

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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2018-2018 TRACK CHAIRS

Accounting	Mary Fischer , University of Texas - Tyler
Business Analytics	Adam M. Fadlalla , Qatar University
DSS & ES	Binshan Lin , Louisiana State University - Shreveport
E-Commerce & Mobile	Robert Cutshall , Texas A&M University - Corpus Christi
Enterprise Systems (ERP)	Gina Harden , Stephen F. Austin State University
Finance	M. Kabir Hassan , University of New Orleans
Healthcare & Economics	Venugopal Gopalakrishna-Remani , University of Texas - Tyler
Info Security and Privacy	Mohammad I. Merhi , Indiana University - South Bend
Innovative Education	Kai S. Koong , Tuskegee University
International Business	Yasir Fadol , Qatar University
Internet of Things & Big Data	John Seydel , Arkansas State University
Management & Org Behavior	Michael Meeks , Louisiana State University - Shreveport
Management Info Systems	Michael Ellis , University of Central Arkansas
Marketing	Thiagarajan Ramakrishnan (Ram) , Prairie View A&M University
Operations Management	Balaji Janamanchi , Texas A&M International University
Quality and Lean Six Sigma	Matthew Lindsey , Stephen F. Austin State University
Quantitative Methods	Robert Pavur , University of North Texas
Social Media & Networking	Habibullah Khan , Qatar University
Supply Chain, Logistics UAVs	Krishan Rana , Alabama A&M University
Business Environment, Law, Ethics, and Cross Cultural	Andrew Mazen Dahdal , Qatar University
Studies	
Student Track	Victor Prybutok , University of North Texas
Special Panels	S. Mantravadi , University of West Florida
Proceedings Editor	Mohan Rao , Texas A&M University - Corpus Christi

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

SPECIAL EVENTS, WORKSHOPS & PANELS

Workshop: Introduction to Predictive Analytics

Wednesday, March 7, 2018, 1:00 p.m. - 5:00 p.m.

Presenter: David E. Douglas, University of Arkansas

Journal Editors Panel

Thursday, March 8, 2018, 1:30 p.m. - 3:00 p.m.

Binshan Lin, Expert Systems with Applications, **Moderator**
Khaled A. Alshare, Studies in Business and Economics
Mary Fischer, Federation of Business Disciplines Journal
Kai S. Koong, International Journal of Services and Standards

Workshop:

Structural equation modeling with WarpPLS: A focus on publication in top-tier decision sciences and information systems journals

Friday, March 9, 2018, 8:30 a.m. – 10:00 a.m.

Presenter: Ned Kock, Texas A&M International University

Deans Panel

Friday, March 9, 2018, 10:30 a.m. – 12:00 p.m.

The Challenges and the Future Role of Universities: Is It the Time to Change a Long-Standing Tradition?

Khaled A. Alshare, Qatar University, **Moderator**
Peggy Lane, University of Louisiana - Monroe, **Moderator**
Michael Lane, Missouri Western State University
Khalid Shams, Qatar University
Victor Prybutok, University of North Texas

FBD/SWDSI Choice Pick Session

Workshop:

How to Use Assessment Analysis to Improve Student and Instructor's Performance

Friday, March 9, 2018, 10:30 a.m. – 12:00 p.m.

Presenter: Mahmood A. Ahmed, Qatar University

Workshop: Hadoop Framework and Cloud Computing: A Hands-On

Friday, March 9, 2018, 1:30 p.m. – 3:00 p.m.

Presenter: Thuan Nguyen, University of North Texas

Doctoral Consortium

Friday, March 9, 2018, 12:30 p.m. – 5:00p.m.

By Invitation Only

MEETINGS

SWDSI 2018 Business Meeting

Thursday, March 8, 2018 3:30 p.m. - 5:00 p.m.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

CONGRATULATIONS!!!

**RECIPIENT OF THE 2018 FEDERATION OF BUSINESS DISCIPLINES
DISTINGUISHED PAPER AWARD**

Avoiding Double Whammy in Case of Service Failure
Ahasan Harun, University of North Texas

**RECIPIENT OF THE 2018 FEDERATION OF BUSINESS DISCIPLINES
OUTSTANDING EDUCATOR AWARD**

Carl M. Rebman Jr., University of San Diego

RECIPIENT OF THE SWDSI 2018 LIFETIME ACHIEVEMENT AWARDS

David E. Douglas, University of Arkansas
Michael E. Hanna, University of Houston - Clear Lake

RECIPIENTS OF THE 2018 BEST STUDENT PAPER AWARDS

Alpha Iota Delta Best Student Paper Award

Avoiding Double Whammy in Case of Service Failure
Ahasan Harun, University of North Texas

*A Two-Stage Deep Neural Network Technique for Predicting the Insurance Cross-Selling
Opportunity*

Xiaoguang Tian, University of North Texas

The Role of Organizational Commitment and Pay Satisfaction in Employee Retention
Abdulla Abdulziz Turki Alsubaie, Qatar University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 7, 2018
(Wednesday)

1:00 p.m. – 5:00 p.m.

Santa Domingo

Workshop: Introduction to Predictive Analytics

Presenters: David E. Douglas, University of Arkansas

Participants in this hands-on workshop will walk-away with predictive analytics examples that they can immediately incorporate into their classes. Predictive models will be created using the more popular predictive models including multilinear regression and classification models including decision trees and neural networks as well as more advanced techniques such as random forests. This workshop will be valuable for faculty that are just starting into predictive analytics, new to the software, or just need an example to run as part of a class. IBM SPSS Modeler is the software that will be used for the workshop. It is a drag-and-drop GUI that allows building powerful models without programming.

For a premier publishing opportunity, check out the peer-reviewed
FBD Journal at <https://www.fbdonline.org/journal/>



*All FBD conference participants are eligible to have their work considered
for the low submission fee of \$40.*

Make plans to join us in Houston, Texas for our 2019 conference.



46th Annual Conference
March 13 - 16, 2019
Hyatt Regency Houston
Houston, Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 8, 2018
(Thursday)

7:00 a.m. – 8:30 a.m.

Ballroom B

MEETING Officers and Directors Meeting

Presiding: Mohan Rao, Texas A&M University - Corpus Christi

Agenda: Officers Reports
Old Business – Various Committee Reports
New Business – To Be Determined

8:30 a.m. - 10:00 a.m.

Apache

SESSION A Operations Management-I

Session Chair: **Balaji Janamanchi**, Texas A&M International University

Relative Importance of Environmental Awareness and Vehicle-Related Factors in a Decision-Making Model

Lu Xu, University of North Texas

Victor Prybutok, University of North Texas

Operationalizing Project Governance and Information Technology Governance: Implications of an Empirical Study of Impacts on Project Governance

Pinyarat Sirisomboonsuk, University of Massachusetts - Dartmouth

James Burns, Texas Tech University

Ray Qing Cao, University of Houston - Downtown

Vicky Gu, University of Houston - Clear Lake

Estimating Probability of Project Completion: Parkinson's Law vs. Theory of Constraints

Balaji Janamanchi, Texas A&M International University

Using the PPP Model to Analyze Performance at a Micro-Irrigation Company

Mohan Rao, Texas A&M University - Corpus Christi

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and continued support!

