

GRANT PROPOSAL
Teaching Learning Advisory Council (TLAC)
Conference Grant Program
Fall 2018

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TLAC Conference Grant Program Proposal
Deadline: November 1, 2018

Madison N. Ngafeeson, PhD.

Assistant Professor and MBA Director, College of Business

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CONFERENCE

Academy of Business Research,

November 14-16, 2018

Boca Raton, Florida

RESEARCH PAPER (Accepted)

The Theory of Planned Behavior: Examining Student Adoption of Learning Management Systems

NARRATIVE

I am submitting this application to the TLAC Grant Program office to request for funding to enable me present my accepted research paper entitled, "*The Theory of Planned Behavior: Examining Student Adoption of Learning Management Systems*," and to attend a training workshop on *Structural Equation Modeling for Statistical Research Analysis*. This *Academy of Business Research* conference holds from November 14-16, 2018 at Lynn University, Boca Raton, FL. The *Academy of Business Research* conference is an interdisciplinary conference that brings together participants from all 50 states and about 49 countries to exchange ideas and collaborate. The focus is to share knowledge in research and teaching across diverse business disciplines. The conference also serves as a research portal for five academic journals. Hence, my presentation shall contribute to pedagogy related research at this conference.

I am a tenure-track assistant professor of information systems and AAUP member in the NMU College of business. I am a passionate teacher and researcher, who is dedicated to personal professional development in teaching and research. As an assistant professor of information systems with teaching responsibilities in information systems, health informatics, and statistics, I recognize the need to constantly update my knowledge and skills. In the past five years, I have developed a steady stream of research that addresses the scholarship of teaching. More specifically, I have been interested in, and have published studies that investigate the impact of the use of instructional technologies and their effects in enhancing pedagogy. Some of my studies appear in reputable journals in my discipline area as below:

- **Ngafeeson, M.N.** (2017, March). Leveraging Technology Innovativeness to Improve Instructional Technology Adoption. Paper presented at the 2017 Academy of Business Research, New Orleans, LA.) [**Best Paper Award**]
- **Ngafeeson, M.N., & Sun, J.** (2015). E-Book Acceptance among Undergraduate Students: A look at the Moderating Role of Technology Innovativeness. *International Journal of Web Based Learning and Teaching Technologies*, 10 (3), 37-52.
- **Ngafeeson, M.N., & Sun, J.** (2015). The Effects of Technology Innovativeness and System Exposure on Student Acceptance of E-textbooks. *Journal of Information Technology Education: Research*, 14, 55-71.

- **Ngafeeson, M.N.** (2011). *E-book Acceptance Among Undergraduate Students: Do Gender Differences really Exist?* Presented at the 42nd Southwest Decision Sciences Institute Annual Meeting, Houston, TX.

The works above attest to my long time commitment to understanding role of technology in enhancing teaching and learning. I have attended many professional development webinars/trainings on teaching in the online environment. Find below some of the professional development activities that I have attended out in this area.

- “Looking for the Pedagogy in Blended Course Design”: NMU Center for Teaching and Learning, July 20 & 28, 2015.
- “Educating Students in Healthcare Information Technology: IS Community Barriers, Challenges, and Paths Forward”: AIS Journal Club Webinar, September 17, 2014.
- “Applying Microsoft Dynamics in the University Classroom”: Microsoft Dynamics Alliance Pre-conference, Atlanta, GA., February 28 – March 29, 2014.

In addition to these, I have developed a total of ten (10) new courses at both undergraduate and graduate levels in the past four years. Five of these classes now constitute an approved graduate certificate program in health informatics.

During the November 2018 conference, I shall be presenting my paper entitled, “**The Theory of Planned Behavior: Examining Student Adoption of Learning Management Systems.**” My presentation explores the use of learning management systems to support student learning. Specifically, the study utilizes the theory of planned behavior to examine student attitudes towards learning via technology. The results of this study will benefit educators in general, but can also particularly benefit NMU’s efforts through Online Learning Fellows program and the Global Campus by providing key insights to student online learning. I intend to present the results of this study in an upcoming campus event organized by the Extended Learning and Community Engagement Scholar (ELCES) Program April 12, 2019. I have appended my acceptance letter for this presentation as well as an email from ELCES Program, in the Appendix section.

In addition to presenting my research paper, I shall also be attending a training workshop on *Structural Equation Modeling* and deepen my knowledge on a cutting edge statistical method for examining behavioral research. This workshop will equip me with tools that I will need to teach some upcoming graduate level classes in statistics and informatics. Hence, awarding me the TLAC grant of \$1500 will be an investment that will permit me disseminate knowledge in the scholarship of teaching, as well as help me acquire knowledge and skills that will readily translate to the classroom immediately following the conference.

