

ORGANIZATIONAL SYSTEMS RESEARCH ASSOCIATION

ADVANCING RESEARCH IN INFORMATION TECHNOLOGIES, LEARNING, AND PERFORMANCE

Pre-Conference Newsletter

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Computers have lots of memory but no imagination. ~Author Unknown

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NOTES FROM THE KNOBS

*Donna R. Everett
OSRA Executive Director*



As winter begins to settle onto the knobs of Kentucky, my heart is warmed by all of the hard work that our members undertake for OSRA. Various members have been hard at work finalizing Small Grants Guidelines, preparing for the 2005 Research Conference in Dallas, and setting up and sponsoring student chapters.

Specifically, Virginia Hemby (Executive Vice President), LeAnn Wilkie (Call for Papers Chair), and Marcia James and Kelly Wilkinson (Co-Chairs for the Conference) have devoted many hours to making the 2005 Research Conference the best it can be! And thanks to Al Fundaburk at Bloomsburg University for his efforts to create and sponsor a new student chapter of OSRA.

As you will read in Marilyn Chalupa's column, leaders *serve!* And we are fortunate to have an Executive Board that is *actively* serving **you!** We hope to see you in Dallas in March so that you can participate in a new adventure and bask in the sun!

Please let me know if the OSRA office can assist you in any way. Together, we can make OSRA the best it can be!

PRESIDENT'S CORNER

*Submitted by Marilyn Chalupa
2004-2005 OSRA President*

Holiday greetings to everyone! If you don't know what to get yourself for Christmas, I suggest airline tickets to Dallas for the OSRA Conference scheduled for March 1-5, 2005. Kelly Wilkinson and Marcia James, conference co-chairs, have outdone themselves in planning a SUPER conference. Likewise, OSRA members have been quite busy as over 20 proposals were submitted. Three major speakers will address the status of information technology education in the United States, technology innovations at Kimberly-Clark's world headquarters, and how to power up people through training. Fun and food await us at Gilley's (remember *Urban Cowboy*). Be sure to attend as you just might be recognized at the Awards and Recognition luncheon along with the Presidents' Recognition. There could be some photo ops! Join your OSRA colleagues for this exciting, first-time approach to linking with the Federation of Business Disciplines. Try it—you might like it! Throughout this newsletter, you will find specific information about the conference.

In the previous issue, I mentioned *The Secret*, a book by Ken Blanchard and Mark Miller. *The Secret* attempts to answer the question, "What is the secret of a great leader?" We know that the definition of leadership has nothing to do with one's level in the organization. We know of people in leadership roles who are not exerting much leadership as well as those who do not hold leadership positions and yet are providing leadership.

The analogy used in the story is the iceberg. Visible above the water are skills (or doing) and not visible below the water is character (being). Ships fall prey to icebergs not because of what is visible, but because of what is not visible below the water. Thus character—or lack of it—is the nemesis of most leaders. It takes both skill and character. In other words, hire people of good character and develop their skills.

Throughout the book, several themes about a good leader are examined. As a leader, "What is your vision for the group? Are you passionate about the vision? Do you communicate a future-oriented vision? Do you See the future?"

The second theme centers on selecting the right people for the right job. "Do you have the right people fully engaged in their work? Are your people accountable, valued, and appreciated? Do you mentor or develop your people? Do you Engage and develop others?"

The third theme focuses on continuous learning. "How do you enhance your knowledge and skills? Do you model the behavior you want others to emulate? Do you try to find answers to how to work better, faster, more accurately, and less expensively? Do you Reinvent continuously?"

The fourth theme addresses results and relationships. "Are your expectations high for both results and relationships? Do you listen and invest time in getting to know your people? Do you recognize and emphasize the positive? Do you Value results and relationships?"

The last theme focuses on credibility and building trust. "Do you live by the values you profess? Do your people trust you because of your words and actions? Do you Embody the values?"

The secret is embedded in a word in the last question in each of the five previous paragraphs. Yes, the secret of a great leader is to **SERVE**. Good leaders are serving leaders, not self-serving leaders. OSRA has many members who have the character and skills or are willing to develop the leadership skills by serving others. Now the question is: "Do you want to serve?" Soon, Dawn Woodland will be contacting members to have their names placed on the ballot to SERVE on the executive board. I know many of you have the character, and I hope you are willing to further develop your skills by serving in a leadership capacity.

NEWSLETTER SUBMISSIONS

*Submitted by Lisa Gueldenzoph
Newsletter Editor*

Are you attending the conference in March? Bring your camera – digital or otherwise – and submit your favorite photo for inclusion in our post-conference newsletter edition this spring.