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 8, 2018
(Thursday)

8:30 a.m. - 10:00 a.m.

Isleta

SESSION B **Internet of Things and Big Data-I**

Session Chair: **Mobark Aldossari**, University of North Texas

IoT in The Future: How It Will Shape Business Today.

Daniel Mankey, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

James Downey, University of Central Arkansas

Examining the Individual Acceptance of the Internet of Things (IoT) Technologies

Mobark Aldossari, University of North Texas

Anna Sidorova, University of North Texas

Overcoming Inaccuracy with Clustering Based Sentiment Analysis

Aleck Nash, University of the Incarnate Word

The Moderating Effect of Cultural Dimensions on the Adoption of Internet of Things

Khaled A. Alshare, Qatar University

Osaid Al Samarah, Qatar University

8:30 a.m. - 10:00 a.m.

Jemez

SESSION C **Innovative Education-I**

Session Chair: **Leslie Ramos Salazar**, West Texas A&M University

A Probability Activity for Business Statistics Classes

Michael Ellis, University of Central Arkansas

Geoffrey Hill, University of Central Arkansas

Carla J. Barber, University of Central Arkansas

Web Scraping to Inform Curriculum Decisions: An Exploratory Study

Joseph H. Schuessler, Tarleton State University

Dennis Jones, Tarleton State University

The Role of Educator Preparation Programs, Goals, and Motivation in Technology Use in Math-Based Courses

Leslie Ramos Salazar, West Texas A&M University

Elsa Diego-Medrano, West Texas A&M University

The Impact of Blockchain in Business Curriculums

Jack Crumbly, Tuskegee University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 8, 2018
(Thursday)**

8:30 a.m. - 10:00 a.m.

Nambe

SESSION D Enterprise Systems (ERP)

Session Chair: **Denise Philpot**, University of North Texas

Predictors of Students' Perceived Learning Outcomes in Sap-Enabled Courses: A System View of Students, Instructor, and the Software

Yu Zhao, Lamar University

Kakoli Bandyopadhyay, Lamar University

Cynthia Barnes, Lamar University

Lessons Learned Before, During and Post ERP Implementation: Case Study of A Manufacturing Firm

Peggy Lane, University of Louisiana - Monroe

Kirill Yurov, Missouri Western State University

Stickleby or Ikea? Contrasting ERP Academic Alliance Philosophies

J. Christopher Zimmer, West Texas A&M University

Denise Philpot, University of North Texas

Use of an Equipment Acquisition Plan for Teaching Supply Chain Management

George L. Edwards, Tuskegee University

8:30 a.m. - 10:00 a.m.

Navajo

SESSION E Innovative Education-II

Session Chair: **Charfeddine Lanouar**, Qatar University

Understanding Self-Regulated Learning of Historically Black Colleges and Universities (HBCU) Students

Obyung Kwun, Southern University - New Orleans

Ghasem S. Aljani, Southern University - New Orleans

The ITC/CIS Assessment Model

Elizabeth Prejean, Northwestern State University

Applications of Engagement Theory as a Retention Tool

Faye Jackson, Tuskegee University

Tiombe Jones, Tuskegee University

Cassandra Thomas, Tuskegee University

Exploring Factors Affecting the Adoption of E-Learning in GCC Countries: Integrating Individuals Values to the UTAUT Model

Charfeddine Lanouar, Qatar University

Ferchichi Asma, Manouba University - Tunisia

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 8, 2018
(Thursday)**

10:00 a.m. - 10:30 a.m.

Exhibit Hall (Ballroom C)

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

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SWDSI Lifetime Achievement Award

David E. Douglas, PhD



David Douglas, Emeritus Professor, has been an active member of Decision Sciences and Southwest Decision Sciences (SWDSI) since 1985. He retired August 2017 after 42 years on faculty with the University of Arkansas with his initial appointment in Industrial Engineering in 1975. He moved to what is now the Information Systems Department in 1978 and served as Department Chair from 1985 to 1997 and again as interim Department Chair in 2010. The Department implemented its PhD program and its Master of Information Systems program during his time as Department Chair. Dr. Douglas relished teaching, working with industry and applied research. He has taught in 5 different countries—Australia, China, France, Greece, and Vietnam. He is the recipient of several teaching and service awards. As Director of Enterprise Systems, he was instrumental in obtaining gifts in kind in excess of \$200 million from Enterprise Systems platform partners – IBM, Microsoft, SAP, Teradata and SAS. He received IBM Faculty Awards in 2007 and 2013 and Teradata Pioneer Award in 2017. Publications have appeared in various journals including *Communications of the ACM*, *Decision Sciences Journal of Innovative Education, Ethics and Behavior*, the *Journal of Business Ethics*, the *Journal of Computer Information Systems*, the *Journal of Organizational and End User Computing*, *Information and Management*, and the *Journal of Management Information Systems*, as well as international, national and regional *Proceedings* of various Conferences.

David has been active in the Decision Sciences Institute DSI and Southwest Decision Sciences Institute as well as the Federation of Business Disciplines (FBD) since 1986. He has served in many capacities including President of SWDSI in 1996-97 and President of FBD in 2004-2005. He is the recipient of the SWDSI Outstanding Educator of the Year award in 2000 and the FBD Sam Bruno Lifetime Achievement Award in 2012. David continues to be involved with FBD and SWDSI focusing on data analytics.

Dr. Douglas received his PhD in Industrial Engineering from the University of Arkansas. He teaches in a wide variety of information systems areas with emphasis on data analytics, data mining, business intelligence, enterprise systems, and global IT. Research includes impact of data analytics and cognitive computing. He has taught in several countries and presents workshops worldwide. He has received a number of honors and awards including International Educator of the year (IACIS), 2010 Majdi Najm Outstanding Service Award (SAP University Alliances), IBM International Professor of the month, two IBM faculty awards and NSF co-principal investigator for Enterprise Computing Community. In addition to the Co-Director and Director positions at the University of Arkansas, Douglas serves on the Executive Committee of the Information Technology Research Institute as well as serving on the Teradata University Network Board, the SAP University Alliances Board and on the Editorial Board of the *Journal of Global Communications*. His work with industry partners' results in hardware/software gifts valued at more than \$20 million dollars annually.

SWDSI is indebted to David for his many valuable years of service to our organization. He has always been a great mentor, colleague and friend.

March 8, 2018
(Thursday)

10:30 a.m. - 12:00 p.m.

