

## **Marianne Bradford, Ph.D.**

---

North Carolina State University  
Poole College of Management  
Department of Accounting  
Campus Box 8113  
Raleigh, NC 27695-8113

Office: 919-513-1436  
Fax: 919-515-4446  
Email: mbradfo@ncsu.edu

### **EDUCATION**

- Ph.D. Accounting – The University of Tennessee, 2001
- M.B.A. Management – Millsaps College, 1992
- B.A. Accounting – The University of Mississippi, 1986

### **ACADEMIC AND PROFESSIONAL EXPERIENCE**

#### **Academic Experience**

- 2016-present Full Professor – North Carolina State University
- 2006-2016: Associate Professor – North Carolina State University
- 2003-2006: Assistant Professor – North Carolina State University
- 2000-2003: Assistant Professor – Bryant University
- 1997-2000: Teaching Assistant – The University of Tennessee
- 1992-1997: Instructor – The University of Mississippi

#### **Other Academic Appointments**

- 2022-present Graduate Faculty, Integrated Manufacturing Systems Engineering Department

#### **Professional Experience**

- Fall 2004: Senior II – Ernst and Young. Raleigh, NC
- 1989-1991: Assistant Accounting Manager – Reformed Theological Seminary. Jackson, MS
- 1988-1989: Staff Accountant – Rhea and Ivy, CPAs. Memphis, TN
- 1986-1988: Staff Accountant – KPMG Peat Marwick. Memphis, TN

### **TEACHING**

#### **Courses Developed and Taught**

- IT Audit (ACC545)
- ERP Systems (MBA515, ACC440)
- Advanced ERP (MBA590)
- Accounting Information Systems (ACC340)
- ERP Basics (Tax Analytics Certificate program)
- Advanced ERP (Tax Analytics Certificate program)

## Teaching Awards and Recognition

- Department of Accounting Teaching Excellence Award, 2023
- PCOM Teaching Excellence Award, 2009
- Outstanding Teacher Nominee: Thank a Teacher Program, 2010, 2011, 2012, 2020

## Student Competitions

- Judge for Deloitte StartUP NC State Competition 2021, 2022, 2023
- Faculty Advisor to SAP/Deloitte Co-Innovation Event NCSU Student Team 2015-2019
  - Team placed 3<sup>rd</sup> 2016, 2017
  - Team place 4<sup>th</sup> 2018, 2019
- Faculty Advisor to SAP's Ideathon, December 2020

## Master's Oral Exam Committee Member—Integrated Manufacturing Systems Engineering Department

- 2025. Archit Sunil Kulkarni: *Data-Driven Supply Chain Improvements at Panasonic Energy*
- 2023. Chinmay Kurdekar: *Customer Survey Data Analysis for Enhanced Customer Satisfaction at Wayfair*
- 2023. Sandeep Varin: *Lucid Motors Direct Procurement Supply Chain Project*
- 2020. Pratik Pandurang Jadhav: *IQMS ERP Implementation and Actual v/s Quoted Time Analysis Platform*
- 2016. Yudong Zang: *Factory Automation and Process Improvement at John Deere Turf Care*
- 2016. Anish Thuse: *Non-conforming Material Management and Industrial Automation at John Deere Turf Care*
- 2015. Rituraj Deshpande: *Process Engineering at Coty Inc.*
- 2015. Mohammad Manawar: *Manufacturing Interface Engineering Co-op at Cummins*
- 2012. Prachi Gogte: *Guidance Document for Forthcoming Changes in Manufacturing Execution Systems at John Deere Turf Care*
- 2012. Dhananjay Nilkanth Dandekar: *Study of New Product Development for Manufacturing Readiness at John Deere Turf Care*
- 2012. Maruthishankar Chandrasekaran: *Improved Profitability Through Supplier Selection, Coty Inc.*
- 2012. Gautham Paladugu: *Implementing a Customer Pull Replenishment Systems Using Kanban*
- 2010. Mahveer S. Rambakas: *Defect Reporting Process Improvement Using SAP-QM in an Appliance Manufacturing Environment*

## RESEARCH

### Research Interests

ERP implementation, ERP maintenance and support, and ERP security; application management services (AMS), generalized audit software adoption and use, AIS education

### Research Awards

- Department of Accounting Research Growth and Innovation Award, 2018
- Department of Accounting Research Growth and Innovation Award, 2015