ESTIMATED EXPENSES

The table below summarizes estimated expenses for this conference. The deficit of \$283 shall be covered by my professional development funds.

BUDGET (Estimated)

<i>Conference Registration:</i>	\$ 455.00
<i>Smart PLS Workshop Fee:</i>	\$ 50.00
<i>Air ticket/Hotel/Car rental (3 nights):</i>	\$ 1150.00
<i>Meals (\$32 X 4)</i>	\$ 128.00
Total cost:	\$1,783.00

TLAC SELECTION CRITERIA ALIGNMENT

Find below, my summarized response to the TLAC Selection Criteria:

- ***Demonstrated interest in teaching and pedagogical issues, including scholarship of teaching.***
My narrative above has covers my interests in pedagogical issues and my published works in the scholarship of teaching.
- ***Consideration will be given to new faculty members seeking ideas for immediate improvement of their teaching or to senior faculty members seeking ideas for updating or remodeling some aspect of their pedagogy.***
My work adds to a key strategy of the MBA program which will go digital next fall. This work will clearly benefit the transition.
- ***Consideration will be given to faculty members who will share conference information with the university community about what constitutes excellent in teaching and learning.***
I shall be sharing my research with the campus community on April 12, 2019 during an event organized by the Extended Learning and Community Engagement Scholar Program.
- ***An essay describing your request and why you would like to attend this particular conference at this time. The essay should clearly denote the conference/workshop to be attended including dates and location, the focus of the conference, and a breakdown of anticipated expenses (i.e. estimated budget).***
This has been provided above.
- ***Also include whether you plan to present and if your presentation has been accepted by the conference.***
My paper has been accepted already. I plan to present. Find my acceptance letter in the Appendix section.

MADISON NGAFEESON, Ph.D.

Northern Michigan University
Walker L. Cisler College of Business

EDUCATION

- Ph.D., **The University of Texas-Pan American**, Edinburg, Texas, August 2013 (**AACSB Accredited**)
Major: Business Administration; Emphasis: Information Systems
Dissertation Topic: Understanding User Resistance to Information Technology:
Toward A Comprehensive Model in Health Information Technology
Supporting Area of Emphasis: Quantitative Methods
- MS, **Southern University at New Orleans**, New Orleans, Louisiana, May 2009 (**AACSB Accredited**)
Major: Management Information Systems
Thesis Title: The Application of Information Systems in Crime Management and Growth:
The Case of a Developing Country.
- BS, **University of Buea**, Buea, Cameroon, July, 1997
Major: Biochemistry
Minor: Medical Laboratory Technology

PROFESSIONAL ACADEMIC POSITIONS / EXPERIENCE

- **Academic Positions**
Northern Michigan University
 - Director, MBA Program (November 1, 2015—Present)
 - Assistant Professor (August 21, 2013—Present)

PROFESSIONAL DEVELOPMENT ACTIVITIES

- **Workshops/Seminars**
 - “Health IT/Health Information Management Graduate Education: Tales of Developing and Operating a Post-Grad Certificate Program in HIT and HIM”: *International Conference on Health IT Advancement*, October 30-31, 2015, Kalamazoo, MI.
 - “Healthcare Informatics: Realities and Future Directions in Health Informatics”: *International Conference on Health IT Advancement*, October 30-31, 2015, Kalamazoo, MI.
 - “Looking for the Pedagogy in Blended Course Design”: NMU Center for Teaching and Learning, July 20 & 28, 2015.
 - “Educating Students in Healthcare Information Technology: IS Community Barriers, Challenges, and Paths Forward”: AIS Journal Club Webinar, September 17, 2014.
 - “Applying Microsoft Dynamics in the University Classroom”: Microsoft Dynamics Alliance Pre-conference, Atlanta, GA., February 28 – March 29, 2014.
 - “Teaching Academy Boot Camp”: The University of Texas-Pan American Graduate School: August 13, 2012 - August 16, 2012.

RESEARCH

- **Publications (Peer Refereed)**
 - Midha, V., **Ngafeeson, M.N.**, & Ghosh, K. (forthcoming). “Healthcare IT: Current Research and Future Trends.” *International Journal of Electronic Healthcare*.

