

ORGANIZATIONAL SYSTEMS RESEARCH ASSOCIATION

ADVANCING RESEARCH IN INFORMATION TECHNOLOGIES, LEARNING, AND PERFORMANCE

PRE-CONFERENCE / 2007 WINTER EDITION

OSRA Conference, March 13-17, 2007

2006-2007 EXECUTIVE BOARD

President yinl@mail.uww.edu
L. Roger Yin University of Wisconsin - Whitewater

VP – Professional Studies shihcs@siu.edu
Stephen Shih Southern Illinois University - Carbondale

VP – Membership e.regan@moreheadstate.edu
Elizabeth Regan Morehead State University

VP – Research cchen@bsu.edu
Catherine Chen Ball State University

VP – Publications sfeathergannon@pace.edu
Susan Feather-Gannon Pace University

Treasurer mmccannon@northwesterntech.edu
Mindy McCannon Northwestern Technical College

Secretary cheryl@uca.edu
Cheryl Wiedmaier University of Central Arkansas

Immediate Past President kvhemby@mtsu.edu
K. Virginia Hemby Middle Tennessee State University

Conference Program Coordinator
Donna Everett d.everett@moreheadstate.edu
Morehead State University

Conference Papers Coordinators mchalupa@bsu.edu
Marilyn Chalupa Ball State University

Members at Large – Business Consultants
Sarah L. O'Donnell sarah_odonnell@nplainfield.org
North Plainfield High School
Ray Terlaga ray@pcnet.com
N. Dean Meyer@ Associates, Inc.

Newsletter Editor lguelden@ncat.edu
Lisa Gueldenzoph North Carolina A&T State University

Executive Director d.everett@moreheadstate.edu
Donna Everett Morehead State University

NOTES FROM THE KNOBS AREA OF KENTUCKY

Donna R. Everett, Executive Director

Change is a certainty for OSRA to remain dynamic, responsive, and competitive. We must find out what format OSRA will take: remain as is with declining membership; become a member (SIG) of a larger group, such as AIS or IRMA; or simply disband. Your Board is considering all of these options. If you have ideas, please pass them along to President, Roger Yin, or Vice President of Membership, Betty Regan.

OSRA has a lot to offer: its curriculum is being certified by the Board. The first organization to receive the certification was the Universiti Teknologi Mara in Malaysia. OSRA's Information Technology, Performance, and Training Journal fills a vital niche in the information systems, training, and technology fields.

Come celebrate 26 years of change in OSRA in San Diego! The conference promises to have a lot to offer—from dynamic sessions to fun-filled evenings. Please support OSRA in its efforts to bring its members the very best conference yet!

At the FBD web site (www.fbds.org) or the OSRA web site (www.osra.org), you can make room reservations, download the registration form, and find out other information about San Diego. Look for the OSRA program to be uploaded to both web sites soon.

NEWSLETTER SUBMISSIONS REQUESTED!

Please send conference announcements, call for papers, job vacancies, and other items of interest to the OSRA membership to Lisa Gueldenzoph at lguelden@ncat.edu.

PRESIDENT'S CORNER

Roger Yin, OSRA President



Hope you all have a peaceful and fine winter break. Let me also wish you and your family a wonderful start of Year 2007 and your New Year resolution will come true sooner than later.

The OSRA Annual Conference is coming in March. While we are preparing for this upcoming event, we must continue pondering on three urgent

issues: Who we are, what do we do, and what we really care for?

Though I do not believe we have a crisis of identity, we do need to redefine our field and our practices in teaching and research. In other words, what are our values and contribution to the society we live in? What kind of scholarship and expertise we should obtain in order to lead our students towards their future success? Are our curricula set out to prepare our students to become technologists or professionals, one-trick-ponies or lifelong learners? How and how often we should update our curricula – depending on the conditions and resources – to reflect the ever-changing human interests in the world where the rich and the poor separate further, and the distance between ideal and reality grows every minute?

Like it or not, we are all in the business of managing changes. In many cases, the challenges we and our students encounter are more ideological than practical, ill-defined than well-elaborative. We can certainly go with the flow and deal with whatever happens next, yet foreseeably we will get lost in the chaos and our fate will be determined by the mainstream stakeholders at that time. What will you do when the next reorganization or merger occurs to your program or department?

In the MacWorld conference took place in early January, 2007, Steve Jobs announced that Apple Computers is now Apple, and the new iPhone may change the face of human communication in both leisure and business senses. What it means, at least to me, is that information technology is not just there to facilitate business operation – IT is business. In addition, as Microsoft wants a whole lot more from ordinary users and businesses alike to pay for its new Vista operating system, it also recommends that Vista, a beautified “MacOS clone” like many indicate, should be installed on PCs running the latest Dual-Core processors from Intel and AMD with at least 2 GBs of RAM.

Other than the most advanced 3D games, most businesses and home users may not need such computing power since what they do over 80% of the time are emails, word processing/spreadsheets, and Web surfing according to various reports from Forrester and Gartner. As we see it, the latest may not necessarily be the greatest when it comes to modern computing technology. What businesses want are whatever solutions that can meet their bottom line and hopefully a little more, regardless the “ideas du jour” in the IT integration and management industry like ERP or the more recent Service Oriented Architecture (SOA) movement.

