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| **DECISION SCIENCES INSTITUTE**  **SOUTHWEST REGION** |

**2014 – 2015 OFFICERS**

**President   June Wei**,University of West Florida

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**2014-2015 TRACK CHAIRS**

**Accounting Mary Fischer**, University of Texas at Tyler

**Big Data** **Triss Ashton**, University of Texas – Pan American

**Business Analytics Xiuli He**, University of North Carolina at Charlotte  **Bin Wang**, University of Texas – Pan American

**DSS/ES/KM Lai Liu**, University of Texas – Pan American  
**Brandon Phillips**, University of North Texas

**Eco., Health Care & Quality** **Barbara A. Hewitt**, Texas A&M University – San Antonio

**E-Commerce and Mobile June Lu**, University of Houston – Victoria

**Enterprise Resource Plan** **Thiagarajan Ramakrishnan (Ram)**, Prairie View A&M Univ.

**Finance Francis Kofi Andoh-Baidoo**, Univ. of Texas – Pan American

**Globalization** **Wai Kwan Lau**, Marshall University

**Innovative Education Kai Koong**, University of Texas – Pan American

**Info. Security & Privacy Khaled Al-Share**, Qatar University

**International Business Mark McMurtrey**, University of Central Arkansas

**Management** **Info. Systems Binshan Lin**, Louisiana State University at Shreveport

**Mgt. and Org. Behavior Murad Moqbel**, University of Kansas Medical Center

**Marketing John Seydel**, Arkansas State University

**Online Learning Ravi Nath**, Creighton University

**Op. & Supply Chain Mgt. Trevor Hale**, University of Houston-Downtown

**Matthew Lindsay**, Stephen F. Austin State University

**Project Management** **Zhen Li**, Middle Tennessee State University

**Quan. Methods & Quality Robert Pavur**, University of North Texas

**Social Media** **Babajide Osatuyi**, University of Texas – Pan American

**Social Networking** **Gina M. Harden**, Stephen F. Austin State University

**Student Track Victor R. Prybutok**, Univ. of N. Texas Toulouse Graduate School

**Proceedings Editor Mohan Rao**, Texas A&M University-Corpus Christi

**Proceedings Prod. Coord. Carl M. Rebman, Jr.**, University of San Diego

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**SPECIAL EVENTS, WORKSHOPS & PANELS**

***Microsoft Windows 8 Workshop* Wednesday, March 11, 2015, 1:00 p.m. - 5:00 p.m.**

**Paul DeCarlo**, Technical Evangelist, Microsoft Corporation

**Janet Bailey,** University of Arkansas Little Rock

***The Internet of Things Workshop* Saturday, March 14, 2015, 8:30 a.m. – 10:00 a.m.Saturday Mar 14, 2015, 8:30 a.m. - 10:00 a.m.**

