

UNT Invited to Present at Big XII+ MIS Symposium

Four University of North Texas ITDS students were invited to present research papers at the eleventh annual Big XII+ MIS Research Symposium hosted at Oklahoma State University on April 5-7 in Stillwater, Oklahoma. About 70 IS researchers and PhD students from Big XII schools and several other universities were in attendance.

Russell Torres and Vess Johnson presented their work “The Role of Content and Motivation on Mobile Technology Adoption”, Arash Negahban presented “Unleashing the Power of mCRM: Investigating the Antecedents of Mobile CRM Success in Business” and Mohammad Salehan presented “ICT: The General Purpose Driver of Cultural Globalization”.