Constructivists insist that we should not make too many assumptions for the learners, trainees, and novice users because there are no such instructions that are optimized or “one size fits all.” Perhaps what we at OSRA should do is to forego the “optimal” IT solutions for organizations and treat our target audience – students, employers, and people we and our graduates serve – as human again. We should jointly look into what contributes to a successful IT migration project and develop case studies as story-telling that involve our student interns via their blogs at work.

Two meaningful projects, for example, (1) Whether a company should adopt Apple iPhones to replace laptops and Blackberries, and what is the price to pay? (2) Whether a company should upgrade to Vista, considering the compounding computer hardware cost as well? If our ITLPJ can publish meaningful and more-or-less grounded “white papers” to guide and advise the managers and decision-makers in various organizations when it comes time for them to plan and stratify IT upgrade or migration projects, our contribution to practitioners could last much longer. Perhaps the new direction of our field can even be informed by how we conduct and share our inquiries.

Where there is a will, there is a way. However, both the will and the way must make sense. Undeniably, there are many possible pathways for us to choose from. I urge you, dear OSRA members and colleagues, to seriously consider putting people's needs first, and how people's needs interact with ever-evolving technological advancement second. When we realize how much intelligence and academic brain power have been focused on the hardware, software, and methodologies as tools to human and how little readership and feedback such endeavors receive from the practitioners, we should feel confident that we definitely have a chance if we follow what we really care for.

Let's continue the dialogue and hope to see you all in the San Diego conference in March!

OSRA / FBD CONFERENCE IN SAN DIEGO "Bridging the Gap"

Conference Registration Deadline: February 21, 2007

Registration - The conference registration form is available at the FBD website at www.fbds.org. Be sure to include both the OSRA registration fee (\$100 - includes two breakfasts and one luncheon) and the FBD registration fee (\$75 - includes breaks).

Hotel - Reserve your room now; availability is running out. Information about hotel accommodations and links to the hotels and tourist information are also available at the FBD website. Room rates are \$125 single and \$140 double.

See OSRA.org and FBDS.org for More Information



CALL FOR MANUSCRIPTS

The Wisconsin Business Education Journal

The WBEJ is a refereed journal listed in *Cabell's Directory of Publishing Opportunities* in Education. All manuscripts are given a blind review by three external reviewers. Accepted manuscripts are published twice a year, Fall and Spring. The deadline for submission of manuscripts for the Fall issue is **June 1** and for the Spring issue is **November 1**.

The purpose of the WBEJ is to provide educators with articles reflecting present and future teaching strategies, research-based articles, and technology ideas in business and marketing education. Only manuscripts which meet this purpose will be considered for review.

Publishing Guidelines:

1. All manuscripts should use APA style and be between 1-10 single-spaced pages in length. Leave one blank line between paragraphs and before and after headings.
2. The manuscript should be submitted in camera-ready format, typed in Microsoft Word using Times New Roman, 12-point font.
3. All graphics (tables, graphs, charts, etc.) should be encased in boxes.
4. Manuscripts should have 1-inch top, side, and bottom margins with no page numbers
5. A title page that includes manuscript title and name, address of institution, email address, and phone number of each author must be attached to the manuscript. No identification information of authors should be included within the manuscript.
6. Four original hard copies of the manuscript should be mailed and one electronic version, an email attachment, on CD, or on 3.5-inch diskette, should be submitted to:

Lila Waldman, Ph.D.
University of Wisconsin-Whitewater
ITBE Department, 4015 Carlson, Whitewater, WI 53190
waldmanL@uww.edu / Phone: 262-472-5475 / Fax: 262-472-4863



APPLICATION FOR MEMBERSHIP

Name: _____

Job Title: _____

School/Firm: _____

Mailing Address: _____

Business Phone: () _____ Fax: () _____

Home Phone: () _____ Internet _____

Mailing Preference (circle one) Work Home

Which of the following best describes your situation? (Please check one)

- _____ **Individual Membership:** \$55.00. Individual involved in office systems as an educator, manager, consultant, practitioner or one who has an interest in the results of organizational systems research.
- _____ **Corporate Membership:** \$300.00. Corporations interested in cooperating in the application of research, sharing the results of such research or sponsoring same. Membership includes all individual membership benefits plus one paid attendance at the annual research conference.
- _____ **Student Chapter Membership:** \$55.00. An educational and research association whose mission shall be to get individuals involved in the organizational systems major.
- _____ **Retired Membership:** \$35.00. Must have been a former OSRA member.
- _____ **Student Membership:** \$35.00. Student concentrating in organizational systems or a related discipline. Faculty signature required:

_____ Faculty Member Institution

Enclose a check (U.S. funds only) payable to OSRA and mail to:

Dr. Donna R. Everett, Executive Director
 Organizational Systems Research Association
 Morehead State University
 150 University Blvd., Box 2478
 Department of Information Systems
 Morehead, KY 40351-1689

Phone: (606) 783-2718
 Fax: (606) 783-5025
 d.everett@moreheadstate.edu
 Web Site: www.osra.org

_____ Check enclosed

Note type of membership:

- _____ \$55.00 Individual
- _____ \$55.00 Student Chapter
- _____ \$35.00 Retired
- _____ \$300.00 Corporate
- _____ \$35.00 Student