**Paul DeCarlo**, Technical Evangelist, Microsoft Corporation

**Janet Bailey,** University of Arkansas Little Rock

***Explosion of Analytics in the Business Curriculum* Friday, March 13, 2015, 10:30 a.m. – 12:00 p.m.**

***The popular integration of analytics into the undergraduate and graduate curriculum***

**Paul Cronan,** University of Arkansas

**Janet Bailey,** University of Arkansas Little Rock

**Robert Pavur,** University of North Texas

**Mike Hanna,** University of Houston Clear Lake

***Health Informatics and E-health* Thursday, March 12, 2015, 8:30 a.m. - 10:00 a.m.**

**Gayle Prybutok,** University of North Texas

***Journal Editors Panel* Thursday, March 12, 2015, 1:30 p.m. - 3:00 p.m.**

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

***Using Teradata University Network Resources* Friday, March 13, 2015, 1:30 p.m. – 3:00 p.m.**

***For Teaching***

**Summer E. Bartczak,** University of Central Arkansas

***Doctoral Consortium* Friday, March 13, 2015, 12:00 p.m. – 5:00p.m.**

**By Invitation Only**

***An Introduction to PLS with Details on how* Thursday, March 12, 2015, 10:30 a.m. – 12:00 p.m.**

***It Differs to Traditional SEM***

**Wynne Chin,** University of Houston

**PAPERS & MEETINGS**

S**WDSI 2015 Business Meeting** **Thursday, Mar 12, 2015 3:30 p.m. - 5:00 p.m.**

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| **CONGRATULATIONS!!!**  **RECIPIENT OF THE 2015 MCGRAW-HILL EDUCATION DISTINGUISHED PAPER AWARD**  *MNC Strategies and Corporate Social Responsibility in China*  **Jifu Wang**, University of Houston, Victoria  **Vipin Gupta**, California State University, San Bernadino  **Ron Salazar**, University of Houston, Victoria  **Xiuli Wang**, Central University of Finance and Economics |
| **RECIPIENT OF THE 2015 FEDERATION OF BUSINESS DISCIPLINES**  **OUTSTANDING EDUCATOR AWARD**  **Victor R. Prybutok**, University of North Texas  **RECIPIENT OF THE SWDSI 2015 DISTINGUISHED SERVICE AWARD**  **Carl Rebman Jr.**, University of San Diego |
| **RECIPIENTS OF THE 2015 BEST STUDENT PAPER AWARDS**  *Antecedents of Customer Experience for Mobile Technology Service Providers*  **Catalin Dinulescu**, University of North Texas  *Tweeting for Fun and to Empower: Exploring the Information Behavior of Saudi Arabian Women*  **Marwah Halwani**, University of North Texas  *Can an Evolutionary Development Teaching Model Accelerate Programmer*  *Competency for Beginners?*  **Jimmy Ball**, University of Mississippi |

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**March 11, 2015**

**(Wednesday)**

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| 1:00 p.m. – 5:00 p.m. | Cottonwood |

***Microsoft Windows 8 Workshop***

Presenter: **Paul DeCarlo**, Technical Evangelist, Microsoft Corporation

**Janet Bailey**, University of Arkansas

Bring a Windows 8 laptop to this hands-on workshop led by a Microsoft Technical Evangelist and experience how to leverage Windows 8 development in your curriculum. Join the campuses whose students are excited about programming and are making thousands of dollars in the Microsoft Store within months of their first programming experience.

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| 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 Oklahoma City for our 2016 conference.**

♦♦♦

**43rd Annual Conference**

March 9 – 12, 2016

Renaissance Oklahoma City Convention Center Hotel

Oklahoma City, Oklahoma

**44th Annual Conference**

March 8 - 11, 2017

Statehouse Convention Center/Marriott

Little Rock, Arkansas

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| **DECISION SCIENCES INSTITUTE**  **SOUTHWEST REGION** |

**March 12, 2015**

**(Thursday)**

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| 7:00 a.m. – 8:30 a.m. | Cottonwood |

MEETING: **Officers and Directors Meeting**

Presiding: **June Wei**, University of West Florida

Agenda: Officers Reports

Old Business – Various Committee Reports

New Business – To be Determined

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| 8:30 a.m. – 10:00 a.m. | Conference 6 |

**SESSION A Accounting**

*Session Chair:* **Lai Liu**, University of Texas - Pan American

*Revenue Recognition: The Case of Jordanian Industrial Listed Companies*

**Ghassan Mardini**, Qatar University

**Yasean Tahat**, Gulf University of Science and Technology

**Habibullah Khan**, Qatar University

*Management of Income Statement Variables to Report Small Positive Earnings Numbers*

**B. Brian Lee**, Prairie View A&M University  
**Dong Wuk Kim**, Jeju National University, Korea  
**Haeyoung Shin**, University of Houston - Clear Lake  
**William Vetter**, Prairie View A&M University

*One Course Does Not Fit All: Considering the Impact of Accounting Course Offerings on Student Outcomes*

