University of New Hampshire

Peter T. Paul College of Business and Economics

NEAIS Chapter
New England

2023
NEAIS CONFERENCE
PROGRAM

HOSTED AT UNH PAUL COLLEGE

OCTOBER 28, 2023

Table of contents

Welcome Message

Welcome to the fifth annual conference of the New England chapter of the Association for Information Systems (NEAIS). We are delighted to see participation from faculty members and students representing over ten esteemed universities, including Babson College, Baruch College, Bentley University, Brandeis University, Northeastern University, Suffolk University, The Federal Polytechnic (Offa), UMass-Amhurst, UMass-Boston, UMass-Dartmouth, UMass-Lowell, University of Connecticut, University of New Hampshire, and Worcester Polytechnic Institute. The NEAIS Chapter Board extends its heartfelt gratitude to the University of New Hampshire (UNH) for graciously hosting this event at their beautiful campus on Saturday, October 28th, 2023. Our appreciation also goes to you, the AIS Council, and our generous sponsors for making this conference a great success.

This year's conference is themed "Sustainability in the Age of AI and Digital Transformation", emphasizing the intersection of sustainability and technological advancements. Our conference will commence with a warm welcome from Professor Lucy Gilson, Dean of UNH's Peter T. Paul College of Business. This will be followed by two enlightening keynote addresses, one by Professor Sirkka Jarvenpaa from the University of Texas at Austin, and the other by Evan Gwynne Davies, Co-founder & CEO of Scrapp. These thought-provoking keynote presentations will pave the way for a stimulating panel discussion featuring distinguished guests: Rehgan Avon, Co-founder & CEO of AlignAI; Diana Kelley, Chief Information Security Officer for Protect AI; Jeff Spears, COO of Management Decisions, Inc. with extensive international law expertise; and Russ Wilcox, a global leading data scientist, NLP expert, and AI consultant. A highlight of our program will undoubtedly be the unveiling of the recipients of the two esteemed Best Paper Awards, with a total prize of $1000, recognizing and honoring their exemplary contributions to the expansive corpus of knowledge. This will be followed by two research paper presentation sessions and four round table discussion sessions.

This conference is not just a locus of learning but a nexus for professional networking. Esteemed participants, we encourage you to utilize this platform to liaise with colleagues, foster collaborative relationships, and initiate dialogues that will undeniably transcend traditional academic and practical boundaries. Amidst the serene backdrop of New Hampshire, we anticipate a harmonious synthesis of knowledge, innovation, and professional camaraderie. Together, we are set to engender a conference experience characterized by intellectual enrichment and professional advancement. Enjoy this journey of exploration, connection, and collective growth.

In closing, the NEAIS board members extend their heartfelt appreciation for your unwavering support and remain hopeful that together, we can continue to elevate NEAIS as a thriving and active chapter within AIS.

Yang Lee, Luvai Motiwalla, David Murungi, Yuzhu Li, Ermira Zifla, & Jing Wang
2023 NEAIS Board Members

Agenda

Session	Time	Activities	Locations
1	8:10am-8:50am	Breakfast, Registration, Networking	Great Hall
2	8:55am-9:15am	Dean's Welcome	Auditorium
3	9:15am-10:15am	Keynote	Auditorium
4	10:15am-10:45am	Refreshment & Networking Break	Great Hall
5	10:45am-11:50am	AI Panel	Auditorium
6	11:50am-1:00pm	Lunch, Networking, Best Paper Awards	Great Hall
7A	1:00pm-2:00pm	Paper Presentations: Track 7A	115
7B	1:00pm-2:00pm	Roundtable Discussion: Track 7B	125
7C	1:00pm-2:00pm	Roundtable Discussion: Track 7C	135
8	2:00pm-2:30pm	Refreshment & Networking Break	Great Hall
9A	2:30pm-3:30pm	Paper Presentations: Track 9A	115
9B	2:30pm-3:30pm	Roundtable Discussion: Track 9B	125
9C	2:30pm-3:30pm	Roundtable Discussion: Track 9C	135
10	3:30pm-4:00pm	NEAIS Business Meeting	G45

