

**Paper Submission for the AABRI 2010 International Conference**

*Title Page*

Title of the submission:	Developing an Integrated Academic E-Community Website: A Case Study of the BEConnect Project
Topic area of the submission:	Management Information Systems
Presentation format:	Paper Sessions
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**ABSTRACT:**

With the rapidly evolving Web 2.0 technologies, people with little technical knowledge are empowered to use relatively unsophisticated publication facilities for web publishing, social networking and online collaboration (Fielder 2004). The World Wide Web (WWW) has presented an ideal communication medium for students to share information in a global community. In the summer of 2009, the Department of Business and Economics of Marietta College launched the BEConnect project, in hopes to better connect students of the department with peers, faculty, alumni and potential employers. The system aims to replace traditional paper-based student portfolio development, encourage timely academic reflection, promote learning beyond physical classroom walls, engage potential employers to interact with students and ultimately form an E-Community that greatly enhances the learning experience of its residents. The BEConnect E-Community integrates a combination of open source software, including the Joomla Content Management Systems (CMS), WordPress multi-user (MU) blogging platform, BuddyPress social networking component and SimplePress discussion forum. This paper investigates how Web2.0 and open source web technologies can be used to support a robust academic E-Community. In particular, it presents the framework and implementation of the open source software for the BEConnect E-Community website.

**KEY WORDS**

Web2.0, E-Community, Social Networking, Blogs, WordPress, BuddyPress

**Brief Author Biography:**

Prof. Wang is an associate professor of Information Systems (IS). He received his BA from Marietta College (1996) and MBA (1998) from Ohio University. As a senior Microsoft Certified Professional (MCP+MCSD+MCAD) and Principal Certified IBM/Lotus Professional (PCLP), he was most recently a Senior Consultant with Cap Gemini Group, one of the world's largest management and IT consulting firms. In this position he worked with various client companies, including Procter and Gamble International (P&G), General Electric (GE), Schneider Industry, Standard Register, Provident Bank, etc. He led a worldwide global design team in the P&G eForm project and conducted an intensive application development and maintenance training course in Brussels, Belgium. Before joining Cap Gemini, he was an information technology consultant with Meritage Technologies in Cleveland where he developed Meritage's business in the area of business collaboration, knowledge management and e-learning.

Prof. Wang's expertise are in the areas of E-Commerce, commercial website development, Web2.0 technologies and Enterprise Resource Planning (ERP). He brings the real world into the classroom through his diversified consulting experiences in consumer products, E-Commerce, software, medical, educational, manufacturing and financial industries. Prof. Wang has presented papers nationally and internationally and published in the field of information systems. He is also an honorary guest professor at the E-Commerce School of the Southwestern University of Finance & Economics (SWUFE) in China.