## Best Paper Awards

- Best Education Paper – AAA AIS Section Midyear Meeting, 2010
- Best Paper – American Society of Business and Behavioral Sciences Conference, 2002
- Best Paper – AIS Educator's Conference, 2001, 2002

## Research Grants

- Department of Accounting Research Grant, 2020 (\$5,000)
- Department of Accounting Research Grant, 2019 (\$7,500)
- Department of Accounting Research Grant, 2018 (\$10,000)
- Department of Accounting Research Grant, 2017 (\$15,000)
- Enterprise Risk Management Research Grant, 2016 (\$10,000)
- Department of Accounting Research Grant, 2015 (\$5,000)
- IMA Applied Research Grant, 2013 (\$8,000)
- IMA Applied Research Grant, 2007 (\$15,319)

## Academic Publications (Peer Reviewed)

- Kokina, J. and M. Bradford (2025). Robotic Process Automation Governance in AIS Research A Multivocal Literature Review and Future Research Agenda. *Journal of Information Systems*. (Accepted).
- Bradford, M. B. Bucy, B., and M. Adivar. 2024. Implementing ERP with Maintenance and Support in Mind: Exploring the Efficacy of Application Management Services for the Post-Implementation Stage. *Journal of Information Systems*. 38(2): 1-27.
- Bradford, M., E. Taylor, E., and M. Seymore. 2022. A View from the CISO: Insights from the Data Classification Process. *Journal of Information Systems*. 36(1): 201-218.
- Bradford, M., D. Henderson, R. Baxter, and P. Navarro. 2020. Using Generalized Audit Software to Detect Material Misstatements, Control Deficiencies, and Fraud: How Financial and IT Auditors Perceive Net Audit Benefits. *Managerial Auditing Journal*. 35(4): 521-547.
- Bradford, M., J. Earp, and P. Williams. 2017. Understanding sustainability for socially responsible investing and reporting. *Journal of Capital Markets Studies* 1(1): 10-35.
- Bradford, M., J. Earp, P. Williams, and S. Showalter. 2017. Corporate Sustainability Reporting and Stakeholder Concerns: Is there a Disconnect? *Accounting Horizons* 31(1): 83-102.
- Henderson, D., M. Bradford, and A. Kotb. 2016. Inhibitors and Enablers of GAS Usage: Testing the Dual Factor Model. *Journal of Information Systems* 30(3): 135-155.
- Bradford, M., J. Earp, and S. Grabski. 2014. Centralized End-to-End Identity and Access Management and ERP Systems: A Multi-Case Analysis using the Technology Organization Environment Framework. *International Journal of Accounting Information Systems* 15(2): 149-165

- Beasley, M., M. Bradford, and B. Dehning. 2009. The Value Impact of Strategic Intent on Firms Engaged in Information Systems Outsourcing. *International Journal of Accounting Information Systems* 10(2): 79-96
- Bradford, M., S. Richtermeyer, and D. Roberts. 2007. System Diagramming Techniques: An Analysis of Methods Used in Practice and Education. *Journal of Information Systems* 12(1): 173-212
- Fisher, I., and M. Bradford. 2006. New York State Agencies: A Case Study for Analyzing the Process of Legacy System Migration: Part II. *Journal of Information Systems* 20(1): 142-161.
- Fisher, I., and M. Bradford. 2005. New York State Agencies: A Case Study for Analyzing the Process of Legacy System Migration: Part I. *Journal of Information Systems* 19(2): 173-189.
- Florin, J., M. Bradford, and D. Pagach. 2005. Information technology outsourcing and organizational restructuring: An explanation of their independent and combined effects on firm value. *Journal of High Technology Management Research* 16(2): 241-253.
- Bradford, M., and J. Florin. 2003. Examining the Role of Innovation Diffusion Factors on the Implementation Success of Enterprise Resource Planning Systems. *International Journal of Accounting Information Systems* 4(3): 205-225.
- Bradford, M., A. Chandra, and B. Vijayaraman. 2003. The Status of ERP Integration in Business School Curricula: Results of a Survey of Business Schools. *Communications of the Association of Information Systems* 12(26): 437-456.
- Bradford, M., and S. Richtermeyer. (2002). Realizing Value in ERP. *Journal of Cost Management* 16(2): 13-19.