Other newsletter submissions are requested as well. Please submit your newsworthy items by March 30, 2005, to me at gueldenzoph@att.net. Items may include, but certainly are NOT limited to:

- Article or Presentation Summaries
- Helpful Hints for Classroom Strategies
- Textbook or Software Reviews
- Job Announcement
- Retirement Announcement
- New Program Announcements



OSRA Conference at the Federation of Business Disciplines

"Raising the Standard of Academic Conferences"

Registration Website: <http://www.fbds.org/registration.htm>
 Hotel and Airline Info: <http://www.fbds.org/hotels.htm>

Dallas is the host of the 32nd annual meeting of the Federation of Business Disciplines, which represents 12 member associations. A wide assortment of program activities will provide a stimulating professional experiences as well as an opportunity to network with colleagues from these organizations:

- Academy of International Business, Southwest
- American Accounting Association, Southwest Region
- Association of Business Communication, Southwestern
- Association of Business Information Systems
- Association of Collegiate Marketing Educators
- Decision Sciences Institute, Southwest Region
- Industrial Distribution Educators Association (IDEA)
- Organizational Systems Research Association
- Southwest Academy of Management
- Southwest Case Research Association
- Southwestern Finance Association
- Society of Economists

The FBD conference procedures require registration for FBD (\$35) as well as our association (\$130, includes breakfast and luncheon). The Dutch Treat Dinner (\$50) is additional. The FBD website includes links to the Hyatt Regency – Dallas at Reunion Tower, an online registration form for the hotel, and American Airlines, which is offering a 5-10 percent discount.

CONFERENCE HIGHLIGHTS

Submitted by Kelly Wilkinson

Did you know that the average high temperature for Dallas in the month of March is 69 degrees, and the average low is 49 degrees? This year, the temperature will not be the only warm thing in Dallas; it will be the atmosphere at the 2005 OSRA Research Conference. This year's conference program is full of research sessions and guest speakers that cover a variety of hot topics in our field.

Our keynote speakers this year will certainly provide some hot information in the technology field. Martin Bean, CEO of New Horizons, will discuss the status of education and training in the technology field. Richard Qualls, Director of MIS for Kimberly Clark, will give us a

view of the technological innovations at Kimberly-Clark's world headquarters. Our guest speaker from Crossvale, Inc., will discuss the power of training.

There will be some differences in the program scheduling from the past. The program should be posted to the web site the first of January. Registration information is posted on OSRA's website. Hotel registration is located at www.fbd.org.

If your university would like to be one of the sponsors for the research breakfasts, please contact Kelly Wilkinson at bewilkin@isugw.indstate.edu. We encourage universities to be recognized for their support of OSRA. Please come to Dallas in March to experience the warm hospitality of the community's climate and its hospitality; also, enjoy the warm hospitality of your OSRA colleagues.

WIDE OPEN SPACES: Technology Changing the Boundaries of Business

OSRA Conference – Dallas, Texas
March 1 – 5, 2005

Wednesday, March 2	9:00 a.m.	Executive Board Meeting
Thursday, March 3	8:00 a.m.	Conference Sessions Begin
	Evening	Dutch Treat at Gilley's
Friday, March 4	5:00 p.m.	Conference Sessions End

Conference Co-Chairs

Marcia James
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Kelly Wilkinson
Indiana State University, Terre Haute
bewilkin@isugw.indstate.edu

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Dallas Ft. Worth



The Dallas Ft. Worth area is full of attractions for tourists. You will find plenty of shopping, tourist attractions, sports, great dining, amusement parks, zoos, museums and recreational activities. Within 100 miles of Dallas Ft. Worth there are over 60 lakes, 50,000 acres of parks and 200 golf courses. There is a much history in Ft. Worth from the haunted courthouse to the world famous Stockyards district. Tourists enjoy the mixture of towering skyscrapers mingled in with restored historical buildings. Bring your camera and take a walk through downtown Dallas and Ft. Worth for some great photo opportunities.

TEACHING INTERNET ETHICS

Submitted by Lisa Gueldenzoph

Today's students are comfortable with computers and use Internet applications on a daily basis. Email, instant messaging, blogging, and chat are routine communication channels for students from elementary school to college. Current instructional trends emphasize the use of technology to support learning, but the technological ease of use makes it simple for students to be unethical when doing homework, writing a paper, or taking tests. Whether in the form of simple article cut and paste or the purchase of intellectual property from online knowledge brokers, plagiarism exists at all levels of education. Students must incorporate the ethical lessons learned in school to become ethical employees in the workplace.

Various techniques can be employed to help students understand the ethical issues of the Internet. In-class discussions can be energized by having students *find the facts*; this is especially appropriate if your students have access to computers during your discussions. Small group or class debates require students to research a topic so they can defend a position; this technique ensures they *know the issues*. In addition to ignorance about ethical issues, many students (and educators alike) are unaware of the facts about copyright law. WebQuests – a learning technique developed in the mid 1990's by Bernie Dodge of San Diego State University – provide a unique project-based learning format. Several examples of WebQuests are provided in this paper to help students *recognize the myths* of copyright law and intellectual property.

Find the Facts

Providing students with statistical information related to "interesting" topics can be an effective method of integrating ethical issues. For example, the Recording Industry Association of America (RIAA) and The Institute for Business, Technology, & Ethics (www.ethix.org) provide factual information that can be used as a basis for classroom debates. Consider the following discussion:

Ask your students how many number one CDs were sold in 2000. They can find this information at the RIAA web site (www.riaa.com), or you can tell them it was 51 million. Now ask them how many number one CDs were sold in 2002; the answer is 34 million. Have your students do the math and then ask them why 17 million FEWER CDs were sold in 2002. The difference is due to online piracy and illegal music downloads.