- **Ngafeeson, M.N.** “User Resistance to Health IT: Leveraging Resistance Theories to Solve Adoption Problems.” (Accepted for publication in the *Encyclopedia of Information Science and Technology, Fourth Edition*).
- McIver, K. & **Ngafeeson, M.N.** “Electronic Health Record (EHR) Diffusion: An Examination of Physician Resistance.” (Accepted for publication in the *Encyclopedia of Information Science and Technology, Fourth Edition*).
- **Ngafeeson, M.N.**, & Sun, J. (2015). E-Book Acceptance among Undergraduate Students: A look at the Moderating Role of Technology Innovativeness. *International Journal of Web Based Learning and Teaching Technologies*, 10 (3), 37-52.
- **Ngafeeson, M.N.**, & Sun, J. (2015). The Effects of Technology Innovativeness and System Exposure on Student Acceptance of E-textbooks. *Journal of Information Technology Education: Research*, 14, 55-71.
- **Ngafeeson, M.N.** (2015). Healthcare Information Systems: Opportunities and Challenges. In M. Khosrow-Pour (Ed.), *Encyclopedia of Information Science and Technology, Third Edition* (pp. 3387-3396). Hershey, PA: Information Science Reference. doi:10.4018/978-1-4666-5888-2.ch332.
- **Conference Proceedings (Peer Refereed) and Presentations**
 - **Ngafeeson, M.N.** (2016, July 14). *Leveraging ICTs to Solve Healthcare Problems: Opportunities, Challenges, and the role of Leadership*. Special Keynote address presented at the Cabinet of the Prime Minister, and Head of Government of the Republic of Cameroon, Yaounde, Cameroon.
 - **Ngafeeson, M.N.** (2016). *The Role of Good IT Resistance Theories in Health IT Adoption Decision-Making*. Paper Presented at the 2016 Annual Meeting of the Decision Sciences Institute, Austin, TX.
 - **Ngafeeson, M.N.** & Tintong, B. (2016). *User Resistance to IT: What Managers may need to Know*. Paper Presented at the 47th Annual Meeting of the Decision Sciences Institute— Southwest Region, Oklahoma City, OK.
 - **Ngafeeson, M.N.** (2015, October). Understanding user resistance to health information technology: The nature and role of perceived threats. *Transactions of the International Conference on Health Information Technology Advancement*, 3(1).

GRANTS AND GIFTS

- **Northern Michigan University**
 - **NMU-Africa Connect Initiative (2016)**: International Student Recruiting, Africa [Amount Funded: \$15,100]
 - **Faculty Research Grant (2014)**: Testing User Resistance to Electronic Health Records: Taking Healthcare Information Technology Adoption One Step Further. [Amount Funded: \$6,815.75].
 - **Summer Research Grant (2014)**-College of Business. [Amount Funded: \$5000]
 - **Teaching Grant (2013)**: Academic Service Learning grant for CIS 415. [Amount Funded: \$500, Fall 2013]



September 30, 2018

Madison Ngafeeson, Northern Michigan University

Congratulations! Your manuscript entitled “**The Theory of Planned Behavior: Examining Student Adoption of Learning Management Systems**” has been accepted for presentation at the Academy of Business Research Conference in Boca Raton, FL, USA on November 14-16, 2018.

Please note that the published proceedings are abstract only. Proceedings will not reflect any awards for best paper, as they are voted on by the conference session attendees. Any paper voted as best paper during a session will be considered for publication in the Academy of Business Research Journal upon the author’s request.

The registration form is available on our website and must be completed no later than October 20th, 2018. Please denote on the registration form if you have a preferred day to present your paper. The conference schedule will be posted on our website www.academyofbusinessresearch.com by November 7th.

Please note that by submitting your abstract for publication in the Proceedings of the Academy of Business Research constitutes acceptance of our agreement for publication. This means that you hold harmless The Academy of Business Research and any associates for damages as a result of the publication.

If you have any questions please email us at: info@academyofbusinessresearch.com.

We anticipate an outstanding conference in Boca Raton and look forward to seeing you there!

Randall Valentine, PhD

Randall Valentine

From: [Christi Edge](#)
To: [Ngafeeson, Madison N](#)
Cc: [Liz Monske](#)
Subject: Re: Extended Learning & Community Engagement Scholar Program
Date: Wednesday, October 24, 2018 2:13:20 PM

Hi Madison,

Yes, please include us in your proposal as an avenue for disseminating your research. We are planning an event, tentatively scheduled for April 12, which will include a few scholarly presentations on online teaching and learning. This event might be an excellent fit.

Kind regards,
Christi and Liz

Christi Edge, PhD

NMU Extended Learning and Community Engagement Scholar
Associate Professor of Education
Director of the Graduate Reading Programs
AERA Self-Study of Teacher Education Practices, Webmaster

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