learn about [Microsoft Dynamics 365](#) business solutions, the [Cortana Intelligence Suite](#), [Microsoft Office 365](#), [Microsoft Power BI](#), and more! In addition, you will learn about the academic programs Microsoft has to offer, including the [Microsoft Dynamics Academic Alliance](#), [Microsoft Imagine Academy](#), and the Cortana Intelligence Suite for Education.

For the 2017 Microsoft Academic Conference for Higher Education, presentation and paper submissions including proposals on in-progress research, curriculum packages, current developments in Microsoft technology, success stories or other topics of interest to the academic community are invited and encouraged. The conference will feature a variety of presentation formats (Lightning Round presentations, breakout sessions, roundtable sessions, etc.), which incorporate Microsoft technologies into business, information systems, computer science, and technology curriculum [see *Call for Presentations*]. For curriculum packages and research papers, these refereed submissions will undergo a double-blind review [see *Call for Curriculum Packages and Research Papers*].

Submissions in one or more of the following areas should include connections to Microsoft solutions and applications, but could focus mainly on the subject area. Curriculum package submissions must include instruction on the specific Microsoft solution or application.

Topics of interest include:

- Accounting Information Systems
- Business Intelligence
- Big Data, Data Science and Analytics
- Business Performance Management
- Cloud Computing
- Curriculum Design
- Customer Relationship Management (CRM)
- Data Analysis and Visualizations
- Digital Marketing
- Enterprise Resource Planning (ERP)
- Financial Management
- Financial Reporting Systems
- Information Audit
- Information Assurance/Security
- Information System Project Management
- Information Systems/Computer Technology
- Marketing Management
- Social Engagement
- Supply Chain Management
- Systems Analysis and Design

Call for Presentations

Presentation submissions are separate from curriculum package and research paper submissions.

Microsoft invites faculty to submit presentation proposals beyond formal curriculum packages and research papers with a focus on Microsoft technologies utilized in business, information systems, computer science, and technology curriculum. Presentation examples could include but not limited to in-progress research, curriculum under development, current developments in Microsoft technology, success stories or other topics of interest to the academic community. Submissions should include an abstract of 1 to 2 pages describing the presentation. Accepted submissions will be presented at the conference and abstracts will appear in the proceedings.

A specific presentation format will be highlighted at the conference: **Lightning Round Presentations**. This type of presentation, usually around 10 minutes in length, is designed to be short and concise. The presentations will be delivered one after another within a set block of time. By including Lightning Round Presentations at the conference, there will be more time to have many faculty speakers present a multitude of topics. Your goal as a presenter is to articulate your topic in a quick and impactful way.

Please note presentations will be scheduled as Lightning Round Presentations, breakout sessions, or roundtable sessions as determined by the review board. Please reach out to dynaa@microsoft.com if you have any questions regarding the presentation formats.

Call for Curriculum Packages and Research Papers

Curriculum package submissions that include materials for delivering Microsoft technology-oriented instruction in the higher education classroom are invited.

In addition, submissions of completed research addressing issues related to Microsoft Dynamics and other Microsoft solutions and applications are invited. Research may be basic, applied, or pedagogical but should contribute to the body of knowledge in the subject areas outlined above. Case studies that demonstrate these attributes will also be considered.

Accepted curriculum packages and research papers will be invited for presentation at the conference, and extended abstracts or summaries will be included in the proceedings. Top-refereed submissions will be considered for publication in the *Journal of Integrated Enterprise Systems* [ISSN: 2168-197X (Print), 2162-9285 (Online)].

Curriculum Packages and the Microsoft Dynamics Academic Alliance Instructional Award

The top curriculum package submission will be recognized and awarded the Microsoft Dynamics Academic Alliance Instructional Award at the conference. The goal of the Microsoft Dynamics Academic Alliance Instructional Award is to encourage development of quality curriculum focused on Microsoft Dynamics. Author(s) of submissions competing for the award should be ready to provide:

1. A brief outline of the class lecture(s) or demonstration (e.g., something you would provide students or attendees as an agenda for the class)
2. Identification of any reading or study materials assigned before the class (e.g., Dynamics documentation or e-learning, book chapters, videos)
3. Slide show decks, handouts, or other materials used during the lecture or demonstration
4. Follow up assignments or assessments along with rubrics which could be given to students as a result of the class

Submission Instructions

The Microsoft Dynamics Academic Alliance will publish the conference proceedings online. Furthermore, the best-refereed curriculum package and research paper submissions will be recommended to the *Journal of Integrated Enterprise Systems* for publication. For acceptance of any submission, at least one author must commit to attending and presenting at the conference. Written submissions should be in Microsoft Office Word format, with double-spacing, and 11 font size. Manuscripts should follow APA guidelines for citations and references (See <http://apastyle.apa.org>).

- ✓ For presentation submissions, please email your content to dynaa@microsoft.com
- ✓ For curriculum package and research paper submissions, please use the following link to submit content:
<http://clcloud.com/dynaa2017>

If you have any problems uploading your curriculum package or research paper submission(s), please email dynaa@microsoft.com and Cc Huei.Lee@emich.edu.

Submission Deadline

The deadline for curriculum packages, research papers, and presentations is **April 5, 2017**. Authors will receive email notification of acceptance/rejection by **April 30, 2017** with final revisions due **May 20, 2017**.