Apache

SESSION A DSS & Expert Systems – I

Session Chair: **Carl M. Rebman Jr.**, University of San Diego

A Review of the Theoretical Views of the Firm – The Foundation of Research on the Impact of Knowledge Management and Intellectual Capital on Organizational Performance

Thuan Nguyen, University of North Texas

Structure of Scholarly Collaboration Networks and Research Productivity Patterns in Louisiana: Using Scopus as a Tool

Binshan Lin, Louisiana State University - Shreveport

Using ANN with Geodesic Acceleration to Maximize Smart Energy Management

Queen Booker, Minnesota State University - Mankato

Carl M. Rebman Jr., University of San Diego

Hayden Wimmer, Georgia Southern University

Fred Kitchens, Ball State University

Detecting Mobile Advertising Click Fraud Using TensorFlow

Guoying Zhang, Midwestern State University

10:30 a.m. - 12:00 p.m.

Isleta

SESSION B Information Security and Privacy

Session Chair: **Sandra Blanke**, University of Dallas

A Comparative Study of Concerns for Health Information Privacy Issues in Taiwan and China

Hsin Ginn Hwang, National Chiao Tung University

Yun Lin, National Chiao Tung University

How Should a Chief Information Security Officer (CISO) Answer the Question from the Board: “How Secure Are We?”

Sandra Blanke, University of Dallas

Brian Wrozek, University of Dallas

Privacy Policy Evaluation of Universities in Saudi Arabia: Policy Ease of Access and Readability

Majed Aljazeera, Towson University

Yuanqiong Wang, Towson University

Understanding Security Awareness Impacts on Healthcare Technology Avoidance Behavior

Bahae Samhan, Illinois State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 8, 2018
(Thursday)

10:30 a.m. - 12:00 p.m.

Jemez

SESSION C Innovative Education-III

Session Chair: **Jack Crumbly**, Tuskegee University

Collaboration with Corporate Partners in the Implementation of Innovation in Business Curriculums
Jack Crumbly, Tuskegee University

Challenges of Visual Analytics Course
Anil Aggarwal, University of Baltimore

An Excel-Based Active Learning Exercise for Introducing Linear Programming
George Boger, Texas A&M University - Texarkana
Gary Stading, Texas A&M University - Texarkana
Brian Matthews, Texas A&M University - Texarkana

Investigating Evolving Linguistic Styles and Politeness - A Millennial Perspective
Vikram Bhadauria, Texas A&M University - Texarkana
Gerald Plumlee Jr., Southern Arkansas University
Lina Marie De La Garza, Texas A&M International University

10:30 a.m. - 12:00 p.m.

Nambe

SESSION D Finance-I

Session Chair: **Terry Dancer**, Arkansas State University

Foreign Exchange Rate Forecasting, Risk Premium Factor, and Carry Trade: Opportunities and Applications
Gokcen Ogruk, Texas Wesleyan University
Shengxiong Wu, Texas Wesleyan University
Sinan Yildirim, Texas Wesleyan University

Dodd-Frank Repeal: Assessing the Change in the Day-To-Day Activities of Financial Institutions
Terry Dancer, Arkansas State University
Dwayne Powell, Arkansas State University

Impact of Prolonged Low Oil Prices on the Efficiency and Productivity of Banks in Saudi Arabia, UAE and Qatar
Eung Jin Kim, Imam Abdulrahman Bin Faisal University

DECISION SCIENCES INSTITUTE
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March 8, 2018
(Thursday)

10:30 a.m. - 12:00 p.m.

Navajo

SESSION E E-Commerce & Mobile

Session Chair: **Samer Takieddine**, Eastern New Mexico University

Does Amazon's Purchase of Whole Foods Signal Rejuvenated Interest in e-Grocery?

Stephanie Johnson, University of the Incarnate Word

Vess Johnson, University of Arkansas - Little Rock

Integrating Means-end Chain and Migration Theories to Reveal the Young People's Cognitive Structure toward Social Networking Sites

Chin-Feng Lin, National Pingtung University

Chen-Su Fu, National Cheng Kung University

Factors Affecting Mobile Shoppers' Loyalty: The Mediating Role of Perceived Value

Ruoqing Zhang, New Mexico State University

Eugene Sull, New Mexico State University

Minjoon Jun, New Mexico State University

A Comparative Analysis of E-Government Implementation between Mena Region Countries and Lebanon

Majdi Abed, Sagesse University

Samer Takieddine, Eastern New Mexico University

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March 8, 2018
(Thursday)

1:30 p.m. - 3:00 p.m.

Apache

SESSION A JOURNAL EDITORS PANEL

Session Chair: **Binshan Lin**, Louisiana State University at Shreveport

Topic: Things to do & Things not to do?

Panelists: **Binshan Lin**, Expert Systems with Applications,
Khaled A. Alshare, Studies in Business and Economics
Mary Fischer, Federation of Business Disciplines Journal
Kai S. Koong, International Journal of Services and Standards

1:30 p.m. - 3:00 p.m.

Isleta

SESSION B Marketing

Session Chair: **Thiagarajan Ramakrishnan (Ram)**, Prairie View A&M University

Service Capacity Allocation for Advance and Spot Selling Under Uncertain Demand

Hongkai Zhang, East Central University

Jiehui Ma, University of Wisconsin - Whitewater

James Rauch, East Central University

Cross-Cultural Intentions to Engage in Physical Activity

Najam Saqib, Laurentian University

3D Printing and Craftsman Tools, a Branding Case Study

Charlotte Allen, Stephen F. Austin State University

Gina Harden, Stephen F. Austin State University

Warren Fisher, Stephen F. Austin State University

The Role of Information Technology (IT) in Disaster Management (DM)

Louis Ngamassi, Prairie View A&M University

Thiagarajan Ramakrishnan (Ram), Prairie View A&M University

Shahedur Rahman, Prairie View A&M University

Tracy Jones, Prairie View A&M University

DECISION SCIENCES INSTITUTE
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March 8, 2018
(Thursday)

1:30 p.m. - 3:00 p.m.

Jemez

SESSION C DSS & Expert Systems - II

Session Chair: **Aadel Darrat**, Louisiana State University - Shreveport

A Decision Support Framework for Designing Multi-Server Queues with Finite Capacities
Daniel Myers, Rollins College

Ethical Considerations in the Usage of Artificial Intelligence
John Vassar, Louisiana State University - Shreveport

Confirmation Bias and Belief Perseverance: A Theory Hierarchy
Aadel Darrat, Louisiana State University - Shreveport
Bruce Alford, Louisiana Tech University

Diving into the Darknet: Using Tableau to Shed Some Light on Data Analysis
Ton Don, Georgia Southern University
Hayden Wimmer, Georgia Southern University
Carl M. Rebman Jr., University of San Diego
Scott Scheidt, Armstrong University

1:30 p.m. - 3:00 p.m.