Keynote Speakers

Dr. Sirkka L. Jarvenpaa

At McCombs School of Business, The University of Texas at Austin, Dr. Sirkka L. Jarvenpaa is Professor of Information Systems; Bayless/Rauscher Pierce Refsnes Chair in Business Administration; departmental graduate advisor; director of Center for Business, Technology, and Law. She has held many distinguished appointments such as the Marvin Bower Fellow at Harvard Business School and Finnish Distinguished Professor at Aalto University. Her work has appeared in information systems, management, engineering, accounting, marketing, psychology, HCI, and anthropology journals. Dr. Jarvenpaa serves or has served as the senior editor or editor-in-chief for several journals: Journal of Association for Information Systems, Journal of Strategic Information Systems, MIS Quarterly, Information Systems Research, Organization Science, and European Journal of Information Systems. She holds a B.S. in Business Administration from Bowling Green State University, Ohio and Masters and Ph.D. degrees in Business Administration from University of Minnesota, Minnesota. She is a recipient of Association of Information Systems (AIS) Fellow and LEO Awards (LEO stands for Life Time Achievement of Exceptional Global Contributions in the field of information systems). She has received the Information Systems Society (ISS) Distinguished Fellow Award. She is a recipient of the Alexander Humboldt Prize for her research achievements. She has been awarded four honorary doctorates.

Evan Davies

Evan Davies is Co-founder & CEO of Scrapp, with the #1 data-powered recycling app. smart waste programs. Evan has spent the last 7 years of his professional career working for data-driven organizations, where job responsibilities have specialized in the management of both public and private datasets. He has a Master's in Building Services Engineering, with specialties in understanding the way humans interact with the built environment and a core focus on sustainable building practices. He is a UNH Alumni and is an avid rugby player.

AI Panel

Rehgan Avon

Rehgan Avon is the co-founder & CEO of AlignAI, an AI Adoption Platform that is changing the way companies build, adopt, and govern policies and procedures for data & AI. She has worked on architecting solutions and products that operationalize machine learning models at scale within the large enterprise for the last decade. Rehgan's experience has been fueled by a passion for early-stage startups, AI, and product development. Rehgan also founded Women in Analytics in 2016 to promote more visibility to diverse individuals making an impact in this space. This community has over 7000 members and hosts a global conference that has put over 200 women on the stage.

Diana Kelly

Diana Kelley is the Chief Information Security Officer (CISO) for Protect AI. She also serves on the boards of WiCyS, The Executive Women's Forum (EWF), InfoSec World, CyberFuture Foundation, TechTarget Security Editorial, and DevNet AI/ML. Diana was Cybersecurity Field CTO for Microsoft, Global Executive Security Advisor at IBM Security, GM at Symantec, VP at Burton Group (now Gartner), a Manager at KPMG, CTO and co-founder of SecurityCurve, and Chief vCISO at SaltCybersecurity.

Jeff Spears

Jeff Spears is a seasoned attorney with extensive experience in government and international law. With a distinguished military career, he transitioned to the US Army Reserve and achieved the rank of Lieutenant Colonel. At L-3 Communications, he managed international compliance, contracts, and intellectual property. In 2017, he founded MercurySGS, LLC, offering government contracting support and training services. Since 2019, he's been the COO of Synectics for Management Decisions, Inc., specializing in U.S. government data analytics. Jeff is also a prolific writer and speaker, actively supports non-profit organizations, and holds memberships in distinguished groups.

Russ Wilcox

Russ Wilcox is a global leading data scientist, NLP expert, and AI consultant. He brings over 15 years of industry experience and has built end-to-end machine learning platforms that have generated over 35 million dollars in cumulative revenue for his clients. He has served as both state and federal expert witness for cases involving big data, is a guest lecturer in machine learning for both UCLA and Northeastern university, and is a TedX speaker.

