



Pre-ICIS SIM Academic Workshop 2011
Co-sponsored by *MIS Quarterly Executive*

***Enterprises and People on the Move:
Managing Mobility for Business Value***

Sunday, December 4, 2011

11:00 am – 3:00 pm

Gran Melia Hotel Shanghai (hotel map is on ICIS website)

11:00 – 11:10 AM Welcome and Introductions

*The goal of the Workshop is to be interactive. Each presentation will be 20 minutes followed by 10 minutes of Q & A

11:10 – 11:40 AM Ubiquitous Banking – Going Beyond Mobile Banking
Chengqi Guo (James Madison University), J.P. Shim (Goergia State University) and Jongtae Yu (University of Utah)

11:40 – 12:10 PM Mobile Media Use by Road-Warrior Consultants
Stefan Stieglitz (University of Muenster) and Tobias Brockmann (University of Muenster)

12:10 – 12:40 PM Mobile Connectivity in Financial Services: a Longitudinal Study of Connectivity and Productivity
Kristine Dery (University of Sydney) and Judi MacCormick (University of New South Wales)

12:40 – 1:25 PM Lunch (provided)
Presentation by Carol V. Brown, Editor-in-Chief, *MISQE*
“Writing Up Research for the *MISQE* Readership”

1:25 – 1:55 PM Mobile IS for Executives
Jorg Mayer and Robert Winter (University of St. Gallen)

1:55 – 2:25 PM Smartwork Diffusion in Korea
Joosung Lee (Korea Advanced Institute of Science and Technology), Wenxing Ba (KAIST), Sanghyun Park (KAIST) and Jaekyung Eo (National Information Society Agency, Korea)

2:25 – 2:55 PM Mobile Advertising Approaches
Mahai Calin (ETH-Zurich) and Basil Hess (ETH-Zurich)

2:55 – 3:00 PM Closing Comments

Registration: \$100 U.S. for all participants (\$0 for SIM Academic Institution members)

If you have not yet registered for ICIS 2011: include this Ancillary Event – SIM Academic Workshop, as part of your registration.

If you have already registered for ICIS 2011: you can add this Ancillary Event – SIM Academic Workshop, to your registration OR contact Lise Fitzpatrick, AIS Conference Director at lisemfitzpatrick@gmail.com