Nambe

SESSION D Management and Org Behavior-I

Session Chair: **Leslie Ramos Salazar**, West Texas A&M University

An Examination of Career Mentorship among Faculty in Institutions of Higher Education
Leslie Ramos Salazar, West Texas A&M University
Elsa Diego-Medrano, West Texas A&M University

A Reverse Innovation Case from a Turkish Company: VESTEL
Ahu TuĖba Karabulut, Istanbul Commerce University

Team versus Individual Performance in Capstone Strategic Management Course
Karen Fowler, Colorado State University - Pueblo
Kristyn White, Colorado State University - Pueblo

Intra-Organizational Factors and Employee Job Practice Area Affecting Turnover Intention
Muhammad Hossain, Prince Mohammad Bin Fahd University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 8, 2018
(Thursday)

1:30 p.m. - 3:00 p.m.

Navajo

SESSION E International Business

Session Chair: **Peggy Lane**, University of Louisiana - Monroe

Small School Short-Term Study Away: A Novice's Guide

Michael Lane, Missouri Western State University

Peggy Lane, University of Louisiana at Monroe

Education for Responsible Future Leaders: International Experience and Civic Engagement

Ru-Shiun Liou, University of Tampa

Agnes Tang, Texas A&M University - Central Texas

Brandon Griggs, Texas A&M University - Central Texas

Globalization, Corruption, Economic Freedom, and Foreign Direct Investment

Banamber Mishra, McNeese State University

Social Capital and Success of Minority Entrepreneurialism

Alexander Chen, University of Central Arkansas

Michael Blanchett, University of Central Arkansas

3:00p.m. – 3:30 p.m.

Exhibit Hall (Ballroom C)

FBD Coffee Break

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**March 8, 2018
(Thursday)**

3:30 p.m. - 5:00 p.m.

Apache

SWDSI 2018 Business Meeting

Light Refreshments sponsored by the College of Business and Economics- Qatar University

5:30 p.m. – 7:00 p.m.

Exhibit Hall (Ballroom C)

FBD Presidential Welcome Reception - Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day's conference activities before heading out to other association and cultural events, dinner, or historic sites.

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**DECISION SCIENCES INSTITUTE
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**March 9, 2018
(Friday)**

7:30 a.m. – 8:30 a.m.

Ballroom A

Light Continental Breakfast

Sponsored by the College of Business and Economics-Qatar University

8:30 a.m. - 10:00 a.m.

Apache

SESSION A Social Media & Social Networking

Session Chair: **Gayle Prybutok**, University of North Texas

Formal Theory of Social Networking Sites with Proposed Application in Teaching and Learning

Murtaza Mohiuddin Junaid Farooque, Dhofar University

Manik Kadam, Allana Institute of Management Sciences

Haridas Acharya, Allana Institute of Management Sciences

Role of Social Media in Women's Health – BOON or BANE

V. V. Madhavi Lalitha, IIHMR University

Jinugu Anjaneyulu, Universitat Oberta De Catalunya, Spain

Karanam Hima Bindu, Hamad Medical Corporation, Qatar

A Case Study of Entrepreneurship among Transgender and Intersex Socioeconomic Backward Communities in India

Guruprasad Gadgil, University of North Texas

Victor Prybutok, University of North Texas

Gayle Prybutok, University of North Texas

8:30 a.m. - 10:00 a.m.

Isleta

SESSION B Accounting-I

Session Chair: **Thomas D. Tolleson**, Texas Wesleyan University

Greedy Grannies: A Case Study

Dwayne Powell Arkansas State University

Rodney Carmack, Arkansas State University

Tina Quinn, Arkansas State University

Corporate Social Responsibility Disclosure and Firm Value

Linh Le, University of North Texas

Anh Ta, University of North Texas

Victor Prybutok, University of North Texas

ABCs and Criminogenic Markets: Analyzing Corporate Fraud

Thomas D. Tolleson, Texas Wesleyan University

Shana Hellinger, Capella University

The Ethics of the AICPA Meets the AICPA's Ethics

Thomas D. Tolleson, Texas Wesleyan University

Mindy Henderson, Texas Wesleyan University

Jillian Scott, Texas Wesleyan University

DECISION SCIENCES INSTITUTE
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March 9, 2018
(Friday)

8:30 a.m. - 10:00 a.m.

Jemez

SESSION C Management Information Systems I

Session Chair: **Mohammad I. Merhi**, Indiana University – South Bend

Health Information Sharing on Online Social Networks

Han Li, University of New Mexico

Jie Zhang, Midwestern State University

A Case Study in Online Reputation Management

Yasir Chohan, University of Central Arkansas

Michael Ellis, University of Central Arkansas

Strengthening Supply Chains through the Utilization of Big Data

Dylan Howell, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

An Investigation of the Factors Impacting the Implementation of Cloud-Based Electronic Health Record Systems

Mohammad I. Merhi, Indiana University – South Bend

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SWDSI Lifetime Achievement Award

Michael E. Hanna, PhD



Dr. Michael E. Hanna is a Professor of Decision Sciences at University of Houston-Clear Lake (UHCL) and is retiring with over 38 years of dedication and service to academia. He holds a Ph.D. in Operations Research, an M.S. in Mathematics, and a B. A. in Economics from Texas Tech University. He has taught courses in statistics, management science, forecasting, and other quantitative methods. His dedication to the profession has been recognized by various awards, including the UHCL Beta Alpha Psi teaching award, the Beta Gamma Sigma Outstanding Scholar Award, and the UHCL President's Distinguished Service Award.

He has authored best-selling books in quantitative methods including the 13th edition of *Quantitative Analysis for Management*. He served as vice-president and member of the board of directors of the Decision Sciences Institute (DSI) and as President of the Southwest DSI. His research interests include applications of mathematical models to branches of business research.

Dr. Hanna has been an active member of Southwest Decision Sciences (SWDSI) since 1979 and a member of Decision Sciences Institute (DSI) since 1978. He served both the region and the institute in various capacities and his service and recognitions include the following:

SWDSI Program Chair, President-Elect, and President in 1994

SWDSI Outstanding Educator Award in 1996

SWDSI Distinguished Service Award in 1997

SWDSI Archivist 2014 – 2018

Chair and/or member of numerous SWDSI committees including Outstanding Educator Committee and Distinguished Service Award Committee on many occasions

Regionally elected vice president of DSI

Board of Directors of the Decision Sciences Institute (1999-2001 and 2003-2005)

Member of DSI's Innovative Education Committee, Regional Advisory Committee, and Nominating Committee

Chair and long-time member of the SWDSI Strategic Planning Committee

SWDSI is indebted to Mike for his many valuable years of service to our organization. He has always been a great mentor, colleague and friend.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 9, 2018
(Friday)**

8:30 a.m. - 10:00 a.m.

