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NEAIS 2021 Proceedings

New England Chapter of Association for  
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10-30-2021

### 2021 NEAIS Conference Program

NEAIS Conference Planning Committee

*New England AIS Chapter*, [neaisconf@gmail.com](mailto:neaisconf@gmail.com)

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## The 3<sup>rd</sup> Annual Conference of NEAIS

Dear NEAIS Members ,  
2021

October 30<sup>th</sup>,

Welcome to our 2021 annual conference of the New England chapter of the Association of Information Systems (NEAIS). The NEAIS Chapter Board is very grateful to the support from Suffolk University Administration for hosting the meeting at their campus on Saturday, October 30th, 2021. The attached conference program provides details of the day's activities. We are thankful for your support, the AIS Council, and Suffolk University for making this conference successful.

The conference will start with a welcome from Professor Amy Zeng, Dean of Sawyer Business School at Suffolk University, followed by two research paper sessions, a keynote address from Bob Sturim, CTO of TraceLink Opus. We are glad to see over faculty members from 10+ universities such as Babson, Bentley, Brandeis University, Harvard, Suffolk, WPI, UNH, UMass-Boston, UMass-Dartmouth, UMass-Lowell, and Northeastern University registered for the conference this year. Special thanks to Chrisy Yao at Suffolk University for making local arrangements for the conference.

This year's conference has attracted many papers from IS faculty and PhD students on a variety of research topics such as Health-IT, Social Media, Crowdsourcing, Information Privacy, and Machine Learning. With the broad topic diversity from the research presentations and the central theme of the *Role of Technology in Healthcare*, there will be something that sparks the interest of all attendees, leading to productive discussions at the conference. Finally, we have two corporate sponsors, *Prospect Press*, and *Pearson*, sponsoring our conference. We hope you will visit their tables to learn about new publications available for your courses.

In conclusion, NEAIS board members are thankful for your support and hopeful that we can make the NEAIS a very successful and active Chapter of AIS.

**Thank you,**

*Luvai Motiwalla, Yang Lee, Yuzhu Li,  
Inchan Kim, David Murungi, Chrisy Yurong  
Yao & Ermira Zifla*

**2021 NEAIS Board Members**

**2021 New England Association for Information Systems Annual Conference Program**

**Time:** Saturday October 30<sup>th</sup>, 9:30am – 4:00pm

**Location:** Sargent Hall, 120 Tremont St, Boston, Suffolk University

**Zoom link:** <https://suffolk.zoom.us/j/96654827479>

**Registration:** [2021 NEAIS Conference Registration Form](#) (FREE)

Time	Activity	Location
9:30 am-10:00 am	Welcome: Dean Amy Zeng & Luvai Motiwalla	Room 335
10:00 am – 11:15 am	Paper Session	Room 335
11:15 am – 11:30 am	Coffee Break	Room 335
11:30 pm – 12:45 pm	Paper Session	Room 335
12:45 pm –2:00 pm	Lunch & Keynote: Bob Sturim	Fifth Floor: Common
2:00 pm – 3:00 pm	Paper Session	Room 335
3:00 pm – 3:30 pm	NEAIS Annual Membership Meeting ( <a href="#">Agenda</a> )	Room 335
3:30 pm – 4:00 pm	Job Placement Session	Fifth Floor: Common

### Welcome (9:30 – 10:00 am)

**Dr. Amy Z. Zeng** became the 6th Dean of the Sawyer Business School at Suffolk University in 2020. She has over twenty years of experience in higher education and is an accomplished and established scholar in the fields of supply chain management and global logistics. Her research expertise lies in the areas of supply chain risk management and tactics, reverse and sustainable supply chain analysis and design, and global logistics process improvement. She has published over 100 articles, garnered over 3,000 Google scholar citations, received \$1M grants to support her research and teaching projects, and delivered more than 110 speeches spanning a wide range of locations and occasions.

