Message from the Proceedings Editor

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It is my pleasure to present the Proceedings of Microsoft Academic Conference for Higher Education held in the Microsoft Campus, Redmond, Washington during June 19-20, 2017.

Firstly, I would like to express my appreciation to Katie Hasbargen, Program Lead of DYNAA. I also would like to thank Kayla Dietrich, Anja Haslund, and Kjerstin Engebretson for their frequent help. On the academic side, I would like to thank Jennifer Nighingale Massart, the Chair of Advisory Council, for her outstanding leadership. I also would like to thank all the members of the advisory council, especially and Carol Mannion (Instructional Award Committee Chair), and Todd Schultz for their constructive suggestions.

This was the eighth 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-based Dynamics 365, GP 2016, CRM 2016, AX 2012, NAV and other software for business solutions. The purpose of this conference is to discuss not only the instructional/research issues related to Microsoft Dynamics, but also instructional/research issues related to the Cortana Intelligence Suite, Microsoft Office 365, and Microsoft Power BI. The general curriculum trends and critical issues related to information systems such as Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Supply Chain Management (SCM), cloud computing, big data, and Business Intelligence/Business Analytics (BI/BA) are also discussed. This volume contains eight refereed full papers. Other conference presentations are listed in the conference agenda and are not published in the proceedings. This year we have received several outstanding submissions for the DynAA Instructional Award. These papers and curriculum packages have been gone through a rigorous double-blind review process. The top papers and curriculum packages will be considered for publication in the coming issues of *Journal of Integrated Enterprise Systems*. The Proceedings will be published online at http://clcloud.com/dynaa2017p after the conference is over.

Secondly, I want to thank the authors, presenters, and reviewers for their persistent hard work for these papers/reviews for the Proceedings of the conference. I know that it was a lot of hard work, but it was well worth.

Finally, we would like to sincerely thank everyone again for their participation in the 2017 Academic Conference. 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 Redmond and look forward to seeing all of you again in future Microsoft Academic Conference for High Education.

Microsoft Dynamics