Name

SESSION D Management Information Systems-II

Session Chair: **Olu Omolayole**, Grambling State University

The Three-Way Interaction Investigation of Turbulent Scenario in the Relationship between Strategic IS and Firm Performance

Adilson Carlos Yoshikuni, Fundação Getulio Vargas - EAESP

Jose Eduardo R. Favaretto, Fundação Getulio Vargas - EAESP

Alberto L. Albertin, Fundação Getulio Vargas - EAESP

Fernando De Souza Meirelles, Fundação Getulio Vargas – EAESP

Relevance versus Rigor in IS Research - A Review of Major Arguments and Directions for the Future

Sameer Dutta, McKendree University

Olu Omolayole, Grambling State University

Comparing Online Cart Abandonment Reasons between USA and Asia

Robert Cutshall, Texas A&M University - Corpus Christi

Chuleeporn Changchit, Texas A&M University - Corpus Christi

Critical Factors Affecting Revenue of Social Coupon Websites

Lucian Visinescu, Texas State University

Gina Harden, Stephen F. Austin State University

8:30 a.m. - 10:00 a.m.

Navajo

SESSION E Healthcare and Economics - I

Session Chair: **Mark McMurtrey**, University of Central Arkansas

Supply Chain Management: Managing the Supply Chain in Pediatric Healthcare

Brittany Hart, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

An Extension of the UTAUT Model to Willingness of Adopting Gene Repair Technology for End-Users

Xinyu Wei, University of North Texas

Victor Prybutok, University of North Texas

Xianghui Peng, Eastern Washington University

The Use of LSA in E-Health Education Analysis

Gayle Prybutok, University of North Texas

Heng Xie, University of North Texas

Victor Prybutok, University of North Texas

Revealing User Perception toward Online Registration System of Hospitals: Analyses of Means-End Chains and Kano Model

Liang-Shiun Lin, Kaohsiung Medical University

Yin-Chih Fu, Kaohsiung Medical University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 9, 2018
(Friday)

8:30 a.m. - 10:00 a.m.

San Juan

SESSION F Operations Management - II

Session Chair: **John Seydel**, Arkansas State University

Modeling Pitfalls when Simulating Human Behavior

Farhad Moeeni, Arkansas State University

Karen Yanowitz, Arkansas State University

John Seydel, Arkansas State University

Pharmaceutical Applications for RFID's

Daniel Mankey, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Linear Programming Applications for Wood Procurement Systems

Matt Reynders, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas

Parsimonious Measurement of Service Quality in Higher Education

William Senn, Texas Woman's University

Kittipong Boonme, Texas Woman's University

Victor Prybutok, University of North Texas

8:30 a.m. - 10:00 a.m.

Santa Ana

**SESSION G *Workshop: Structural Equation Modeling with WarpPLS: A Focus on Publication
in Top-tier Decision Sciences and Information Systems Journals***

Presenters: **Ned Kock**, Texas A&M International University

In this 90-minute session, Dr. Ned Kock will discuss how to conduct a structural equation modeling (SEM) analysis using the software WarpPLS. Dr. Kock is the original developer of this software, which is one of the leading SEM tools today, used by thousands of researchers from a wide variety of disciplines, and from many different countries. This session will be hands-on and interactive. The following topics, among others, will be covered: Running a Full SEM Analysis; Assessing the Quality of the Measurement Model via a Confirmatory Factor Analysis; Testing Hypotheses by Assessing the Structural Model; Exploring Full Latent Growth; Conducting a Moderating Effects Analysis; Viewing Moderating Effects via 3D and 2D Graphs; Creating and Using Second Order Latent Variables; Viewing Indirect and Total Effects; Conducting a Factor-Based SEM Analysis; and Exploring Statistical Power and Minimum Sample Sizes.

10:00 a.m. - 10:30 a.m.

Exhibit Hall (Ballroom C)

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 9, 2018
(Friday)

10:30 a.m. - 12:00 p.m.

Apache

SESSION A

Deans Panel: The challenges and the Future Role of Universities: Is It the Time to Change a Long-Standing Tradition?

It has been reported that when students graduate they will retain only about 25% of what they have learned, most of it will be related to the skills they learned and applied during their study. In his article, "Do We Need Universities Anymore? What If They Ran Out Of Customers?" Jim Clifton reported that Google and Ernst & Young are hiring employees without college degrees. Do organizations see less value in the traditional college degree? The panelists will discuss the challenges and the future role of universities.

Khaled A. Alshare, Qatar University, **Moderator**

Peggy Lane, University of Louisiana - Monroe, **Moderator**

Michael Lane, Missouri Western State University

Khalid Shams, Qatar University

Victor Prybutok, University of North Texas

10:30 a.m. - 12:00 p.m.

Isleta

SESSION B Healthcare and Economics - II

Session Chair: **Venugopal Gopalakrishna-Remani**, University of Texas - Tyler

Health Information Technology Courses Offered by Accredited U.S. Universities

Marco Villarreal, Texas A&M University - Central Texas

Ferdi Eruysal, Texas A&M University - Central Texas

Understanding Factors for Mobile Applications Continuance: Extended Expectation-Confirmation Model

Javier Flores, Emporia State University

Juan Chavarria, Emporia State University

Examining the Influence of Sustainability Management and the Moderating Effect of Statistical Process Control on Level of Environmental Sustainability Adoption and Firm Environmental Performance

Venugopal Gopalakrishna-Remani, University of Texas - Tyler

Robert Paul Jones, University of Texas - Tyler

Application of Sports Ranking Models to Quality Management Cause-Effect Analysis

Don Pope, Abilene Christian University

Ryan Jessup, Abilene Christian University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 9, 2018
(Friday)

10:30 a.m. - 12:00 p.m.

Jemez

SESSION C Management and Org Behavior-II

Session Chair: **Kaye McKinzie**, University of Central Arkansas

Toward an Integrative Model of Expatriation Effectiveness: A Synthesis of Expatriate Competence, Intelligence, Adaptability, Work-Role Demand, and Organizational Support

Lee Li-Yueh, Kun Shan University

Nguyen Phuoc Thien, Nanhua University

Self-Initiated Expatriates' Self-Determination, Person-Environment Fit, and Turnover Intention: A PLS-SEM Study

Shih Yung Chou, Midwestern State University

Tree Chang, Tatung Institute of Technology

An Integrative Model of Service Innovation from Service-Dominant Logic Perspective

Wu Wann-Yih, Nanhua University

Chen Yu-Min, Nanhua University

Nguyen Ha-Giang, Tunghai University

Impact of Industry Experience on Classroom Effectiveness in US Business Schools

Vance Lewis, University of Central Arkansas

Kaye McKinzie, University of Central Arkansas

10:30 a.m. - 12:00 p.m.

