



ICMIS-13

**International Conference on
Management and Information Systems**

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الجامعة الأمريكية في الإمارات
American University in the Emirates



PLENARY SESSIONS

KEYNOTE SPEECH

September 22, 2013 10:00-10:30 A.M.

Enterprise Information Systems Security: Framework and a Case Study in the Banking Sector

Speaker: Sohail Chaudhry

Villanova School of Business, Villanova University

One important module of Enterprise Information System (EIS) is the development and implementation of the security component of EIS. Furthermore, this EIS Security structure needs to be monitored through the corporate governance of the firm. Based on a literature review and our previous work, we identified four key pillars of a model for EIS Security. These pillars are Security Policy (e.g., set rules for employee behavior), Security Awareness (e.g., continued education of employees), Access Control (e.g., access linked to employee job function), and Top Level Management Support (e.g., engrain information security into the company's culture). We explore the relevance of this model using a case study approach by way of interviewing top-level information systems managers in the banking sector. We validate the model through using key informant in-depth interviews and qualitative research methods.

Dr. Sohail S. Chaudhry is a Professor of Operations and Supply Chain Management at Villanova School of Business, Villanova University, Villanova, Pennsylvania. He received his Ph.D. in Industrial Engineering and Operations Research from Columbia University in the City of New York. He has published over fifty papers in journals such as Annals of Operations Research, Computers & Operations Research, Decision Sciences, Enterprise Information Systems, Expert Systems, European Journal of Operational Research, Information System Frontiers, International Journal of Production Research, Journal of the Operational Research Society, Management Science, and Omega. He serves on the Editorial Boards of several International journals in various capacities including Enterprise Information Systems, International Journal of Operations and Quantitative Management, and Production and Inventory Management Journal. He has co-edited five books related to Enterprise Information Systems for Springer and CRC Press, Taylor & Francis Group. His research and teaching interests are in the areas of Operations and Supply Chain Management, Information Systems, and Quality Management. In addition, he has given over seventy paper presentations at International and National Conferences around the world. His previous teaching positions have been at Columbia University, Loyola University Chicago, Mosul University, and University of Wisconsin at La Crosse. In addition, he has taught and lectured at American University in the Emirates, Dubai, United Arab Emirates; Beijing Jiaotong University, Beijing, China; Denmark's International Study Program, Copenhagen, Denmark; European Business School, Oestrich-Winkel, Germany; Institute of Management Technology, Dubai, United Arab Emirates; Korea University, Seoul, South Korea; Institut Suprieur de Gestion de Sousse, Sousse, Tunisia; and Temple University Japan, Tokyo, Japan.

KEYNOTE SPEECH

September 23, 2013 12:20-12:50 P.M.

Protecting Intellectual Property Rights in a Global Environment

Speaker: Peggy Chaudhry
Villanova School of Business, Villanova University

The presentation will illustrate the consumer beliefs and attitudes that have been found to support consumer complicity with counterfeit products on the efficacy of anti-counterfeiting actions across multiple products and markets, using several criteria of complicity. A web-based survey of 2,004 consumers near-equally sampled from Brazil, Russia, India, China (BRIC), and the U.S. explored the consumers sense of an hedonic shopping experience and two attitudes toward counterfeits (ethical concern and perceived quality) with respect to two counterfeit products (movies and pharmaceuticals), four anti-counterfeiting actions, and respondents' complicity in each BRIC marketplace. Consumer complicity – a consumer's willingness to obtain, share, or use counterfeit products – was predicted by the consumers' hedonic shopping experience and preconceived attitudes toward counterfeits (lack of ethical concern and perceived high product quality) across all country markets. A complicity index encompassing multiple measures of willingness to engage in counterfeit trade across multiple products was used to identify significant country effects for four types of anti-counterfeiting action. The research extends previous studies by examining several identified predictors of complicity and anti-counterfeiting actions to reduce complicity (1) with different products, (2) across five major markets, and (3) with multiple criteria incorporating both acquisition, intent to acquire, and willingness to share a counterfeit.

Dr. Peggy E. Chaudhry is an Associate Professor of International Business at the Villanova School of Business, Villanova University, Villanova, Pennsylvania. She received her Ph.D. in International Business with minors in International Economics and Marketing at the University of Wisconsin at Madison. She is considered an expert in intellectual property, illicit trade issues (particularly, counterfeit/gray markets and distribution channels), and international business management. Her research interests include managerial tactics to curb counterfeit trade, consumer complicity with counterfeit goods, and gray markets for consumer goods, including impacts for the pharmaceutical industry. She currently serves on the Editorial Board of Business Horizons and has published articles in the areas of intellectual property rights in business trade publications, such as Advertising Age and The Wall Street Journal. Her academic research has appeared in many journal outlets such as Advances in International Marketing, the Columbia Journal of World Business and the Virginia Journal of International Law. In 2009, she published her first book, The Economics of Counterfeit Trade: Governments, Consumers, Pirates and Intellectual Property Rights. In 2012, her second book, Protecting Your Intellectual Property Rights was published. She has been invited to speak or give testimony on the topic of the protection of intellectual property rights and consumer complicity with counterfeit goods to a variety of audiences that include the US Government Accountability Office (GAO), the US International Trade Commission (ITC), and the University of Maryland's Francis King Carey School of Law. She was also interviewed by The Wall Street Journal for her views of the growth in counterfeit trade.