Paper Presentations Track 7A

1:00pm-2:00pm
Room 115

Chair: Ganesh Shankar

Paper Title	Authors
Vehicle Trade Time Application Service Design for Fintech using Action Design Research	Xavier Babu and Luvai Motiwalla
Dramaturgy to Teach Critical Thinking: An Implementation and Evaluation for BPM	Sandeep Purao and Caroline Strang
Revisiting Medical Errors: Collaborative errors	Shuchita Mishra, Yang Lee, Jennifer Xu and Haijing Hao

Roundtable Discussion
Track 7B & C

1:00pm-2:00pm

Track 7B: Room 125   Chairs: Yifei Wang & Wei Wei

Paper Title	Author(s)
Why I Chose the Product I Didn't Want? The Undesired Impact of Recommendation Badge	Yuxiao Luo, Nanda Kumar and Adel Yazdanmehr
Study of Social Media Engagement on Online Food Delivery Services (OFDS) Platform	Suthasinee Tilokruangchai and Peng Xu
Social Media Disclosure and Capital Markets: CEO Interviews Driving Firm Value	Cuibing Wu and Julie Zhang
Combating Cyber-radicalization: Have we paid attention to attention?	Shawn Ogunseye, David Murungi and Sandeep Purao

Track 7C: Room 135   Chair: Tareq Nasralah

Paper Title	Author(s)
Predictive Analytical Model for Early Detection of Sepsis	Mousa Albashrawi, Huda Almayouf and Hasna Alghamdi
Factors Influencing Data Breaches in Healthcare Organizations: A Comprehensive Analysis	Kaushik Ghosh and Kholekile Gwebu
Predictive Models of Chronic Obstructive Pulmonary Disease in the United States (Completed Research)	Arnold Kamis
Challenges in Knowledge Sharing with Artificial Intelligence: A Research Exploration	Mojtaba Rezaei

Paper Presentations Track 9A

2:30pm-3:30pm
Room 115

Chair: Luvai Motiwalla

Paper Title	Authors
Examining Success and User Engagement of a Decision Aid Utilizing Questionnaires, Eye-Tracking, and Interviews	Lidan Zhang, Doaa Alrefaei, Soussan Djamasbi, Bengisu Tulu, Carlie Flanagan, Adam Kalayjian, Connie Ge, Shazeb Meraj and Susanne Muehlschlegel
Toward Gamified ERP Application: Enhancing User Motivation and Engagement Using a DSR Framework	Esi Adeborna and Luvai Motiwalla
Contextual-based Affinity Analytics Research on Association of Manager Response and Customer Reviews	Xavier Babu and Julie Zhang

Roundtable Discussion Track 9B & C

2:30pm-3:30pm

Track 9B: Room 125   Chair: Courtney Paulson

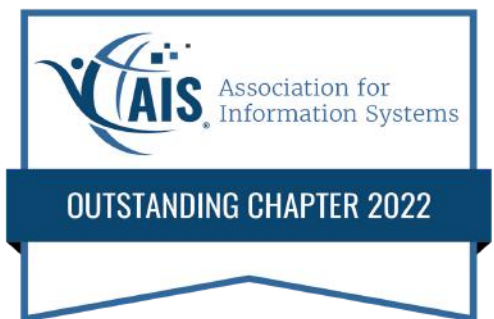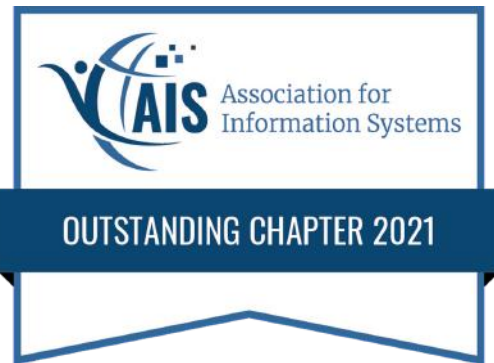| Paper Title	Author(s)
Utilization of ChatGPT on Agile Project Management	Abdullah Oguz, Michael Gendron and Mohammad Daneshvar Kakhki
From Mistakes to Insights: Counterfactual Explanations for Incorrect Machine Learning Predictions	Amir Asrzad and Xiaobai Li
Analyzing Gender Differences in Information Systems Research using Topic Modeling with Machine Learning	Shimi Zhou and Eleanor Loiacono