Nambe

SESSION D Student Track-I

Session Chair: **Xiaoguang Tian**, University of North Texas

A Two-Stage Deep Neural Network Technique for Predicting the Insurance Cross-Selling Opportunity

Xiaoguang Tian, University of North Texas

Investigating Responsible Impression Management of Students on Social Networking Site

Guruprasad Gadgil, University of North Texas

Avoiding Double Whammy In Case of Service Failure

Ahasan Harun, University of North Texas

Investigating the Influence of Completing a Formal Nutrition Course on Young Adults Reported Consumption Behaviors

Hillary Stark, University of North Texas

The Role of Organizational Commitment and Pay Satisfaction in Employee Retention

Abdulla Abdulziz Turki Alsubaie, Qatar University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 9, 2018
(Friday)

10:30 a.m. - 12:00 p.m.

Navajo

SESSION E *Workshop: How to Use Assessment Analysis to Improve Student and Instructor's Performance*

Presenters: **Mahmood A. Ahmed**, Qatar University

The purpose of using different assessment tools is to get substantive and objective judgment about strengths and weaknesses of both students and instructors' performance. Based on performance evaluation, recommendations for improving teaching and learning processes are considered. Therefore, assessment tools should be objective, accurate, and explicit (reliable and valid) in order to make the right decisions. This workshop will focus on assessment analysis, starting from calculating the different types of validity and reliability of assessment tools, through calculating the difficulty and discrimination index of test items, and ending by interpreting the results and preparing improvement action plan.

12:30 p.m. - 5:00 p.m.

Anasazi

Doctoral Consortium **by Invitation Only**

Light lunch provided and open to doctoral students only. Sponsored by the College of Business and Economics - Qatar University.

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 9, 2018
(Friday)

1:30 p.m. - 3:00 p.m.

Apache

SESSION A Finance-II

Session Chair: **M. Kabir Hassan**, University of New Orleans

The Impact of Business Group Affiliation on Stock Price Informativeness: Evidence from an Emerging Market

Doug Dyer, Texas A&M University - Central Texas

Mel Kullu, University of Central Florida

Gokhan Yilmaz, University of Florida

Disposition Effect and Momentum Impact in Stock Investing

M. Kabir Hassan, University of New Orleans

Is Tech-based Economy killing Fed's Notion of Inflation?

Sudip Ghosh, Penn State University

Ujjal Chatterjee, American University at Sharjah

Forecasting Realised Volatility Using ARFIMA and HAR Models

Marwan Izzeldin, Lancaster University

M. Kabir Hassan, University of New Orleans

1:30 p.m. - 3:00 p.m.

Isleta

SESSION B Supply Chain, Logistics and UAVs

Session Chair: **Krishan Rana**, Alabama A&M University

Application of Data Envelopment Analysis to Relief Logistics Facility Location-Allocation Decisions

Jae-Dong Hong, South Carolina State University

Ki-Young Jeong, University of Houston - Clear Lake

Effect of Multiple Generation in Workforce on Supply Chain Productivity

Krishan Rana, Alabama A&M University

Rashida Wilson, Alabama A&M University

Unmanned Aerial Vehicles (UAVs) and Healthcare

Krishan Rana, Alabama A&M University

Emeka Dunu, Alabama A&M University

Effect of Multi-Cultures on Supply Chain Management

Krishan Rana, Alabama A&M University

Kendra Harris, Alabama A&M University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 9, 2018
(Friday)

1:30 p.m. - 3:00 p.m.

Jemez

SESSION C Management and Org Behavior-III

Session Chair: **Iris Johnson**, Louisiana State University - Shreveport

An Evaluation of the Impact Culture and Motivation in Central America and the Americas with an Evaluation of Service, Manufacturing, Retail, Government and the Public Sector

Rickey Casey, Campbellsville University

Robert Hilton, Missouri Southern State University

Flip-Flopping, Memory and the Impact on Perceived Leadership Ability

Michael Chikeleze, Louisiana State University - Shreveport

Melissa Hawthorne, Louisiana State University - Shreveport

Iris Johnson, Louisiana State University - Shreveport

Entrepreneurial Loyalty: Applications of Corporate Organizational Commitment Research

Ryan Bailey, University of Tulsa

Janet Bailey, University of Arkansas - Little Rock

Closer to Engaging: A Survey of the Two Dominant Views of Engagement

Logan Jones, Missouri Western State University

Dongni Wan, Missouri Western State University

Phillip Frank, Missouri Western State University

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DECISION SCIENCES INSTITUTE
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March 9, 2018
(Friday)

1:30 p.m. - 3:00 p.m.

Nambe

SESSION D Student Track - II

Session Chair: **Keya Sen**, University of North Texas

The Value of a Community Based Mobility Improvement Program in Addressing Social Isolation Among the Elderly.

Keya Sen, University of North Texas

Gayle Prybutok, University of North Texas

Goodness of Fit Indices and Interaction Terms in an Ehealth Behavioral Intention Model for Assessing PLS-SEM and CB-SEM

Anh Ta, University of North Texas

Appraising Motivation and Health Benefits of an Innovative Physical Activity Program for Older Adults: A Case Study at The Seniors in Motion Fitness Center, Denton, Texas

Theresa Abah, University of North Texas

Gayle Prybutok, University of North Texas

Impact of Employees' Perceived Corporate Social Responsibility (PCSR) on Their Organizational Citizenship Behavior (OCB): A Moderation Study

Tahniyath Fatima, Qatar University

1:30 p.m. - 3:00 p.m.

Navajo

SESSION E Internet of Things and Big Data—II

Workshop: Hadoop Framework and Cloud Computing: A Hands-On Workshop

Presenter: **Thuan Nguyen**, University of North Texas

The main objective of this workshop is to learn and practice the steps to set up a Hadoop system that includes Hadoop Distributed File System (HDFS), MapReduce, Apache Yarn, Apache Hive, and the database PostgreSQL. The skills can be applied to teaching, learning, and performing big data analytics including data visualization.

3:00 p.m. - 3:30 p.m.

Exhibit Hall (Ballroom C)

FBD Coffee Break

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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 9, 2018
(Friday)

3:30 p.m. - 5:00 p.m.

Apache

SESSION A Accounting - II

Session Chair: **Osama Mah'D**, Qatar University

Jones Energy: A Case Study

Dwayne Powell, Arkansas State University

Tina Quinn, Arkansas State University

Rodney Carmack, Arkansas State University

The Relationship between Evidence Characteristics and Audit Efficiency and Effectiveness: Evidence from Middle Eastern Countries

Osama Mah'D, Qatar University

Manal Ali, Applied Science University

Ghassan Mardini, Qatar University

California: Why It's Not Just About Water

Colton Montgomery, Stephen F. Austin State University

Mary Fischer, University of Texas - Tyler

Treba A. Marsh, Stephen F. Austin State University

How Millennial Managers Communicate: A Re-examination of Communication Media Choice by Today's Managers

Jennifer L. Ziegelmayer, IÉSEG School of Management

Laurie Barfitt, Western New Mexico University

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DECISION SCIENCES INSTITUTE
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March 9, 2018
(Friday)

3:30 p.m. - 5:00 p.m.

