

ORGANIZATIONAL SYSTEMS RESEARCH ASSOCIATION

ADVANCING RESEARCH IN INFORMATION TECHNOLOGIES, LEARNING, AND PERFORMANCE

POST-CONFERENCE / 2006 SPRING EDITION

It's not how many books you get to, but how many books get to you.

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NOTES FROM THE KNOBS AREA OF KENTUCKY

Donna R. Everett, Executive Director



Congratulations to **Kelly Wilkinson** for putting together a very good OSRA Research Conference in Oklahoma City! Many of the presentations are available at the OSRA web site so that you can view them to see what you missed. The atmosphere and arrangements in Oklahoma City were excellent. The only thing missing was **YOU!**

Only 20 OSRA members registered for the conference. We hope that San Diego will be a bigger draw for you. Visit the OSRA web site at www.osra.org or the FBD web site at www.fbds.org to get the specifics for the conference. After 2007, the FBD conference will return to Houston. Please mark your calendar **NOW!**. President-elect Al Fundaburk has exciting plans for you in San Diego. He knows the area from his military days. Stay tuned!

Congratulations and special thanks go to:

- **Tena Crews**, who received the first OSRA Educator of the Year Award. She was recognized in Oklahoma City.
- **Bob Brookshire, Herbert Brown, and Tena Crews**, who received the Best Paper Award from OSRA and McGraw-Hill.
- **Ball State University, Bloomsburg University, Indiana State University, Middle Tennessee State University, Morehead State University, Pace University, and the University of South Carolina** for sponsorship of the OSRA Conference. Your support was acknowledged and visible in OC.

If I can assist in any way from the headquarters, please let me know.

PRESIDENT'S CORNER

K. Virginia Hemby, OSRA President

What an extraordinary OSRA Silver Anniversary Conference we had in Oklahoma City! We had fun reconnecting with OSRA members and enjoyed the informative sessions. Our opening session speaker, Mr. Ernie Wood, Regional Vice President of ConnectKentucky, gave conference attendees an entertaining and informative review of broadband expansion into the rural areas of Kentucky. He provided many insights and inspired thought provoking questions about his experiences, including those in his previous position with IBM. Mr. Wood shared a timely and insightful quote, one that is particularly pertinent to OSRA and its members: **"We must take the challenge and make it an opportunity."**

Kelly Wilkinson did an outstanding job of planning the 25th Anniversary Conference. We had great food and the facilities were excellent, some of the best I have seen in both the hotel accommodations and the conference center technologies. We also had a wonderful time with an impromptu "Dutch treat" dinner on Thursday evening at Mickey Mantle's Steakhouse. The food was scrumptious—but the company was better and livelier than ever! Kelly deserves a hearty round of applause and congratulations on her efforts for OSRA. I am grateful to both Kelly and all the volunteers—the conference paper reviewers, the session liaisons—everyone involved in making this 25th Anniversary Conference a success. I hope to see you all at the 2007 OSRA Conference in San Diego, CA, March 13-17, 2007. What could be more appealing than sunny weather in southern California?

Congratulations go to Bob Brookshire, Herb Brown, and Tena Crews for receiving the 2006 McGraw-Hill/Irwin Distinguished Paper Award for OSRA for their paper, *Factors Contributing to Student Success in an Introductory Telecommunications Course*. Additionally, congratulations to Tena Crews, the recipient of the 2006 Thomson South-Western Outstanding Educator Award for OSRA. Tena is the inaugural winner of the OSRA Educator of the Year Award!

What a challenging year it has been for me. But the rewards have also been plentiful. I have had the distinct privilege of working with an Executive Board whose dedication to this organization is above reproach. I thank each and every member of the Board from the bottom of my heart for all your hard work on behalf of OSRA. Thanks especially to Donna Everett, our Executive Director, who has been an invaluable asset to OSRA. She has always been available to offer assistance in whatever way she could to the Board and to individual OSRA members.

I offer my thanks also to Marilyn Chalupa who handled the task of securing nominations for Executive Board positions. She had a difficult job but handled it efficiently, and through her efforts has provided us with an outstanding slate of officers for the 2006-07 Executive Board. Congratulations to Al Fundaburk and our new Executive Board who will take office on June 1, 2006.

Continued...

Thank you for allowing me the opportunity to serve OSRA as your President. I am grateful for the chance to work with such intelligent, dedicated individuals. Let's look forward to the upcoming year and to turning OSRA's "challenges into opportunities"!

