



14th AIM Conference

Information Systems Practice Realities and Challenges

*June 10-12, 2009
Marrakech, Morocco*

The 14th AIM conference (Association Information and Management), sponsored by the Association for Information Systems (AIS), will be held in Marrakech, Morocco between 10 and 12 of June 2009. The conference hotel is the Ryad Mogador Menara, a five-star hotel located in downtown Marrakech.

The AIM Conference takes place each year in a different francophone city, with contributions from researchers in Information Systems (IS) from many countries. This year, the 14th AIM conference will be organised by the Reims Management School (RMS France) and the Institute of Higher Education in Management (HEM Morocco).

A premier IS conference in the francophone countries, AIM serves to provide a platform to researchers and practitioners in the field of IS in order to share their research findings and practices. It is open to the international academic community.

The official languages of the conference are French and English.





Call for Papers

Information Systems Practice Realities and Challenges

Today, new practices of the IS suggest significant changes both in terms of design but also regarding their management. The 14th AIM Conference proposes to make a critical assessment of the scientific output in recent years while analysing the contributions of the IS in business and society. The conference aims to provide a critical look at the practices, the role of the IS in business, and to highlight (r)evolution for the years to come.

Questioning the knowledge which has been generated and experiences has become a necessity

in order to consolidate a newly emerged discipline and thus respond to questions raised by the change and the development to which the IS are confronted. It is also related to a need for improving theoretical approaches, tools and methods to be used in the future.

The 14th AIM Conference must be considered as a privileged place for exchange on issues related to the IS and on matters which would confront disciplinary, theoretical, and applied work, and then to open up new opportunities for thought and action.

Important Dates

February 23, 2009: Deadline for paper submissions

April 6, 2009: Notification of paper acceptance

April 22, 2009: Deadline for submission of final papers

June 10, 2009: Doctoral Consortium

June 11-12, 2009: The AIM Conference 2009

Call for Papers

The Program Committee for AIM Conference 2009 invites a full range of submissions dealing but not limited to the following subjects:

• IS Governance

- The role of the IS function in business and IT strategy alignment
- IT governance structures, processes and relational mechanisms
- Relationship of the CIO with top management
- IT organization models (e.g. centralized versus decentralized and matrix structures)
- Maturity models for IT governance and IT processes
- Strategic alignment and IS performance
- Business/IT alignment through the balanced scorecard
- IT and business process outsourcing and offshoring strategies
- Competence centers support and IT management

• IT strategy and architectural approach (SOA, EAI, ESB, etc.)

- Enterprise architecture implementation practices
- CEO/CIO partnership and enterprise architecture development
- SOA in business models and IT
- Best practices Business modeling in SOA
- Strategic Issues in the use of Web 2.0
- Current business models and patterns of Web 2.0
- Impact of Web 2.0 on organizational strategies
- Offshoring, nearshoring, insourcing and outsourcing comparative studies
- IS/IT offshoring /outsourcing into emerging economies
- Business value measurement and the strategic impacts of IT

• Integration and collaborative IS

- IS for inter-organizational business processes
- E-collaboration
- Organizational and operational impact of ES
- Business process integration, collaborative business in SMEs and large enterprise
- IS Interoperability: Integration of ERP with SCM, SRM, CRM and BI modules
- Management of ES implementation: challenges, success and failure
- Challenges of business and operational integration
- Web services and its impact on electronic commerce
- Technical, organizational and implementation issues pertinent to DSS
- Emerging trends in Data Warehousing and Business Intelligence applications

• Organisational Change and Cross-Functionality

- Cross-border and cross-organizational IS/IT project management
- Organisational impacts of IS projects
- New and emerging organisational models
- Strategies for Business Process Design
- Business Process Management Governance and Maturity
- Management of embedded processes (e.g. in ERP, CRM systems)
- KM implementation issues
- Collaborative innovation networks, communities of practice

- Social and Behavioral issues of knowledge; knowledge sharing, electronic communities of practice, knowledge networks, leadership, and lessons learned portability
- E-learning