Isleta

SESSION B Management Information Systems-III

Session Chair: **Gayle Prybutok**, University of North Texas

Measuring Smart Cities Awareness: City of Denton Case Study

Abdulrahman Habib, University of North Texas

Victor Prybutok, University of North Texas

Gayle Prybutok, University of North Texas

Can Smart Cities Meet Millennials Expectations?

Abdulrahman Habib, University of North Texas

Victor Prybutok, University of North Texas

Gayle Prybutok, University of North Texas

Users' Continuance Intention towards Smart Devices

Xiaotong Liu, University of North Texas

Edoardo Rubino, University of Wisconsin - Platteville

Victor Prybutok, University of North Texas

3:30 p.m. - 5:00 p.m.

Jemez

SESSION C Quantitative Methods

Session Chair: **Matthew Lindsey**, Stephen F. Austin State University

Revisiting the Assumption of Geometric Distribution in Modeling Intermittent Demand

Matthew Lindsey, Stephen F. Austin State University

Robert Pavur, University of North Texas

An Optimization Model for the Package Assignment Problem for Online Retailers

Cenk Caliskan, Utah Valley University

Behavioral Examination of Inventory Risk Effects on Channel Competency: An Empirical Study

Ahasan Harun, University of North Texas

Airline Overbooking Model: Then and Now

John Seydel, Arkansas State University

Mingdelun Chen, Texas A&M University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 9, 2018
(Friday)**

3:30 p.m. - 5:00 p.m.

Name

SESSION D Business Environment, Law, Ethics, and Cross-Cultural Studies

Session Chair: **Andrew Mazen Dahdal**, Qatar University

Young Family Members in the Management Boards and Boards of Directors on Non-Public Family Firms Incorporated in Poland

Marek Pawlak, John Paul II Catholic University of Lublin

What is Old is New Again: Are There Pitfalls in Returning to Racial Appeals in Union Organizing Campaigns?

Robert Robinson, University of Mississippi

Sam Cousley, University of Mississippi

Dave Nichols, University of Mississippi

The Rule of Law, Governance and Political Corruption

Thomas D. Tolleson, Texas Wesleyan University

Shengxiong Wu, Texas Wesleyan University

Mindy Henderson, Texas Wesleyan University

Student Perceptions of Cheating: A Comparison of Business and Non-Business Students

Thomas D. Tolleson, Texas Wesleyan University

Audrey Showalter, Texas Wesleyan University

Cross Jurisdictional Corporate Governance in Qatar

Andrew Mazen Dahdal, Qatar University

3:30 p.m. - 5:00 p.m.

Navajo

SESSION E Innovative Education-IV

Session Chair: **Russell (Rusty) Calk**, Texas A&M University – Central Texas

Teaching in an Interdisciplinary Graduate Program: Building Connections between Courses

Denise Philpot, University of North Texas

Some Observations on the ABDC List

Kai S. Koong, Tuskegee University

Lai C. Liu, University of Texas - Rio Grande Valley

Haoyu Wen, Xidian University - China

Yuntao Zhang, Xidian University - China

Education Innovation and Achievement: A Comparative Study of the Us, China, France, and Cameroon

Yvette Essounga, Virginia State University

Maurice Fouda Ongodo, Higher School of Economics and Commerce - Cameroon

Ayse Balas, Virginia State University

Yvette Y. Njan, Abraham Lincoln School of Law

**March 9,
2018 (Friday)**

3:30 p.m. - 5:00 p.m. (cont.)