OSRA BEST PAPER AWARD

Submitted by Bob Brookshire

The introductory networks and telecommunications course, part of the Organizational and End-user Information Systems (OEIS) curriculum, plays an important role in the curriculum of the Technology Support and Training Management Program at the University of South Carolina. It is one of the gateway courses to the major, and has typically been recognized as a difficult core course for students. Bob Brookshire, Tena Crews, and Herb Brown wanted to examine the factors that lead to success in this course. In particular, are there any factors that we can manipulate that might improve student success?

We asked all students enrolled in the course in two successive semesters to participate in the research study, which would require us to have access to their academic records. Fifty-nine students agreed, 39 in the fall semester of 2004, and 20 in the spring semester 2005. We collected data from their transcripts, including overall grade point average, network and telecommunications course grade, the number of times the networks and telecommunications course was attempted, grades in entry-level OEIS courses, grades in mathematics, statistics, and logic courses, and SAT scores. We also collected demographic variables, including gender, ethnicity, and date of birth.

We found that three variables were significantly correlated with performance in the networks and telecommunications course: overall grade point average, grade in the introductory OEIS course, and mathematics grade. We then used multiple regression to examine the relative importance of these three variables. We found that only the grade in the introductory OEIS course was a significant predictor of networks and telecommunications course performance. In contrast to findings in the literature, mathematics course performance and grade point average were not significant predictors.

The implications for faculty teaching networks and telecommunications are that students should have an introductory technology class as a prerequisite. It is not critical that students get networks and telecommunications content in this class, but it is important that they are exposed to information technology terminology and concepts. The content of the previous course helps students build a foundation they can carry forward in later coursework, a foundation that is not provided by other courses in the college curriculum. You are welcome to read the full paper by visiting the OSRA web site, <http://www.osra.org>. Follow the links to OSRA Conference, Oklahoma City Conference Proceedings, and Table of Contents.

MEMORIES FROM OKLAHOMA

Submitted by Kelly Wilkinson



Do you have a copy of the book, *The World is Flat: A Brief History of the Twenty-First Century* by Thomas L. Friedman? It was discussed by Ernie Wood, one of the speakers at the 2006 OSRA Research Conference. His topic, "Broadband Changes the Playing Field" was entertaining as well as thought provoking. His discussion regarding technology's impact on the workforce and society as a whole was very interesting. The

picture of men using mules to line broadband cable in Kentucky was a picture that cannot be forgotten.

Wood's session was one of many interesting sessions.. The mood was positive and the research was interesting. OSRA members produced research that inspired good feedback and planted the seeds of new research. OSRA members left the conference with information and ideas to continue research strands and to begin new research projects.

Oklahoma City was a great host. Many members were able to visit the Oklahoma City Federal Building Bombing Memorial, which was quite moving. Many found the Bricktown Entertainment District "hit a home run" regarding restaurants and clubs to visit after a day of research presentations. Mickey Mantle's restaurant was a particular hit for many members.

Thanks to those who participated in the conference as presenters and as discussion chairs. Please consider OSRA next year to present your research or to ask for help in designing research. The purpose of the conference is to nurture good research for presentation and publication. The research was more than "O.K." for OSRA in Oklahoma City.



Marilyn Chalupa receives the Past Presidents' Award from Virginia Hemby.

TENA CREWS WINS FIRST OSRA EDUCATOR OF THE YEAR AWARD!

Tena B. Crews, Associate Professor, Graduate Director, and Director of the Business Education Program at the University of South Carolina, has been selected as OSRA Educator of the Year. Dr. Crews has been responsible for the creation of three degree programs, the Master of Arts in Teaching, the Interdisciplinary Master of Arts, and the undergraduate major in business education. She has completed the extensive paperwork for state and university approval of these programs practically single-handed. She has taken the leadership in recruiting students for the program and in hiring adjunct faculty. She has also developed and taught many of the courses, including an extensive on-line curriculum. Prior to coming to USC, Dr. Crews taught at the University of West Georgia, Ball State University, and public schools in Georgia and Indiana.



Dr. Crews has published widely, including many articles in the OSRA journal, *Information, Technology, Learning, and Performance Journal*. She has published articles in the *Journal of Information Systems Education*, *Delta Pi Epsilon Journal*, *NBEA Yearbook*, and the *Journal of Computer Information Systems*. She is also the author of *Fundamentals of Insurance* (Southwestern, 2003), one of the leading texts in this field for secondary school students.

Her leadership roles in OSRA have included working on the OSRA model curriculum, acting as conference call for papers coordinator and secretary. She has also had papers appearing in the OSRA conference proceedings since 1997.

CALL FOR WORKSHOPS AND SEMINARS

79th International Conference
International Society for Business Education
July 29 - August 3, 2007
Vienna, Austria

Workshop (90 minutes) and seminar (60 minutes) proposals are requested which follow the conference theme of "Quality in Business Education."