Track 9C: Room 135   Chair: Yuxiao (Rain) Luo

Paper Title	Author(s)
Antecedent and Consequences of Blockchain-as-a-Service for E-Voting: The Mediating Role of Perceived Trust	Amir Abbasi, Rodoula H. Tsiotsou, Mousa Albashrawi and Lin Li
Models of Electric Vehicles Registrations in the United States (Completed Research)	Arnold Kamis
Building Theory using Methodological Pluralism in Computationally Intensive Research	Carol Lee, Pratyush Bharati and Emmanuelle Vaast

About the NEAIS

The New England region Association for Information Systems (NEAIS) is a Chapter of the Association for Information Systems (AIS) serving the New England region of U.S. members of AIS. The states served by this Chapter include Massachusetts, New Hampshire, Rhode Island, Connecticut, Vermont, Maine and other states in the northeastern US.

The goal of the Chapter is to promote the exchange of ideas, experiences, and knowledge among information system (IS) scholars and professionals in the New England region of the U.S. engaged in the development, management, and use of information and communications systems and technology. In addition, a goal is to develop academic/industry alliances with companies in the region for research and teaching.

The NEAIS chapter provides a great opportunity for IS professionals to exchange research ideas, teaching pedagogies, cases, and other professional materials with their colleagues at regional workshops and conferences. The large number of universities and colleges in the New England region enables the community to advertise professional events and engage with these campuses. This chapter is committed to increasing research and academic collaborations among the members.
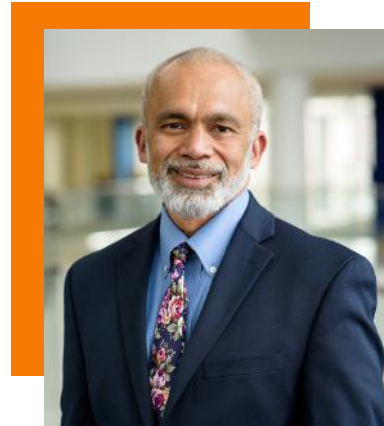
NEAIS offers four membership categories: Academic, Student, Retired, and Professional, each designed to meet the specific needs of our diverse membership base. Detailed information about the benefits and criteria for each membership type can be found on the NEAIS website. For any direct inquiries, contact us at neaisconf@gmail.com.

NEAIS Executive Board

Yang Lee
President

Luvai Motiwalla
Past President

David Murungi
Vice-President

Ermira Zifla
Secretary

Yuzhu Li
Treasurer

Jing Wang
Events/Communications Director

Conference Organizers

At Large Directors	Pratyush Bharati, University of Massachusetts Boston Haijing Hao, Bentley University Arnold Kamis, Brandeis University Nanda Kumar, Baruch College Ganesh Shankar, Babson University Diane Strong, WPI Yurong (Chrisy) Yao, Suffolk University
Conference Committee	Jing Wang, University of New Hampshire (Chair) David Murungi, Bently University Gorkem Turgut(G.T.) Ozer, University of New Hampshire Ermira Zifla, University of New Hampshire
Conference Program Committee	Ermira Zifla, University of New Hampshire (Chair) Shankar Ganesh, Babson University David Murungi, Bently University Yurong (Chrisy) Yao, Suffolk University Yuzhu(Julia) Li, University of Massachusetts Dartmouth
Fundraising and Promotion Committee	Yuzhu(Julia) Li, University of Massachusetts Dartmouth (Chair) Shankar Ganesh, Babson University Yang Lee, Northeastern University Luvai Motiwalla, University of Massachusetts Lowell Yurong (Chrisy) Yao, Suffolk University
Conference Organizing Committee	John Franklin, University of New Hampshire Khole Gwebu, University of New Hampshire Inchan Kim, University of New Hampshire Courtney Paulson, University of New Hampshire Burcu Eke Rubini, University of New Hampshire Yifei Wang, University of New Hampshire

Sponsors