Navajo

SESSION E Innovative Education-IV

Students' Expectations within the College of Business Classroom

Angela Patrick, Texas A&M University - Central Texas

Rick Simmons, Texas A&M University - Central Texas

Russell (Rusty) Calk, Texas A&M University - Central Texas

A Taxonomy of Methods for Increasing Students Knowledge Retention

Khaled A. Alshare, Qatar University

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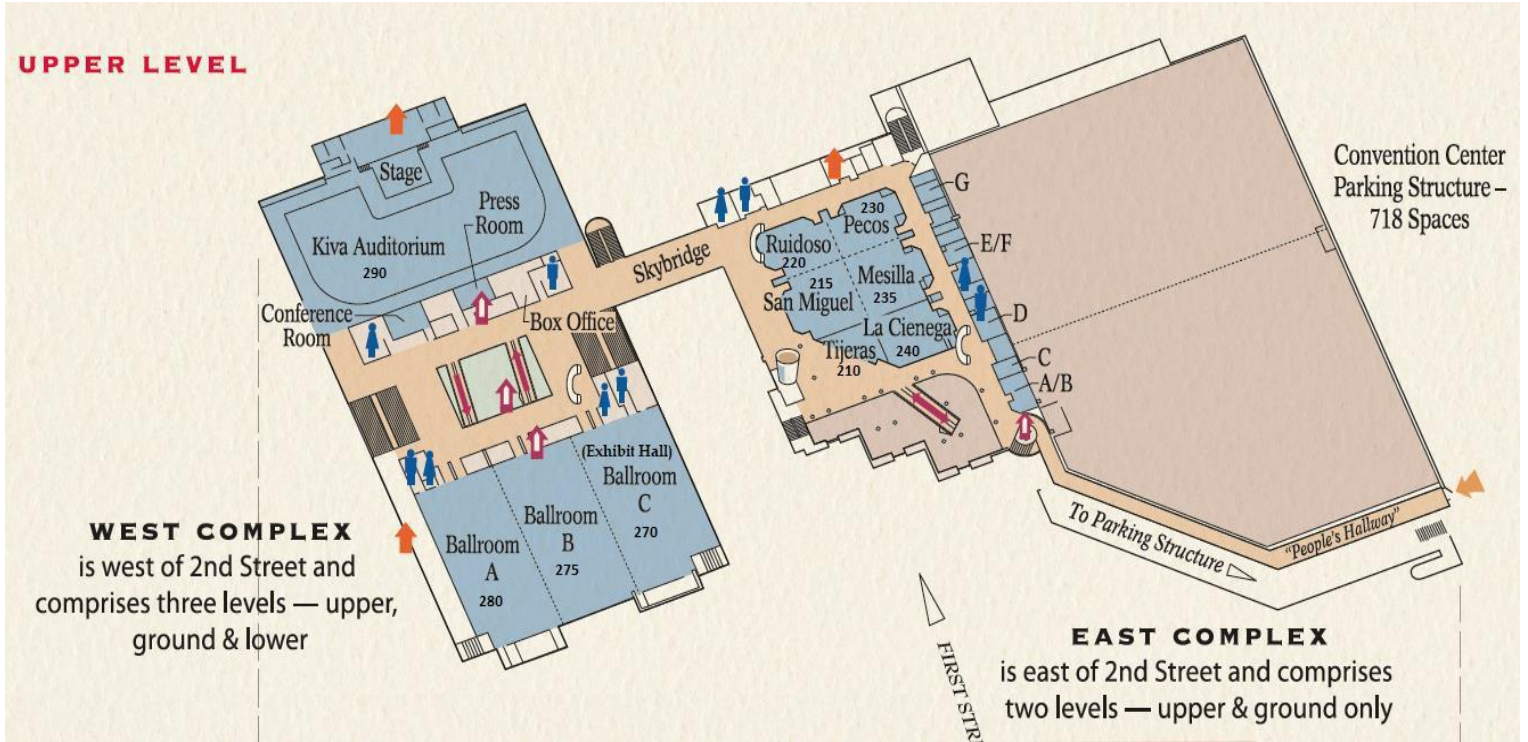
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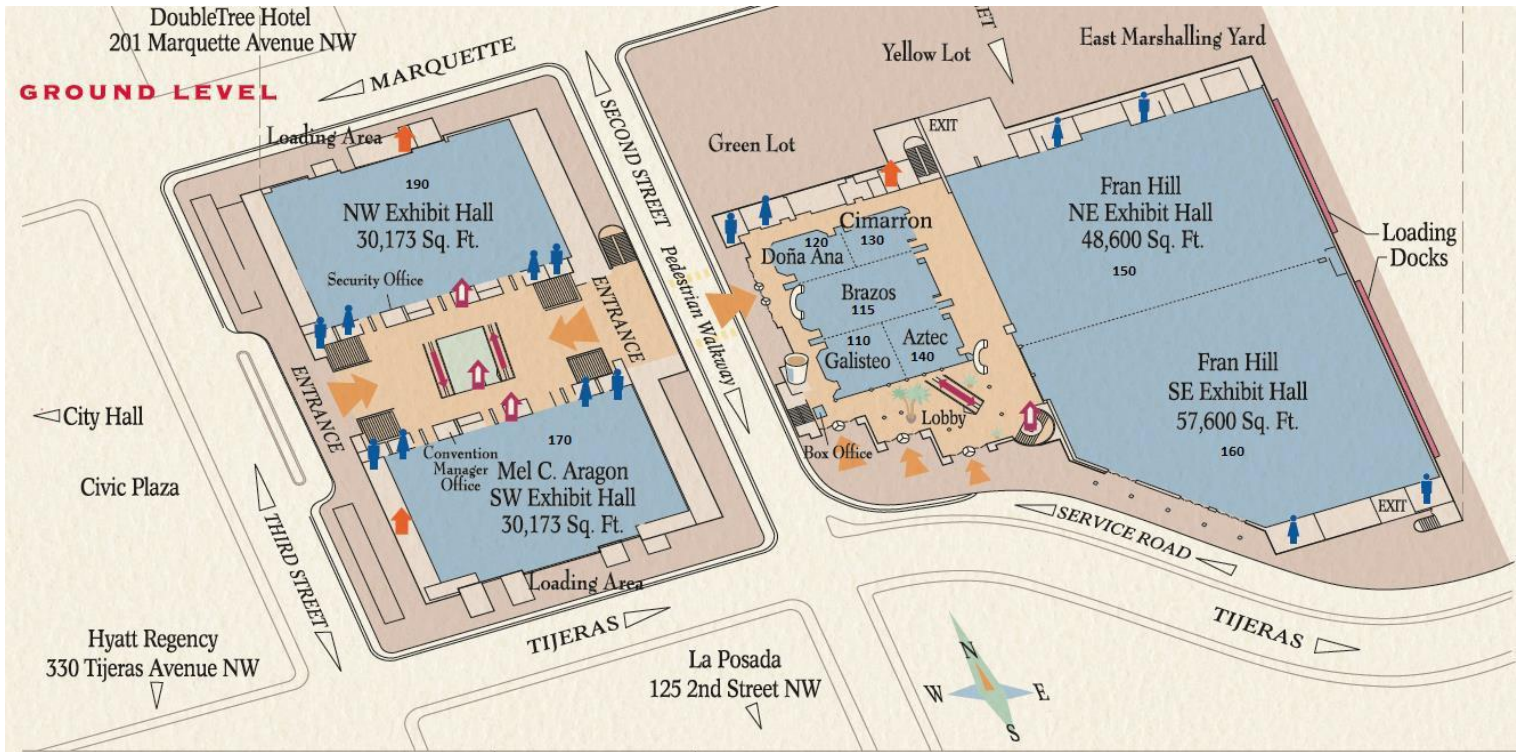
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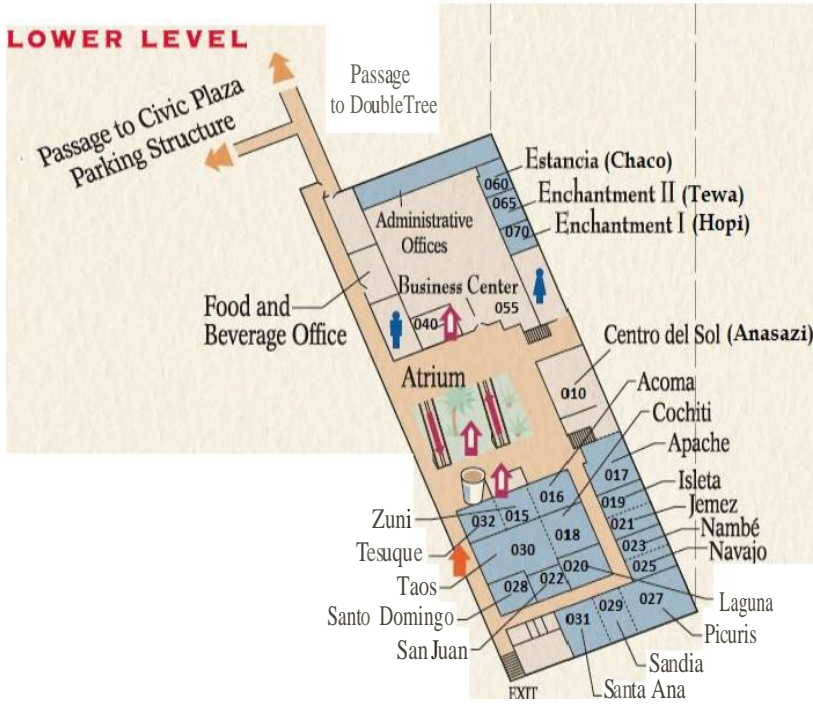
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