#### **Educational Publications (Peer Reviewed)**

- Bradford, M., B. Bucy, and L. Lee (2025). Business Process Diagramming and Process Analysis: The Anderson Inc. Logistics Case. *Issues in Accounting Education*. (Accepted).
- Bradford, M., Bucy, B., and Lee, L. 2024. Business Process Diagramming and Process Analysis: The Anderson Inc. Logistics Case. *Issues in Accounting Education*. Forthcoming.
- Wood, D., M. Achhpilia, M. Adams, [et al. M. Bradford]. 2023. The ChatGPT artificial intelligence chatbot: How well does it answer accounting assessment questions? *Issues in Accounting Education*, 38(4): 1-28.
- Bradford, M., and G. Gerard. 2015. Using Process Mapping to Reveal Business Process Reengineering and Business Process Improvement Opportunities in a Purchasing Process. *Journal of Emerging Technologies in Accounting* 12(1): 169-188.
- Bradford, M., E. Taylor, and F. Badua. 2012. Elegance, Relevance, and Provenance: Contextualizing and Analyzing AIS Educators' Choice of Systems Diagramming Techniques. *Journal of the Academy of Business Education* 13: 140-161.

- Bradford, M. 2011. North Carolina State University: Implementing ERP Student Modules. *Issues in Accounting Education* 26(3): 507-520.
- Bradford, M. 2009. Drawing, Examining and Interpreting a Process Map of the Master of Accounting Admissions Process at State U., *Compendium of Classroom Cases and Tools for AIS Applications (C3)* 4.
- Bradford, M., J. Samuels, and R. Wood. 2008. Beta Auto Dealers: Integrating Disparate Data to Solve Management Problems. *Issues in Accounting Education* 23(2): 309-326.
- Bradford, M. 2006. The Pet Store: A Peachtree Project. *Compendium of Classroom Cases and Tools for AIS Applications (C3)* 3.
- Bradford, M. 2004. Reengineering a Process: A Group Project Using Hammer's Reengineering Principles and Process Mapping Techniques. *Compendium of Classroom Cases and Tools for AIS Applications (C3)* 2.
- Bradford, M., A. Chandra, and B. Vijayaraman. 2002. Integrating Oracle ERP into Business Curricula: Challenges and Measurement of Student Outcomes. *Review of Business Information Systems* 6(4): 17-25.
- Bradford, M., D. Roberts, and G. Stroupe. 2001. Integrating Process Maps into the Accounting Students' Toolset. *Review of Business Information Systems* 5(4): 61-67.

#### **Practitioner Publications (Peer Reviewed)**

- Bradford, M. and Bucy, B. 2024. Managing ERP Systems: The Case for Application Management Services. Available at: <https://www.sfmagazine.com/articles/2024/june/managing-erp-systems>
- Bradford, M., Taylor, E., and M. Seymore. 2021. The Critical First Step to Data Security. *Strategic Finance*. 103(6): 26-33
- Bradford, M., and D. Henderson. 2017. Barriers and Enablers to Auditors Accepting Generalized Audit Software. *ISACA Journal* 5: 35-42.
- Bradford, M., J. Earp, and P. Williams. 2014. Sustainability Reports: What Do Stakeholders Really Want? *Management Accounting Quarterly* 16(1): 13-18.
- Bradford, M., and J. Brazel. 2011. Shedding New Light on Auditor Switching. *Strategic Finance* 92 (7): 48-53.
- Bradford, M., J. Brazel, and E. Taylor. 2010. Beyond Compliance: The Value of SOX. *Strategic Finance* 92(1): 48-53.
- Bradford, M., and J. Brazel. 2007. Flirting with SOX 404: Are Private Companies Interested in a Relationship? *Strategic Finance* 89(3): 48-53.
- Bradford, M. and M. Houston. 2006. IT and the Accounting Profession: Using Certifications to Prove Your Worth. *Interim Report*. 48-50.

