December 11, 2010  (*Hyatt room location to be provided*)

1:30 – 5:00 p.m.  **Vendor Software Tutorials**

**IBM**, **SAS**, and **Teradata** each will present an hour overview and demonstration of the academic resources that they offer professors who teach BI and analytics. Professors can interact with the vendors and ask questions of academic colleagues who currently use the resources. The intent of the session is to communicate how professors can apply vendor resources to provide real-world experiences to students. Follow-up resources and training opportunities will be provided.

1:30 – 2:30 p.m.  IBM will present its Cognos and SPSS software.

2:30 – 2:45 p.m.  Break

2:45 – 3:45 p.m.  SAS will present the SAS Enterprise Guide, SAS Enterprise Miner and SAS Forecast Server software as offered through its no cost SAS OnDemand for Academic access program.  SAS also will discuss the resources it offers to professors and students through its Global Academic Program.

3:45 – 4:00 p.m.  Break

4:00 – 5:00 p.m.  Teradata will present SQL Assistant and the wide array of resources available on the Teradata University Network, including MicroStrategy software.
6:00 – 10:00 p.m.  BI Congress Social Event at The City Museum, shuttle pick-up at 4th Street Hyatt entrance

Join us Saturday night for a spectacular evening at the City Museum. We will have buses to transport attendees from the Hyatt Regency St. Louis at the Arch beginning at 6:00 p.m. Our event at City Museum will be in the Vault Room. Named after the enormous double vault doors and salvaged safety deposit boxes that adorn its walls, the Vault Room is bedecked with historical St. Louis relics and a kaleidoscopic, awe-inspiring hallway of mirrors, a marble bar, and a private catwalk to MonstroCity. As light filters through the wall of vintage Vess soda bottles and twinkling lights dangle from the ceiling, guests can wander outside to the second tier of MonstroCity and enjoy the view of the City’s largest outdoor sculpture illuminated against the nighttime sky. The whimsical, unexpected details of City Museum’s Vault Room are sure to make our opening reception truly unforgettable.

During the social event, we will present the BI Congress Teaching Award, an honor to recognize excellence in teaching in the area of BI/analytics.
December 12, 2010 *(Hyatt room location to be provided)*

**7:00 – 8:00 a.m. Continental Breakfast**

**8:00 – 8:15 a.m. Welcome to the BI Congress II**

BI Congress II Co-Chairs: Barbara Wixom *University of Virginia*
Gloria Phillips-Wren *Loyola University Maryland*

ICIS Research Co-Chair: Fred Niederman *Saint Louis University*

**8:15 – 9:15 a.m. Thornton May, Futurist and Author of the bestselling analytics book *The New Know***

Thornton May is a futurist, educator and author. His extensive experience researching and consulting on the roles and behaviors of “C” level executives in creating value with information technology has won him an unquestioned place on the short list of serious thinkers on this topic. Thornton combines a scholar’s patience for empirical research, a stand-up comic's capacity for pattern recognition and a second-to-none gift for storytelling to address the information technology management problems facing executives. The editors at *eWeek* honored Thornton, including him on their list of Top 100 Most Influential People in IT. The editors at *Fast Company* labeled him ‘one of the top 50 brains in business.’

During his keynote address, Thornton will describe how he envisions the future, with a focus on the role of analytics. We are thrilled to have Thornton kick off the BI Congress II with his forward-thinking ideas on analytics. Get ready for an exciting and interactive presentation!

*We are pleased to share that all paid participants of the BI Congress will receive a signed copy of *The New Know.***

**9:15 – 9:30 a.m. Break**

**9:30 – 10:30 p.m. Panel Presentation: Developing the Next Generation Workforce – Thoughts from Practice**

Companies are hiring an increasing number of university students into BI/analytics jobs – and requiring more and different BI/analytics skills. During this session, practitioner results from the state of BI in academia survey will be shared along with perspectives from a panel of practitioners who hire and manage university students. These folks will explain exactly what organizations expect and need from the next generation workforce.

Moderator: Doug Laney, Deloitte Analytics Institute Thought Leadership and Marketing, *Deloitte Consulting*

Panelists:
- Paul Boal, UMSL Advisory Board Member and Director of Solution Architecture, *UMSL Advisory Board Curriculum Committee and Mercy Health System*
- Jane Griffin, Principal and Americas Lead, *Deloitte Analytics*
- Bruce Watterson, VP Enterprise Infrastructure Engineering, *Bank of America*
- Thilini Ariyachandra, Co-Lead on State of BI in Academia Study, *Xavier University*

**10:30 – 10:45 a.m. Break**
**10:45 – 12:00pm** Panel Presentation: What Exactly Does the BI/Analytics Wave Mean for Academia?!