**Shani Robinson**, Sam Houston State University  
**Joshua Racca**, University of Alabama at Birmingham

*Content Coverage in the Accounting Forensic Course*

**Grace Koong**, University of Texas - Pan American  
**Lai Liu**, University of Texas - Pan American  
**Jerald Hughes**, University of Texas - Pan American

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| **DECISION SCIENCES INSTITUTE**  **SOUTHWEST REGION** |

**March 12, 2015**

**(Thursday)**

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| 8:30 a.m. – 10:00 a.m. | Conference 9 |

**SESSION B Finance**

*Session Chair:* **Andre Vianna**, University of Texas Pan American

*Corporate Dividend Policy: Bush’s Tax Cut vs. Obama’s Tax Increase*

**Andre Vianna**, University of Texas Pan American

*Gender Discrimination in Online Peer-to-Peer Lending in China*

**Dongyu Chen**, Soochow University  
**Weihua Shi**, University of Southern Mississippi

*A Suggested Model to Evaluate Accounting Software for Small Business?*

**Sherif Elbarrad**, MacEwan University

**Muhammad Hossain**, MacEwan University

*The Financial Crisis and Market Discipline: The Effect of Opacity on Charter Value*

**Chris Brune**, Ouachita Baptist University  
**Kevin Lee**, Texas A&M University - Central Texas  
**Scott Miller**, Pepperdine University

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| 8:30 a.m. – 10:00 a.m. | Conference 5 |

**SESSION C DSS/ES/LM**

*Session Chair:* **Hamed Majidi Zolbanin**, Oklahoma State University

*Investigating Cancer Comorbidity: A Data Mining Approach*

**Hamed Majidi Zolbanin**, Oklahoma State University  
**Dursun Delen**, Oklahoma State University

*An Analysis of the E-Commerce Data Reports*

**Haoyu Wen**, Xidian University, China  
**Kai Koong**, University of Texas - Pan American  
**Lai Liu**, University of Texas - Pan American

*Are Social Influence and Privacy Protection Critical to Mobile Commerce Continuance?*

**June Lu**, University of Houston-Victoria  
**June Wei**, University of West Florida

*An Examination of BYOD System Features and Characteristics*

**Xiaoping Liu**, Zhejiang Agriculture and Forestry University, China  
**Kai Koong**, University of Texas - Pan American  
**Bin Wang**, University of Texas - Pan American

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**March 12, 2015**

**(Thursday)**

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| 8:30 a.m. – 10:00 a.m. | Conference 8 |

**SESSION D Big Data I**

*Session Chair:* **Triss Ashton**, University of Texas - Pan American

*Benefits of Business Intelligence and Analytics for Patients and Providers of Healthcare*

**Joseph Mollick**, Texas A&M University - Corpus Christi

*An Investigation on Students’ Perceived Participation and Students’ Learning Satisfaction*

**Mei Han**, University of Texas - Pan American

*Cross-listing Cross World*

**Hang Yang**, University of Texas - Pan American

*Logistic Service Quality for e-Retail*

**Alejandro Sanchez**, University of Texas - Pan American  
**Triss Ashton**, University of Texas - Pan American

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| 8:30 a.m. – 10:00 a.m. | Conference 7 |

**SESSION E Finance**

*Session Chair:* **Delmer Nagy**, Tarleton State University

*Understanding Enterprise System Innovation: A Belief, Action, Outcome Proposal*

**Delmer Nagy**, Tarleton State University  
**Joseph H. Schuessler**, Tarleton State University  
**Kevin Fulk**, Tarleton State University  
**Carolyn Holton**, Southeeastern University

*Pattern Analysis on Financial Ratios and Annual Compensation Costs in the Credit Card Issuance Industry*

**Bojun Fan**, University of West Florida  
**Jiyuan Pan**, Pensacola Christian College  
**June Wei**, University of West Florida

*Business Intelligence Applications Using Multifactor Measurement Models*

**Mohan Rao**, Texas A&M University - Corpus Christi

*Capital Structure and Corporate Performance in GCC Countries*

**Mohamad Rajeh**, Qatar University  
**Rami Zeitun**, Qatar University

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**March 12, 2015**

**(Thursday)**

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| 8:30 a.m. – 10:00 a.m. | Cottonwood |