Submit a brief outline, bibliographic information, and your preference for either a workshop or seminar to the U.S. representative of the Pedagogical Committee by July 15, 2006:

Lila Waldman, Associate Professor
ITBE Department, UW-Whitewater
800 W. Main Street, Whitewater, WI 53190
waldmanl@uww.edu or waldman@palacenet.net



2007 OSRA CONFERENCE San Diego March 13-17, 2007



*Plan now to attend the 2007 OSRA conference
to be held in conjunction with FBD in sunny San Diego.*

Assessing the Academic Integrity of Applied Computing Technology Programs: Bridging the Gap between Professional Education and Industry Expectations

The Organizational Systems Research Association (OSRA) Conference Committee invites research and development paper submissions for the 26th Annual Research Conference in San Diego, California. Both refereed and non-refereed presentations are sought. Submissions should address topics relating to the application of information technologies with regard to the following:



- IT and Organizational End-user Information Systems (OEIS) curricular design, development, and assessment at department and/or program levels
- Formation and impact of industry advisory board, alumni tracking, and co-op consortium
- Effective methods for addressing international, ethical, or interdisciplinary issues in IT and OEIS courses/curricula
- Effective approaches for updating mobile commerce, e-business, project management, and systems security in the OEIS model curriculum
- Incorporating the case approach into the IT curriculum framework
- Impact of emerging information technologies on the OEIS curricula
- Instructional, pedagogical, and curriculum-oriented topics associated with end-user information systems
- Issues and Concerns Relative to Design, Delivery, and Implementation of ONLINE IT-related courses
- Web Collaboration Tools for Group Support--Use, comparison of capabilities, implementation issues, and standards
- Innovations Through Information Technology
- Game-based learning and learning-based games
- Distance learning technologies and applications
- Mobile computing and the knowledge economy
- Issues and impact of enterprise information assurance and security
- Virtual organizations and the implications for e-Internships & time-share employment
- Knowledge Management--models for delivery, design, and implementation
- Qualitative and ethnographic research strategies/methodologies
- Assurance of Learning assessment in technology and professional education

Please submit your proposal electronically to the Call for Papers Coordinator, Dr. Donna R. Everett (d.everett@moreheadstate.edu) on or before September 15, 2006. All authors must register with both OSRA and FBD.

For consideration for the best paper award, submit the full manuscript by September 30, 2006. See the submission guidelines at www.osra.org for more details.

For more information regarding the OEIS model curriculum, see www.osra.com/curriculum.html

**Bridging the Gap between Professional Education
and Industry Expectations!**

OSRA SMALL GRANTS ~ CALL FOR PROPOSALS

DEADLINE: May 1, 2006

Members of the Organizational Systems Research Association (OSRA) are invited to apply for small grants to support research. These grants, of up to \$1,000 each, may be used for research in any area of organizational and end-user information systems inquiry. The small grants may be used as seed money for new research, to support dissertation research, or in conjunction with other financial support. However, small grants funds may not be used to offset or supplement travel expenses for attendance at conference(s).

The OSRA Research Committee will review the Small Grants proposals. Recipients of the small grants will be notified by August 15, 2006. Recipients will automatically be placed on the program for the OSRA Research Conference. Depending on where recipients are in relation to the research project, the presentation may focus on (1) the small grants proposal for the project, or (2) the research in progress on the project, or (3) the findings of the project. Recipients **must** attend the OSRA Research Conference and make a presentation on the funded project. Failure to do so necessitates that recipients must refund all small grants monies to OSRA. In addition, an article presenting the findings of the project must be submitted for possible publication in the *Information Technology, Learning, and Performance Journal*.

SPECIFIC GUIDELINES

A complete Small Grants proposal should be no longer than 5 double-spaced pages and should include the following information:

1. **Abstract.** One paragraph, separate from the body of the proposal, including title.
2. **Problem or topic area and its relevance to organizational and end-user information systems.** Clearly delineate the basic problem, accompanying it with a rationale or theoretical framework adequately supported by cited literature.
3. **Objectives and Need for the Project.** State precise, measurable outcomes to be

accomplished and provide a description of the distinctiveness of the proposed project.