As the interest and excitement around analytics and BI grows stronger, academics and universities need to decide if/how to respond. Some universities are striking up innovative partnerships and creating new curriculum and program offerings. Academics are increasingly selecting BI/analytics research questions to pursue. And, within the field, new journals (e.g., *International Journal of BI*), conference tracks (e.g., ICIS Knowledge Management and BI Track), workshops (e.g., pre-PACIS BI workshop), and special issues (e.g., MIS Quarterly BI Special Issue) are appearing. This panel brings together academic leaders who have already sprung to action – and they will share their advice and experiences with the audience. This will be an interactive session in which audience members also will share their own experiences.

Moderator: Barbara Wixom, ICIS KM and BI Track Co-Chair, *University of Virginia*

Panelists:
- Roger Chiang, Associate Professor and *MIS Quarterly* BI Special Issue Editor, *University of Cincinnati*
- David Douglas, Professor and Interim IS Department Chair, *University of Arkansas*
- Ash Soni, Chairperson and Professor, *Indiana University*
- Hugh Watson, *BI Journal* editor-in-chief, *University of Georgia*

**12:00 – 1:30 p.m. Lunch and Networking**

Join us for a delicious lunch – and network with academics and practitioners who are engaged in BI/analytics efforts. This is a time for connecting, learning and sharing.

**1:30 – 5:00 p.m. Parallel Tracks for Research and Teaching** – note that paper proceedings will be distributed to BI Congress II participants on-site

**Research Track**

Co-Chairs: Lakshmi Iyer, *University of North Carolina Greensboro*  
Karen Corral, *Boise State University*

1:30-2:30 **Research Presentations: BI Value and Impact**

Session Chair: Lakshmi Iyer, *University of North Carolina Greensboro*

“Linking Decisions & Information Aids BI Design & Use”  
Faramarz Agahi, *University of Gothenburg, Sweden*

“Experimenting DSS & their Impact on Performance”  
Tanvi Subramaniam, *Indian Institute of Technology, Delhi, India*  
Dahlia Patel, *Indian Institute of Technology, Delhi, India*
“Valuing IT-Enabled Business Processes through Information Flow Simulation: A Data Quality Perspective”  
Yibai Li, Washington State University  
Kshiti Joshi, Washington State University

2:30-2:45 Break

2:45-3:45 Research Presentations: Data Mining and BI in Decision Environments

Session Chair: Karen Corral, Boise State University

“Employing Technology for Better Health”  
Lin Chang, Beijing University of Technology  
Xue Hong, Beijing University of Technology

“Business Intelligence Success: An Empirical Evaluation of the Role of BI Capabilities and the Decision Environment”  
Oyku Isik, Vlerick Leuven Gent Management School, Belgium  
Mary C. Jones, University of North Texas  
Anna Sidorova, University of North Texas

“Mining Company Risk Factors from News Articles: An Empirical Study of Mobile Internet Companies”  
Wingyan Chung, Santa Clara University

3:45-4:00 Break

4:00 – 4:45 Research Panel: Emerging and Future Trends in BI Research

A panel of journal editors and leading BI researchers will discuss their perspective on the future of BI research. We will explore both emerging and future trends in BI, which may be of interest for those researching in the BI field.

Moderator: Hugh Watson, Professor and BI Journal Editor-in-Chief, University of Georgia  
Panelists:  
Hsinchun Chen, Professor and Director AI Laboratory, University of Arizona  
Michael Goul, Professor and Department Chair, Arizona State University  
Richard Herschel, Associate Professor, Department Chair and Editor Journal of International BI Research, St. Joseph’s University

Poster Presentations Continuous display during the workshop – we encourage interaction with authors during lunch and breaks throughout the Research Track.