**SESSION F DSS/ES/LM I**

*Internationalization Strategy and Firm Performance: Estimation of Corporate Strategy Effect Based on Big Data of Chinese IT Companies in a Complex Network*

**Ken Hung**, Texas A&M International University  
**Da Huo**, Central University of Finance and Economics

*A Distributed Knowledge Approach to Managing Innovation*

**Dorothy Kirkman**, University of Houston - Clear Lake

*Social Networking and Institutional Selection: Influencing Future Faculty Applicants*

**Denise Philpot**, University of North Texas

*Development of Expert Systems in Healthcare*

**Lai Liu**, University of Texas - Pan American  
**Kai Koong**, University of Texas - Pan American

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| 10:00 a.m. - 10:30 a.m. | Market Place Exhibit Hall |

**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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| 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! |

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**March 12, 2015**

**(Thursday)**

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| 10:30 a.m. – 12:00 p.m. | Conference 5 |

**SESSION A Business Analytics**

*Session Chair:* **Joseph Mollick**, Texas A&M University - Corpus Christi

*Comparison of users' perceptions of Business Analytics vs. Database Systems*

**Joseph Mollick**, Texas A&M University - Corpus Christi

*Financial and Compensation Predications and Their Relationships in the Credit Card Issuance Industry*

**Jiyuan Pan**, Pensacola Christian College  
**Fan Bojun**, University of West Florida  
**June Wei**, University of West Florida

*OLAP with Microsoft SSAS & Jedox*

**Carlos Cantu**, University of Texas - Pan American  
**Joshua Martinez**, University of Texas - Pan American  
**Eve Pakhomova**, University of Texas - Pan American  
**Francis Andoh-Baidoo**, University of Texas - Pan American

*Decision Tree Induction in Data Mining*

**William Barrera**, University of Texas - Pan American  
**Dallas Russell**, University of Texas - Pan American

*Cloud-based Business Analytics: Bringing the Latest and Greatest to the Classroom*

**Janet Bailey**, University of Arkansas at Little Rock

**Bradley Jensen**, Microsoft Corp.

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**March 12, 2015**

**(Thursday)**

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| 10:30 a.m. – 12:00 p.m. | Conference 6 |

**SESSION B MIS**

*Session Chair:* **David Chou**, Eastern Michigan University

*The Analysis of Demand and Supply in Data Scientists Market*

**David Chou**, Eastern Michigan University

*Big Data, Big Impact?*

**Sibylle Mabry**, Louisiana State University in Shreveport  
**Binshan Lin**, Louisiana State University in Shreveport

*Drivers of Cloud Computing Implementation in Small Business*

**C. Christopher Lee**, Central Connecticut State University  
**Benjamin Bae**, California State University  
**Kyudong Kim**, Sookmyung Women's University, Korea

*The Persistent “Poverty Divide” in County Level E-government Implementations: A Comparison of 2006 and 2014*

**Queen Booker**, Minnesota State University, Mankato  
**Carl Rebman**, University of San Diego

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| 10:30 a.m. – 12:00 p.m. | Conference 7 |

**SESSION C Workshop**

*An Introduction to PLS with Details on how It Differs to Traditional SEM*

**Wynne Chin**, University of Houston

**Make plans to join us in Oklahoma City for our 2016 conference.**

♦♦♦

**43rd Annual Conference**

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**March 12, 2015**

**(Thursday)**

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| 10:30 a.m. – 12:00 p.m. | Conference 8 |

**SESSION D Innovation in Education**

*Session Chair:* **Chin-Yen Liu**, Texas A&M University - San Antonio

*Teaching Globalization Online: A Case Study*

**Pierre Canac**, University of St. Thomas  
**Charles Davis**, University of St. Thomas  
**Sujin Horwitz**, University of St. Thomas