- Beasley, M., M. Bradford, and D. Pagach. 2004. A View of Outsourcing from an Enterprise Risk Perspective. *Strategic Finance* 86(1): 22-29.
- Richtermeyer, S., and M. Bradford. 2003. PeopleSoft on Campus: Benefits of Incorporating ERP Systems into Business Curricula. *PeopleSoft White Paper*.
- Greenwood, T., M. Bradford, and B. Greene. 2002. Becoming a Lean Enterprise: A Tale of Two Firms. *Strategic Finance* 84(5): 32–39.
- Bradford, M., and D. Roberts. 2001. Does Your ERP Measure Up? *Strategic Finance* 83(3): 30-34.
- Bradford, M., T. Mayfield, and C. Toney. 2001. Does ERP Fit in a Lean World? *Strategic Finance* 83(3): 28-34.

### **Poole Thought Leadership**

- Bradford, M. 2024. Bots Are Not Coming, They’re Here! The Impact of Robotic Process Automation (RPA) on the Accounting Profession. *Poole Thought Leadership*.

### **Book Chapters (Peer Reviewed)**

- Bradford, M., Gingras, B. and J. Hornby. 2008. Business Process Reengineering and ERP: Weapons for the Global Organization. In *Enterprise Resource Planning for Global Economies: Managerial Issues and Challenges*, edited by Ferran, C. and R. Salim. Hershey. PA: IGI Global. 108-125

### **Textbooks**

- Bradford, M. 2020. *Modern ERP: Select, Implement & Use Today’s Advanced Business Systems* 4th ed. KDP.
  - Listed as one of the “Best ERP Books Companies Should Read in 2021” by Solutions Review, April 14, 2021
  - “Top 10 enterprise resource planning books of all time” by SCMDJO, 2021 (#3)
  - “Best ERP Books Companies Should Read in 2021” (April 14, 2021). *Solutions Review*
  - “Top Books on Enterprise Resource Planning” (November 20, 2019). *Solutions Review*
- Bradford, M. 2015. *Modern ERP: Select, Implement & Use Today’s Advanced Business Systems* 3<sup>rd</sup> ed. Raleigh, NC: Lulu Press.
  - Rated Top ERP Book on Amazon by Solutions Review, November 20, 2019
  - Translated into Romanian (2018), Korean (2017), and Arabic (2016)
- Bradford, M. 2010. *Modern ERP: Select, Implement & Use Today’s Advanced Business Systems* 3<sup>rd</sup> ed. Raleigh, NC: Lulu Press.
  - Translated into Korean (2013)
  - “Top 25 ERP Experts, Blogs, and Influencers to Track in 2010” Focus Research

- Bradford, M. 2008. *Modern ERP: Select, Implement & Use Today's Advanced Business Systems* 1<sup>st</sup> Ed. Raleigh, NC: Lulu Press.

### **Working Papers**

- Bagranoff, N. and M. Bradford. Implementing a Framework to Manage Cybersecurity Risk: The Case of Harper, Inc. On review at *Issues in Accounting Education*.

### **Presentations to Academic Audiences**

- Business Process Diagramming and Process Analysis: The Anderson Inc. Logistics Case. *2024 AAA AIS Section Midyear Meeting*
- Implementing ERP Systems with Maintenance and Support in Mind: Exploring the Efficacy of Application Management Services for the Post-Implementation Phase. *2023 AAA AIS Section Midyear Meeting*
- A View from the CISO: Data Classification Drivers, Processes, Outcomes, and Challenges. *2020 AAA AIS Section Midyear Meeting*
- It's Getting Hot in Here: Is Multi-Temperature Data Management the Answer? *2018 Accounting Department Research Workshop*
- Auditing and Security of ERP Systems. *2017 Americas Conference on Information Systems (AMCIS)*
- Perceptual Incongruence among Financial, IT and Operational Auditor when Using Generalized Audit Software in the Audit. *2016 AIS Educators Conference*
- Using Process Mapping to Reveal Business Process Reengineering and Business Process Improvement Opportunities in a Purchasing Process. *2014 AAA AIS Section Midyear Meeting*
- The Role of IT Governance on ERP Systems and Identity and Access Management: An Extended Structuration Model. *2013 AAA AIS Section Midyear Meeting*
- Teaching IT General and Application Controls using SAP. *Presented at the Workshop for IT Governance. 2013 AAA AIS Section Midyear Meeting*
- Barriers and Benefits to a Centralized End-to-End Identity and Access Management Infrastructure when an ERP System is Present. *2012 AAA AIS Section Midyear Meeting*
- Sustainability: Measuring Individual's Perceptions about Organizational Practices. *2012 Accounting Department Research Workshop*
- Using ERP in the Classroom. *2007 AAA AIS Section Midyear Meeting*
- The Little Pet Store: A Peachtree Project. *2007 New Scholars Consortium, AAA AIS Section Midyear Meeting*