4. **Type of Research.** Specify Historical, Experimental, Survey, Qualitative, Developmental, Descriptive, or Other (if Other, specify type of research to be conducted).
5. **Methodology.** Plan of work or research design including, where relevant, instruments and measurements to be used, experimental tasks, criteria, time intervals for re-testing, availability of research participants, and confirmation of access to them. Describe how human subjects will be involved in the projects and how the research complies with the human subjects requirements at your university/college.
6. **Anticipated results.** Describe ways in which the research results will "make a definite contribution to the field of organizational and end-user information systems."
7. **Time schedule.** Beginning and ending dates of project and timeline.
8. **Budget Estimates for Support of Project** (or how the small grant will be used). Include a detailed budget.
9. **Specify if this project is part of a doctoral dissertation.** In cases where monies are to be used for dissertation research, the School/University must have approved proposals, and a letter of support from the chair of the dissertation committee is required.

Submit five (5) copies of the proposal by May 1, 2006. The following support documents must accompany the request:

1. Small Grants Application Form
2. Vita or brief listing of research and resulting publications/presentations (one page for each author)
3. Support letter from sponsoring faculty (if doctoral dissertation research)

TO REQUEST AN APPLICATION FORM, CONTACT:

Dr. Catherine Chen, OSRA Vice President-Research
 Ball State University, Muncie, IN 47304
 (765) 285-5245 (Office) / (765) 285-8024 (FAX) / cchen@bsu.edu

SUBMIT YOUR MANUSCRIPTS!

Information Technology, Learning, and Performance Journal

The journal publishes articles related to the field of organizational and end-user information systems (OEIS). Submissions may present the results of research in the discipline, deal with research methodologies and data treatment techniques, or describe research or experiences related to instruction in the discipline. For the "Making a Difference" section, manuscripts that discuss our theoretical bases or describe an innovative policy, procedure, method, technique, or practice that has potential benefit for systems professionals and/or educators and technology trainers are encouraged. We also accept reviews of current books—both academic and popular press—related to OEIS. All submissions are submitted to a blind review process.

Authors should follow the style described for manuscripts and bibliographies in the Fifth Edition (2001) of the Publication Manual of the American Psychological Association; however, tables should be single-spaced. Tables and figures should be attached at the end of the manuscript, one table or figure per page. Authors should not be identified anywhere in the manuscript. Include a cover page with author name, title, organizational affiliation, telephone number, and email address. A 100-150 word abstract of the manuscript should be included with the manuscript.

Manuscripts should be submitted exclusively to the *Information Technology, Learning, and Performance Journal*. Previously published manuscripts are not acceptable. Manuscripts are selected through a blind review process involving the editors and referees selected from the Review Board. The Journal is indexed in the Business Education Index, the Current Index to Journals in Education, and the Computer Literature Index. Submit an electronic version of your manuscript in MS Word format to the editor, Susan Feather-Gannon, at sfeathergannon@pace.edu.

CALL FOR MANUSCRIPTS

Wisconsin Business Education Journal

The WBEJ is a refereed journal. 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.

For publishing guidelines, contact:

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

QUALITY MANUSCRIPTS SOLICITED *BUSINESS EDUCATION DIGEST*

Business Education Digest is a non-profit refereed national publication of the National Association of Teacher Educators of Business Education (NATEBE), an affiliate of the Business Education Division of the Association for Career and Technical Education (ACTE).

Articles published in the *Digest* focus on instructional philosophy, theory, or practice of business education. Comprehensive reviews of literature and reports of research and methodology are also published.

All manuscripts must...

- relate to current issues, cite appropriate literature, and have direct implications for business educators,
- be sufficiently well written so as to require minimal editing/revising,
- be 11-15 pages in length,
- adhere to the requirements for the preparation and submission of manuscripts in the Publication Manual of the American Psychological Association, 5th Edition, 2001, and
- be original works (not having been published or under current consideration for publication by other journals).

Specific Procedures for Submitting Manuscripts to *Business Education Digest*

SEND THE FOLLOWING BY ELECTRONIC MAIL:

- ONE (1) double-spaced copy of the manuscript without authors' names or affiliations. Include ONE separate title page with the manuscript title, author(s), institution(s), complete postal and email address(es), and telephone number(s) and a separate ABSTRACT of the manuscript highlighting the contents of the manuscript (maximum of 150 words).
- Indicate in the accompanying email message whether the manuscript is prepared in Word or WordPerfect.
- Manuscripts become the property of *Business Education Digest* and will not be returned.

Send submissions to: Dr. K. Virginia Hemby, Editor
BUSINESS EDUCATION DIGEST
Email: kvhemby@mtsu.edu
Middle Tennessee State University
Post Office Box 40
Murfreesboro, TN 37132
(615) 898-2369 (Office)

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ORGANIZATIONAL SYSTEMS RESEARCH ASSOCIATION

ADVANCING RESEARCH IN INFORMATION TECHNOLOGIES, LEARNING AND PERFORMANCE

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