**Dr. Luvai Motwalla** is currently President of the NEAIS Chapter and Professor at the UMass Lowell, since 1998. He has previously served as Chair of the Operations and Information Systems (OIS) Department, between the years 2009-2018 and currently is Coordinator for MS in Business Analytics program.

### Keynote Speaker (1:15 – 2:00 pm)

#### Topic: Role of Supply Chain in Healthcare

Chief Technology Officer **Bob Sturim** leads product design and architecture. Bob heads a team of architects in the design of Tracelink Opus, a low-code cloud-based application platform designed to enable the development of networked and multi-enterprise applications. Using the Opus platform, Tracelink focuses on helping its customers achieve efficiency by digitalizing critical supply chain processes. He has held leadership positions in engineering with a focus on supply chain applications at Oracle, i2 technology, world chain, optum and scribe. Bob holds degrees from MIT and Harvard.

### Paper Presentations Session (10:00 – 11:15 am)

*Session Chair: Mahed Maddah, Suffolk University*

Paper#	Paper Title and Authors
1*	<b>The Association of mHealth Features with User Engagement in Weight Management Interventions: A Literature Review</b> <i>An Tran, Bengisu Tulu and Gramos Kamberi</i> (Worcester Polytechnic Institute)
2	<b>How Talk and Ties on Social Media Mobilizes a Social Movement</b> <i>Romilla Syed</i> (University of Massachusetts Boston), <i>Leiser Silva and Oyebisi Oladeji</i> (University of Houston)
3	<b>Named Entity Recognition in Medical Error Narratives using BERT</b> <i>Jennifer Xu</i> (Bentley University), <i>Haijing Hao</i> (Bentley University), <i>Patrick Sun</i> (Acton Boxborough Regional High School) and <i>Andrew Zhang</i> (Westford Academy)

4	<b>Secured Serverless Microservices Architecture for Digital Process Innovation: A FinTech Case Study</b> <i>Xavier Babu and Luvai Motiwalla</i> (University of Massachusetts Lowell)
5	<b>Employing Machine Learning for Climate Change Resilience Decision Models</b> <i>Carol Lee</i> (Northeastern University) and <i>Pratyush Bharati</i> (University of Massachusetts Boston)
6**	<b>Optimizing Offshore Wind Power Generation Cost in India</b> <i>Prasun Bhattacharjee</i> (Jadavpur University), <i>Rabin K. Jana</i> (Indian Institute of Management Raipur) and <i>Somenath Bhattacharya</i> (Jadavpur University)

\* *Best Student Paper Award* \*\**Online Presentation*

### Paper Presentations Session (11:30 – 12:45 pm)

*Session Chair: David Murungi, Bentley University*

Paper#	Paper Title and Authors
7*	<b>Second-Party Data Acquisition for Business Analytics</b> <i>Xiaoping Liu</i> (Northeastern University) and <i>Xiaobai Li</i> (University of Massachusetts Lowell)
8	<b>Simple Interaction Finding Technique (SIFT) – A Simple Methodology to Generate Novel Hypotheses from Complex Datasets</b> <i>Murtaza Nasir</i> (University of Massachusetts Lowell), <i>Nichalin Summerfield</i> (University of Massachusetts Lowell), <i>Serhat Simsek</i> (Montclair University) and <i>Asil Oztekin</i> (University of Massachusetts Lowell)
9	<b>Exploring Factors Influencing Physician Selection Decisions</b> <i>Cuibing Wu</i> (University of Massachusetts Lowell), <i>Luvai Motiwalla</i> (University of Massachusetts Lowell) and <i>Nima Kordzadeh</i> (Worcester Polytechnic Institute)
10	<b>Understanding Peer Endorsements among gig workers</b> <i>Sambit Tripathi</i> (University of Massachusetts Lowell), <i>Amit Deokar</i> (University of Massachusetts Lowell) and <i>Prasanna Karhade</i> (the University of Hawai'i at Mānoa)
11	<b>Design Principles of Information Systems Emphasizing Social Inclusion to Create Diverse Values: A Critical Lens</b> <i>Shiyao Cao</i> (Worcester Polytechnic Institute)
12**	<b>Evaluating Health-Related News Stories: A Mixed Approach that Combines Text Analysis and Machine Learning</b> <i>Ermira Zifla and Burcu Eke Rubini</i> (University of New Hampshire)