- An Open Courseware Site for Teaching ERP Systems. *2006 AAA Annual Meeting Forum*
- Information Systems Outsourcing Decisions and Organizational Restructuring: An Explanation of Their Independent and Combined Effects on Firm Value. *2005 AAA AIS Section Midyear Meeting*
- Information Systems Outsourcing Decisions and Organizational Restructuring: An Explanation of Their Independent and Combined Effects on Firm Value. *2004 Accounting Department Research Workshop*
- An Instructional Case for Legacy System Changes for Multiple State Agencies in New York. *2003 AAA AIS Section Midyear Meeting Forum*
- Using Online Environments to Supplement On-Campus Courses. *2002 AAA Annual Meeting*
- ERP Blueprints and Lessons Learned. *2002 Institute of Management Accountants Annual Conference*
- Practical Approaches to Research and Teaching in IS/AIS Using Synergies in Industry, Research and Teaching. *2001 Northeast Regional AAA Meeting*

#### **Presentations to Non-Academic Audiences**

- RPA and the Accounting Profession. *NCACPA Conference on Emerging Technologies*. December 2023.
- SAP University Alliances Update in the Poole College of Management. *America's SAP User Group Meeting (Carolina's Chapter)*. March, 2024
- Using SAP Lumira in the Classroom in the Poole College of Management. *America's SAP User Group Meeting (Carolina's Chapter)*. March, 2016
- NCSU's SAP University Alliance Update. *America's SAP User Group Meeting (Carolina's Chapter)*. March, 2014
- NCSU's SAP University Alliance Update. *America's SAP User Group Meeting (Carolina's Chapter)*. April, 2011
- ERP/SAP at NCSU. *America's SAP User Group Meeting (Carolina's Chapter)*. June 2009
- Integrating SAP into Business Curricula – Lessons at NC State. *America's SAP User Group Meeting (North Carolina and Virginia Chapters)*. October 2012
- Business Process Documentation: Learn How to Document Business Processes Using Microsoft Visio, *Institute of Management Accountants Annual Conference*. August 2006.



## Other Grants

- Freudenberg-IT Software Grant for SAP University Alliance \$56,000 (2009-2018)
- PCOM Technology Grant \$10,000 (June 2006)

## SERVICE

### Academic Engagement

- Editorial Boards
  - *Issues in Accounting Education*, (2012-2015; 2021-present)
  - *International Journal of Accounting Information Systems*, (2010-2015; 2022-present)
  - *Journal of Emerging Technologies in Accounting* (2016-2020)
  - *Journal of Information Systems*, (2007-2010)
- Ad Hoc Reviewer for the following journals and books:
  - *Journal of Information Systems*
  - *International Journal of Accounting Information Systems*
  - *Journal of Emerging Technologies in Accounting*
  - *Issues in Accounting Education*
  - *British Accounting Review*
  - *European Journal of Information Systems*
  - *Enterprise Resource Planning for Global Economies: Managerial Issues and Challenges*. Hershey: IGI Global, 2007
  - *Handbook of Technology Management*. New York: John Wiley and Sons
- Academic Conference Reviewer:
  - 2023 AAA Joint Midyear Meeting of the AIS/SET/International Sections
  - 2017 Americas Conferences on Information Systems
  - 2014 International Conference on Information Resources Management
  - 2011 European Conference on Information Systems
  - AAA AIS Midyear Meetings (2003, 2006, 2007, 2009)
  - 2006 Americas Conference on Information Systems
  - AAA Annual Meetings (2002, 2003, 2006, 2007, 2012)
  - AIS Educator's Conferences (2001, 2002, 2004, 2016)
  - 2004 International Research Symposium on AIS
  - 2001 Southern Association of Information Systems Conference
- Academic Conference Moderator or Discussant
  - AAA AIS Section Midyear Meetings (2006, 2009, 2013, 2018)
  - AAA Annual Meetings (2002, 2003, 2005)
  - 2002 AIS Educator's Conference
  - 2002 Northeast AAA Meeting
- Editor
  - *AIS Section Compendium of Classroom Cases and Tools for AIS Applications (C3)*, 2006

