



Welcome from the Conference Chairs

Welcome to the 2015 Americas Conference on Information Systems in Puerto Rico. “Blue Ocean Research” is the theme of our conference and it fits Puerto Rico’s location in the blue Caribbean. Blue Ocean Research means creating and exploring new and uncontested areas, rather than competing fiercely with others in existing areas. The theme is in keeping with the mission of AMCIS which is a welcoming and preeminent research conference. While maintaining the traditional tracks and mini-tracks that have made AMCIS a great home for many Special Interest Groups, we have introduced unconventional topics, programs, and events in this conference.

The program committee has worked very hard to put together a diverse set of research papers, emerging research forums, panel discussions, and academic skills development workshops. This year we have included brief Technology, Research, Education, and Opinion (TREO) talks, and the Emergent Research Forum (ERF) with presentations, posters and videos (if you haven’t checked out AMCIS TV, you should: <http://www.amcis.tv/>). In keeping with the growth of Big Data and Analytics, we have joined hands with Business Data Analytics Educational Conference (BDA EdCon) which will be held as a pre-AMCIS event. Thanks to all the individual organizers for putting together such a variety of meetings at AMCIS in Puerto Rico.

We are meeting at The El Conquistador Resort and Convention Center which is surrounded by natural rainforests and ocean vistas. This will provide wonderful views of the tropical paradise and make a perfect setting for Blue Ocean Research. There are many historical and cultural attractions along with excellent shopping and numerous outdoor activities in San Juan and the rest of Puerto Rico. The organizing committee has arranged for various types of off-site activities ranging from Old San Juan Historical Walking Tours to Bio-Bay Kayaking at Las Cabezas de San Juan Nature Reserve. We hope you will take this opportunity to explore San Juan and the rest of Puerto Rico.

We look forward to meeting with you while you are at the conference. Thank you for attending AMCIS 2015. And, last but not the least, we would like to thank everyone who has helped to make AMCIS 2015 a reality, the Association of Information Systems, the organizing committee, the sponsoring organizations, AMCIS Executive Committee, and many individuals who have contributed in various ways for this conference.

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