“Critical Success Factors for BI-enable Competitive Advantage”  
Michael Gonzales, University of Texas at El Paso

“Towards an Understanding of BI”  
Arisa Shollo, Copenhagen Business School  
Karlheinz Kautz, Copenhagen Business School
“Ambidexterity Perspective of the Role of Business Intelligence in Service Innovation”
Ravi Thambusamy, University of North Carolina Greensboro
Richelle Oakley, University of North Carolina Greensboro
Lakshmi Iyer, University of North Carolina Greensboro
Rozan Maghrabi, University of North Carolina Greensboro

**Education Track**

Co-Chairs: Thilini Ariyachandra, Xavier University
Jeannie Pridmore, Loyola University Maryland

1:30-2:45 *Teaching Presentations: Advanced Analytics*

Session Chair: Dan Power, University of Northern Iowa

“eBay Analytics 2010: Innovation Inspired by Opportunity”
Mike Goul, Arizona State University

“The Wales Market”
Sule Balkin, Arizona State University
Mike Goul, Arizona State University

“Use of Expert Choice Software for Decision Making: Business Intelligence Lab Exercise for Decision Making”
Maria Elena Dieck-Assad, Instituto Tecnológico y de Estudios Superiores de Monterrey
Lorena G. Gomez-Martinez, Instituto Tecnológico y de Estudios Superiores de Monterrey
Valeria N. Trevino, Instituto Tecnológico y de Estudios Superiores de Monterrey

2:45-3:00 *Break*
3:00-3:45 **Teaching Panel Presentations: BI Across the Curriculum for MBAs, Graduates, and Undergraduates**

Moderator: Mary Jones, *University of North Texas*

Presenters:

“What do MBA Students Need to Know about Business Analytics?”
Uday Kulkarni, *Arizona State University*

“Teaching Data Mining to Undergraduates”
Jeannie Pridmore, *Loyola University Maryland*

“Design and Implementation of BI Activities in the Introductory MIS Course”
Olivera Marjanovic, *University of Sydney*

“The Business Intelligence Group: An Innovative Approach to Collaborative Research in Management Information Systems”
David Olsen, *Utah State University*
Kenneth R. Bartkus, *Utah State University*
Zsolt Ugray, *Utah State University*
John D. Johnson, *Utah State University*

3:45-4:00 **Break**

4:00-5:00 **Teaching Presentations: Principles of Business Intelligence**

Session Chair: Brad Prince, *University of West Georgia*

“Business Intelligence at Guthy-Renker: The Promise and Challenges of Sensing the Pulse”
Joseph Clark, *USC Marshall School of Business*
Omar El Sawy, *USC Marshall School of Business*

“Mining for Data Could Help Companies Mine for Gold: Using BI to Manage Heavy Equipment Tires”
Scott Collier, *University of Nevada, Reno*
Dana Edberg, *University of Nevada, Reno*
Dave Croasdell, *University of Nevada, Reno*

“A Business Intelligence Training Document using Walton College Enterprise Systems Platform and Teradata Tools”
Jeff Stewart, *University of Cincinnati*
Roger H. L. Chiang, *University of Cincinnati*

**5:00 – 6:00 p.m. SIGDSS Executive Committee and SIGDSS Business Meeting**
The BI Congress has been brought to you by a hard-working program committee, who includes:

**Senior Advisors:** Tom Davenport, Babson College; Michael Goul, Arizona State University; Uday Kulkarni, Arizona State University

**Conference Chairs:** Barbara Wixom, University of Virginia; Gloria Phillips-Wren, Loyola University Maryland

**Teaching Track Chairs:** Thilini Ariyachandra, Xavier University; Jeannie Pridmore, Loyola University Maryland

**Research Track Chairs:** Karen Corral, Boise State University; Lakshmi Iyer, University of North Carolina at Greensboro

**Industry Liaisons:** Nenad Jukic, Loyola University Chicago; Dan Power, University of Northern Iowa

**Community/Exhibit Chair:** Olivera Marjanovic, University of Sydney

**Sponsorship Coordinator:** Susan Baxley, Teradata Corporation

**BI Congress II Advisory Board:** Jim Courtney, Louisiana Tech University; Haluk Demirkan, Arizona State University; Jim Eberlin, Host Analytics; Jane Griffin, Deloitte Consulting, LLP; Babita Gupta, California State University Monterey Bay; Richard Herschel, St. Joseph’s University; Paul Gray, Claremont Graduate University; David Paradice, Florida State University; Hugh J. Watson, University of Georgia

A special thank you to our Platinum, Silver, Bronze, and Academic Sponsors!

Please note that the BI Congress will host a booth through the ICIS Conference to further promote SIGDSS and our sponsor teaching resources.