\* *Best Paper Award* \*\**Online Presentation*

### Round-Table Session (2:00 – 3:00 pm)

*Session Chair: Inchan Kim, University of New Hampshire*

Paper#	Paper Title and Authors
13	<b>A Post-Covid Model for JIT Success</b> <i>David Gonçalves and Soheil Sibdari</i> (University of Massachusetts Dartmouth)
14	<b>User Engagement with Technology: An Umbrella Review</b> <i>Lidan Zhang and Bengisu Tulu</i> (Worcester Polytechnic Institute)
15	<b>Investigating Users' Social Participation Behaviors in An Online COVID-19 Support Community</b> <i>Yuqian Liu</i> (Baruch College)
16	<b>Understanding Information Systems in the Accommodation Process: A Pilot Study</b> <i>Shiyao Cao</i> (Worcester Polytechnic Institute) and <i>Eleanor Loiacono</i> (College of William and Mary)
17	<b>A Review of the Organizational Security Risk Management Process</b> <i>Angela Jackson-Summers</i> (U.S. Coast Guard Academy)



## Job Placement - Position Announcements

**The Operations & Information Systems (OIS) Department at the Robert J. Manning School of Business, University of Massachusetts Lowell**, will be seeking candidates for a tenure-track Assistant/Associate/Full Professor position with a focus on teaching and research in business/data analytics and MIS, starting Fall 2022. The preferred fields of specialization for the position are: business/data analytics; preference will also be given to the other related research areas.

The job posting will be publicly posted in November 2021. The initial review of applications will begin immediately and will continue until the position is filled. Stay tuned for the full announcement soon.

In the meanwhile, if anyone in your network is interested in applying for this faculty position, please ask them to submit an expression of interest to Prof. Deokar below. He is also attending NEAIS Conference.

Prof. Amit Deokar

Chair, Dept. of Operations & Information Systems

Associate Professor of Management Information Systems

Manning School of Business, University of Massachusetts Lowell

Phone: 978.934.5524 • E-mail: [amit\\_deokar@uml.edu](mailto:amit_deokar@uml.edu)

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**The Department of Management Science and Information Systems at the University of Massachusetts Boston** invites applications for a tenure-track Assistant Professor position in Supply Chain and Analytics, beginning September 1, 2022.

Candidates must have a completed doctorate in Operations Management, Supply Chain Management, Business Analytics, or a closely related field prior to the date of appointment. The successful candidate will have a demonstrated potential to conduct research and publish in high quality peer-reviewed journals. The candidate will have a demonstrated potential and commitment to effective teaching in graduate and undergraduate courses.

The successful candidate is expected to establish and maintain an active research agenda and publish in high-quality related journals. Responsibilities of the position include teaching undergraduate and graduate courses in areas including Supply Chain Management, Operations Management, Service Operations Management, Optimization, and Business Analytics. Industry experience is a plus. The successful candidate will also contribute in promoting the supply chain and business analytics programs and build industry connections. This position will have a major role in our bachelor and graduate programs. The candidate is also expected to interact effectively with a culturally diverse population of students and colleagues.

<https://employmentopportunities.umb.edu/boston/en-us/job/510023/assistant-professor-management-science-and-information-systems>

At NEAIS 2021 conference please feel free to meet Prof. Pratyush Bharati [pratyush.bharati@umb.edu](mailto:pratyush.bharati@umb.edu) and a few other UMB faculty members at the conference.