## **Professional Memberships and Offices Held**

- American Accounting Association – AIS Section, 2000-2019; 2022-present.
  - 2009-2010, Research and Publications Committee
  - 2009 Midyear Conference Coordinator, Charleston, SC
  - 2008 Midyear Conference, Education Manuscript Coordinator
  - 2006-2008 Chair, Education Committee
  - Education Committee, 2005-2006
  - Membership Committee, 2003-2004
  - Distinguished Service Award, AAA AIS Section, 2009, 2006
  - Distinguished Service Award, AAA AIS Section, 2006
- AIS Educators Association, 2016-2019
  - Research Paper Coordinator 2017-2019 conferences
- Institute of Management Accountants 2006-2015
- America's SAP User Group (ASUG) 2009-present
- Association for Information Systems 2017-2018

## **Service Awards and Recognitions**

- Pride of the Wolfpack Nominee, 2010

## **Service**

### **Departmental**

- Technology in the Classroom Committee (2023-present)
- PTR Committee Coordinator and Committee Member, 2016-present.
- MAC Mentor 2020-present
- ACC Department Case Competition Committee, 2018-present; Chair 2022-present.
- Data Analytics Committee 2018-2020
- Beta Alpha Psi Faculty Advisor 2017-2019
- Faculty Recruiting Committee, 2004-2006; 2017
- Undergraduate Curriculum Committee, 2004-2006; 2011-2017
- Accounting Society Faculty Advisor, 2009-2012
- MAC Graduate Curriculum Committee, 2004-2008
- Coordinator of Accounting Department Banquet, 2008
- Chair, Faculty/Staff Retreat, 2003, 2008
- Accounting Research Workshop Committee, 2004-2007
- Chair, Faculty Recruiting Committee, 2006-2007

### **College**

- PCOM RPT Committee, 2013-2018
- IT Director Search Committee, 2015
- MBA Curriculum Committee, 2010-2013
- PCOM IT Committee, Chair, 2009-2012
- MBA Blended Learning Task Force, 2007-2009
- IT Steering Committee, 2004-2005

## University

- University Reappointment, Promotion and Tenure Committee 2019-2021
- DELTA Advisory Committee, 2007-2009

## Professional and Community Engagement/Service

- SAP University Alliances Curriculum Development Committee 2019- 2021
- Taught *ERP Basics* module for NCSU Tax Analytics Certificate Program, 2016
- Taught *Advanced ERP* module for NCSU Tax Analytics Certificate Program, 2017
- Pathways Commission Task Force on Faculty-Practitioner Internships/Externships, 2013-2015
- Taught *Introduction to SAP* course at SKEMA Business, March 2013
- Taught *ERP Readiness Training* for key executives and frontline managers, Caterpillar Inc. Locarno, Switzerland. May 16-17, 2011
- Board of Advisors, State Employees Credit Union Hillsborough Branch, 2010 – 2011
- CMA Review Course Instructor, Caterpillar, Inc., Raleigh, NC., March 2006

## Popular Press Mentions and Guest Speaker

- 2021. Guest speaker for California Lutheran University on Modern ERP
- 2021. Guest speaker for Nestell & Associates on Modern ERP
- 2017. Bradford, M., Showalter, S. D., Williams, P., and Earp, J. B. <https://www.environmentalleader.com/2017/01/is-your-corporate-sustainability-reporting-missing-the-mark/>. Environmental Leader.
- 2017. Bradford, M., Williams, P., Showalter, S., and Earp, J. Study finds current corporate sustainability reporting misses the mark. Phys Org. Science X Network <https://phys.org/news/2017-01-current-corporate-sustainability.html>).
- 2017. Bradford, M., Williams, P., Showalter, S., and Earp, J. Study Finds Current Corporate Sustainability Reporting Misses the Mark. Carolina Business Connection.
- 2017. Bradford, M., Williams, P., Showalter, S., and Earp, J. Study Finds Current Corporate Sustainability Reporting Misses the Mark. M2PressWIRE.
- 2017. Bradford, M., Williams, P., Showalter, S., and Earp, J. Study Finds Current Corporate Sustainability Reporting Misses the Mark. PublicNOW.com.
- 2010. 25 ERP Experts, Blogs, and Influencers to Track in 2010. Focus Research. Focus.com.