Message from the Proceedings Editor

Huei Lee, Ph.D.
Eastern Michigan University, Ypsilanti, Michigan

It is my pleasure to present the Proceedings of Microsoft Dynamics Academic Preconference held in the Hilton New Orleans Riverside, New Orleans, Louisiana during March 16-17, 2013.

Firstly, I would like to express my appreciation to Katie Hasbargen, Program Lead of DYNAA. I also would like to thank Ashley Pecoraro, Jane Birkegaard Thomsen, and Lyndsey Creamer for their frequent help. On the academic side, I would like to thank Todd Schultz, the Chair of Advisory Council, for his outstanding leadership. I also would like to thank all the members of the advisory council, especially Carol Mannion (Vice Chair), Kuo Lane Chen (Research Committee member), Thilini Ariyachandra (Research Committee member), Muhammad A. Razi (Research Committee member) and Joann Segovia (Committee member) for their constructive suggestions. Through their help, the editorial process became easier and smoother.

This was the fourth year to publish the Proceedings. As the chair of research and publication committee, 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-computing based GP 2013, CRM 2011, AX 2012, NAV and other useful software. The purpose of this conference is not only to discuss the technical side of Microsoft Dynamics, but also to discuss academic curriculum trends and critical issues related to information systems such as Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Supply Chain Management (SCM), Business Analytics, Big Data, and Business Intelligence (BI),. This volume contains nine refereed full papers and three of them are finalists for the DynAA Instructional Award. The paper received the DynAA Instruction Award is presented in the form of curriculum packages. 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 publishing in the coming issues of *Journal of Integrated Enterprise Systems*. The Proceedings also lists presentation abstracts and PowerPoint slides. The Proceedings will be published online after the finish of the conference.

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

Finally, I would like to sincerely thank everyone again for their participation in the 2013 Preconference. 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 New Orleans and look forward to seeing all of you again in future Microsoft Dynamic Academic Preconferences.