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### **Northeastern University**

- One tenure track or tenured position (pending approval)
- Rank: open
- Area: Supply Chain, or MIS, or Analytics
- School: Damore-McKim School of Business
- Group: Supply Chain and Information Management Group
- Contact: Group Chair, **Prof. Gilbert Nyaga, [g.nyaga@northeastern.edu](mailto:g.nyaga@northeastern.edu)**

At NEAIS 2021 conference: **Yang Lee, [y.lee@northeastern.edu](mailto:y.lee@northeastern.edu)** will be at the conference virtually. There will be a few other faculty members, Prof. Xiaoping Liu and Prof. Carol Lee, and possibly more at the conference.

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### **Bentley University**

The Department of Computer Information Systems (CIS) at Bentley University invites applications for two full-time Lecturer positions. The department offers programs at the undergraduate level and contributes courses to several other programs at Bentley including the undergraduate general education core, the graduate analytics core, and an MBA concentration. The department's teaching needs include programming (e.g., in Java, Python, and JavaScript), application development, data and database management, and computing and communication infrastructure.

To learn more, please go to <https://www.bentley.edu/jobs> and click on Open Faculty Positions.

## **Suffolk Visitor Policy**

Please check the Suffolk Visitor Policy: <https://www.suffolk.edu/student-life/health-wellness/coronavirus-health-advisory/covid-19-campus-updates/covid-19-visitor-policy>

**Attendees will 1) complete a health form on the day of the visit before arrival or on the site and 2) wear face coverings in the building.**

Upon arrival, visitors must complete a health screening form at the security desk of each building and follow campus protocols regarding COVID-19 such as face coverings.

The form should be completed on the day of the visit. The link for the form can also be reached by scanning the QR code (see the QR code below).

An approval will be sent to your email if you are cleared to access the campus. Please either display this screen or a printed copy of your approval to Security.



## Directions and Parking

The conference will be held on **the third floor of David J. Sargent Hall, 120 Tremont St, Boston, 02108**. [Click here for a PDF of the campus map](#). Sargent Hall is marked as No.9 in the map. If you need assistance, please contact 617-573-8331.

Named for Suffolk University President David J. Sargent, the building opened in September 1999 on one of Boston's most prominent sites. It is located in the heart of historic Boston along the Freedom Trail and steps from Boston Common. Sargent Hall houses a technologically advanced facility, with wireless access and hardwired ports in classrooms, the library, lounges, and common areas.

### **Direction:**

#### **MBTA Public Transportation:**

It is recommended that you take public transportation to the campus. All major MBTA lines have stations close to Suffolk University.

Red/Green line: park street (2-minute walk)

Orange Line: state street (5-minute walk)

Blue Line: government center (5-minute walk)

#### **Driving direction:**

Please refer to [our driving directions](#) for direction on how to get to campus from your location.

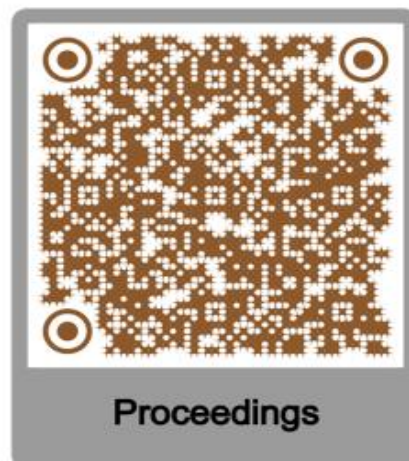
#### **Parking:**

If you decide to drive, **Boston Common** is the largest public parking facility close to Suffolk University. **Central Plaza Garage** (30 Somerset St, Boston) is also very close to the campus.