Now ask your students to find the maximum penalty PER SONG for illegally downloading or sharing music. The answer is \$150,000; however, most cases brought to court settle at an average of \$20,000 per song. Based on this

lower number, ask your students to determine the lost revenue to record companies and artists. (This may be a good teachable moment about decimal places and numbers.) Multiplying 17 million by \$20,000 results in \$340 billion!

Know the Issues

Currently, two laws define legal use of the Internet: the Digital Millennium Copyright Act (DMCA) of 1998 and the Hague Accords. The DMCA is a U.S. law, and the Hague Accords, signed by nearly 160 countries, provide an international perspective of copyright law. These laws give 100 percent of the legal rights to copyright holders and 100 percent of the legal liability for copyright violation to those who use the material.

Recognize the Myths

Many people assume that if a document (whether digital or traditional) does not have a copyright symbol (©), it is not copyrighted and therefore can be copied without permission from the author. This is one of many copyright and fair use myths that allows people to believe they are acting ethically when they are not. The U.S. Copyright Office states, "The way in which copyright protection is secured is frequently misunderstood. No publication or registration or other action in the Copyright Office is required to secure copyright" (U.S. Copyright Office, 2000).

Do your students know that facts or believe the myths? Using a true/false technique or a discussion forum, ask them if material on the Internet is OK to copy. Does attribution make using the material legal? Is copyrighted material on a free website OK to use? Is Internet content considered "public domain"? And everyone's favorite myth: Fair Use protects educators and students. By researching the U.S. Copyright Office website, students will learn that all of these statements are false. The answer to all of the previous questions is "no."

WebQuests

WebQuests are Internet projects that use a specific format as originally prescribed by Bernie Dodge of San Diego State University. The format includes objectives, process, tasks, activities, resources, conclusion, and evaluation. Teacher notes may also be included. The "Computer Ethics WebQuest" at <http://www.nevada.edu/~pernellj/> is an excellent example. To learn about copyright and public domain issues, students work collaboratively to research websites, share information in an online discussion board, complete projects, write an essay, and participate in a debate.

RESTRUCTURED IT INFRASTRUCTURE MAJOR AT UW-WHITewater

*Submitted by Roger Yin
Vice President of Professional Studies*

Beginning in fall 2003, the Department of Business Education and Computer Network Administration (BECNA) merged with Management Computer Systems (MCS) program at UW-Whitewater to form a new department, Information Technology and Business Education (ITBE), housed in the College of Business and Economics.

While the MCS – a hybrid program consists of faculty from both management and math/computer science – continues its emphasis on business and Web applications, the Computer End-user Technology (CEUT) program sought an external advisory board to evaluate its curriculum. After one year of collaborative and diligent study of the industry trends and needs, the advisory board recommended that the CEUT curriculum pursue a focus on network infrastructure and telecommunication applications to enable our graduates with a stronger, in-depth knowledge base in user-oriented network design, deployment, and operation. The newly restructured major, Information Technology Infrastructure (ITI), will share a core of four courses with the MCS curriculum (Intro to objective-oriented programming with Java, two Web development/database courses, and Intro to networking including hardware and operating systems). It is hoped that the senior-year experience in ITI will emphasize on real-world project development, information security and assurance analysis, and a variety of blended technology management. Industry projects will be sought by the faculty in the department as well as the outreach arms of the department and the business college.

The undergraduate degree offered via the ITI major will remain as Bachelor in Business Administration. The scheduled roll-out of the new curriculum is fall 2005, and a transition plan has been implemented to ensure existing students in the program will receive consistent preparation reflected by the on-going curricular updates and changes. For more information, please contact Dr. Bob Horton, the chair of ITBE department, at 262-472-1322 or email him at hortonb@uww.edu.

TWO OSRA MEMBERS AWARDED STIPENDS FOR RESEARCH WORK

*Submitted by Lucinda Williams
Vice President of Research*

This year, the Small Grants Program within the Research Division of the OSRA Board accepted submittals of grants seeking funding for ongoing and future work. After a thorough review of the proposals, two were submitted for final acceptance, and grant monies in the amount of \$500 each were awarded to the researchers. Their findings will be presented at the upcoming OSRA/FBD Conference held in Dallas in early March, 2005.

Dr. Albert L. Funderburk from Bloomsburg University was awarded research monies on grant work entitled, "Information Technology Certified Computer Professional Certification: Should Four-Year Institutions Embrace It?" The objective of his research is to ascertain the perception of the value of the ICCP certification as found in industry. It will also ascertain the perception of value of offering training for the certification in four-year institutions.

Dr. C. Steven Hunt from Morehead State University was awarded research monies on grant work entitled, "Alumni Perceptions Regarding the Newly Designed End-User Information Systematic Curricula." The objective of this research is to assess the level of importance of the newly reengineered organizational and end-user information systems (OEIS) model curriculum in information technology education.

**Congratulations
OSRA Research
Recipients!**





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:

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_____ Check enclosed

OR

_____ PayPal