• IS security

- Economic, social, legal and ethical aspects of IS security
- IS security management
- Development of IS security policies
- IS risk analysis, assessment and management
- Use of information security management standards in organisations
- Behavioral issues in IS security
- Data and information quality
- Behavioral issues in the use of systems with information quality problems
- Organizational and managerial issues related to IS security

• Innovation and Open source

- Open source software versus proprietary strategies
- OSS in Enterprise Systems (OS ERP, OS CRM, etc.)
- OS Software marketing and communication
- OS Software new economic model
- Social, legal and security aspects of OS software
- Processes of collaboration in virtual work groups

• IS practices by Industry

- Tourism, Culture and IS
- Telecommunication Services and IS
- IS health strategies
- Financial Services and IS
- Public Sector IS: The development and implementation of e-Government.
- E-government

• Theoretical and methodological approaches

- IS Research diversity and identity
- IS Research rigour and relevance
- IS Research Methodologies : quantitative vs. qualitative methods, multi-methodological approaches (methodological triangulation)
- Positivist, interpretivist and critical approaches to IS research
- Core theories of IS
- New and alternative approaches to IS research
- Examples of experimental research designs in IS, together with an analysis of limitations and opportunities

This list is just to suggest possible topics. The AIM Conference 2009 is open to any submission related to the study of Information Systems.

A selection of the best papers would be published in a special issue of "Système d'Information et Management", an international academic journal in IS studies.



Scientific Committee



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Submit paper

Submissions may take the form of:

- **Completed research papers:** papers must not exceed 5000 words. Papers should make a useful theoretical and/or empirical contribution.
- **Research-in-progress papers:** papers must not exceed 2500 words. Its represent work that is incomplete, yet promising.
- **Teaching cases:** papers must not exceed 5000 words. The case provided is based on an original research and developed well enough to help an instructor in preparing to teach it.

Submissions must not already have been published or accepted in a journal or conference proceedings, nor presented at another conference. Further, they must not be currently under consideration for publication or presentation elsewhere. **Papers will be peer-reviewed by a double-blind reviewing system.** Please, make sure that your identity is not mentioned within the paper or through the file name.

The official languages of the conference are French and English.

The participants to the AIM Conference 2009 must submit their paper proposals via Easychair. For further information, please visit our website:

www.reims-ms.fr/events/aim2009

Doctoral Consortium

On Thursday 10th June 2009, an AIM Doctoral Consortium will take place as a pre-conference activity at the Institute of Higher Education in Management (HEM), Marrakech.

The AIM Doctoral Consortium aims to help doctoral students in IS to share their research ideas with other doctoral students and scholars. Interested PhD candidates should submit an application (CV and a research project (15-20 pages) to the AIM Doctoral Consortium Coordinators before March 16th, 2009.

The AIM Doctoral Consortium will be coordinated by:

- **François-Xavier De Vaujany**, Professeur à l'Université Pierre Mendès France, devaujany@iae-grenoble.fr
- **Marc Bidan**, Professeur à l'Université d'Angers, marc.bidan@univ-angers.fr





Main Conference Location

AIM 2009 will take place at the Conference Centre of Ryad Mogador Menara Hotel on June 10-12, 2009. The Ryad Mogador Menara is a five stars hotel located in the heart of Marrakech's lively theatre, business and entertainment districts.

Rooms on special rates are available for each of the four hotels of the Ryad Mogador Chain (For more information on the hotel visit the website: www.ryadmogador.com). Please note that only a limited number of rooms are available for the AIM Conference 2009

Getting to Marrakech

Marrakech has an international airport (<http://www.onda.ma/onda/fr>) with direct scheduled flights coming in from Paris and many charter flights arriving from all over Europe.

Marrakech's Menara International Airport is located about 5 Km from the main conference site in downtown Marrakech.

You can get to the hotel by bus n°11 (0,46 €) or by one of the taxis (6 €) parked on the main plaza.

Professional Partners:



AIS : Association for Information Systems.



CIGREF : The IT French users companies association.



Apebi : Moroccan Federation of Information Technologies, Telecommunications and Offshoring.



AUSIM : Association Information System Users in Morocco.



AfroCio : The network of African CIOs.

For further information and queries, please contact us at:

www.reims-ms.fr/events/aim2009

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