You can find nearby parking facilities here: <https://www.suffolk.edu/visit/campus-map-directions/area-parking-facilities>

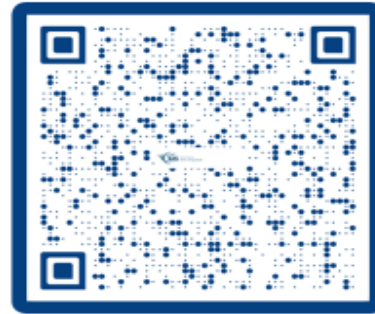
## 2021 Conference Sponsors

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### Conference Participants

First Name	Last Name	Affiliations
Amir	Asrzad	University of Massachusetts Lowell
Xavier	Babu	University of Massachusetts Lowell
Sydney	Berry	
Pratyush	Bharati	University of Massachusetts Boston
Prasun	Bhattacharjee	Jadavpur University
Q. Neo	Bui	Rochester Institute of Technology
Shiya	Cao	Worcester Polytechnic Institute
Paul	Cleary	
Amit	Deokar	University of Massachusetts Lowell
Jennifer	DiMaria	Milford High School
Kui	Du	University of Massachusetts Boston
Burcu	Eke Rubini	University of New Hampshire
Anthony	Ettore	AEsir Information Solutions
Beth	Golub	Prospect Press
Andy	Golub	Prospect Press
Abby	Golub	Prospect Press
David	Gonçalves	University of Massachusetts Dartmouth
Khole	Gwebu	University of New Hampshire
Haijing	Hao	Bentley University
George	Hom	Suffolk University
Johnhaynes	Honeycutt	Bullent Investment LLC
Linmei	Huang	Barunch College
Mubarak	Iddrisu	University of Massachusetts Boston
Angela	Jackson-Summers	U. S. Coast Guard Academy

Uday	Jha	University of Massachusetts Dartmouth
Gramos	Kamberi	Worcester Polytechnic Institute
Arnold	Kamis	Brandeis University
Inchan	Kim	University of New Hampshire
Carol	Lee	Northeastern University
Yang	Lee	Northeastern University
Yuzhu	Li	University of Massachusetts Dartmouth
Yuanxiang John	Li	Suffolk University
Xiaobai	Li	University of Massachusetts Lowell
Yuqian	Liu	Barunch College
Xiaoping	Liu	Northeastern University
Mahed	Maddah	Suffolk Unviersity
Swarnamouli	Majumdar	
Luvai	Motiwalla	University of Massachusettes Lowell
David	Murungi	Bentley University
Murtaza	Nasir	University of Massachusettes Lowell
Long	Nguyen	University of Massachusetts Amherst
Richard	Pien	Representative
Leo	Pipino	University of Massachusetts Lowell
Bharatendra	Rai	University of Massachusetts Dartmouth
JM	Song	University of Massachusetts Lowell
Myeongin	Song	
Mayur	Srivastava	
Nichalin	Summerfield	University of Massachusetts Lowell
Romilla	Syed	University of Massachusetts Boston
Suthasinee	Tilokruangchai	University of Massachusetts Boston
An	Tran	Worcester Polytechnic Institute
Sambit	Tripathi	University of Massachusettes Lowell
Bengisu	Tulu	Worcester Polytechnic Institute
Shouhong	Wang	University of Massachusetts Dartmouth
Jing	Wang	University of New Hampshire
Cuibing	Wu	University of Massachusetts Lowell
Shishi	Wu	University of Massachusetts Boston
Jennifer	Xu	Bentley University
Peng	Xu	University of Massachusetts Boston
Chrisy	Yao	Suffolk University
Youngho	Yoon	University of Massachusetts Boston
Lidan	Zhang	Worcester Polytechnic Institute
Harry	Zhu	University of Massachusetts Lowell
Ermira	Zifla	University of New Hampshire

\*The 2021 NEAIS Conference Program Committee would like to thank Sisi Wu and Youngho Yoon from University of Massachusetts Boston and Megha Patel from Suffolk University for their volunteer service to the conference! 9