*Reflections on the Self-regulated Learners in a Blended Learning Environment*

**Chin-Yen Liu**, Texas A&M University - San Antonio

*DSI turns 45: Content Analysis of the Decision Sciences Journal*

**Robert Vinaja**, Texas A&M University - San Antonio

*“Move out Email!!! Here comes Social Media!!” – Utilizing Social Media as an Alternate Communication Channel for the Higher Education Classroom.*

**Sarah Wright**, Northwestern State University  
**Begona Perez-Mira**, Northwestern State University  
**Curtis Penrod**, Northwestern State University  
**Thomas Hanson**, Northwestern State University  
**Eddie Horton**, Northwestern State University

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| 10:30 a.m. – 12:00 p.m. | Conference 9 |

**SESSION E Economics I**

*Session Chair:* **Fereshteh Ghahramani**, University of Texas – Arlington

*Cloud Research: A Review and Assessment from the Cyber Security Perspective Improving Healthcare in India: Opportunities and Challenges*

**Sandra J. Blanke**, University of Dallas

**Brett J.L. Landry**, University of Dallas

*Role of Age in Adoption and Intention to Use of Mobile Healthcare Technologies*

**Fereshteh Ghahramani**, University of Texas – Arlington

*Pay or Drop: What Drives Consumer Reaction to Higher Homeowner Insurance Prices?*

**Kenneth Lovell**, University of Texas – Pan American

**Fuad Hasan**, University of Texas – Pan American

*Influence of Institutional Forces on Data Analytics Adoption among Healthcare Organization*

**Venugopal Gopalakrishna-Remani**, University of Texas at Tyler  
**Robert Jones**, University of Texas at Tyler  
**Barbara Wooldridge**, University of Texas at Tyler

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**March 12, 2015**

**(Thursday)**

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| 1:30 p.m. – 3:00 p.m. | Conference 5 |

**SESSION A Economics II**

*Session Chair:* **Rebecca Scott**, University of North Texas

*Traumatic Brain Injury*

**Adeti Sengupta**, Harvard Medical School, Post Graduate Association

*An Exploratory Study of the Psychological Influence of Smoking when Family and Friends Smoke*

**Rebecca Scott**, University of North Texas  
**Marisa Nowicki**, University of North Texas  
**Victor Prybutok**, University of North Texas

*Factors Influencing the Progress of Central Asian Economies*

**Krishan Rana**, Alabama A & M University  
**Shahnaz Abdullah**, Alabama A & M University

*Comparisons of Union vs Non-union Business Professoriates*

**Kaye Mckinzie**, University of Central Arkansas  
**James Weber**, St Cloud State  
**Ken Griffin**, University of Central Arkansas

*Cloud Research: A Review and Assessment from the Cyber Security Perspective*

**Sandra Blanke**, University of Dallas

**Brett Landry**, University of Dallas

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**March 12, 2015**

**(Thursday)**

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| 1:30 p.m. – 3:00 p.m. | Conference 6 |

**SESSION B International Business**

*Session Chair:* **Jifu Wang**, University of Houston, Victoria

*MNC Strategies and Corporate Social Responsibility in China*

**Jifu Wang**, University of Houston, Victoria

**Vipin Gupta**, California State University, San Bernardino

**Ron Salazar**, University of Houston, Victoria

**Xiuli Wang**, Central University of Finance and Economics

*Factors Influencing the Success of High-Skill Mexican Immigrant Entrepreneurs in the Rio Grande Valley*

**Eduardo Millet**, University of Texas Pan American

*FDI, Terrorism, and Oil: When Resources Matter*

**Joseph Simpson**, University of Texas - Pan American

**Sergio Garcia**, University of Texas - Pan American

*Use of Electronic Commerce in the World and in Turkey: An Investigation of Using E-Commerce Sites in Turkey*

**Selda Ene**, Marmara University, Istanbul

**Neslihan Celik**, Marmara University, Istanbul

**Cem Canel**, University of North Carolina at Wilmington

*MNCs Incentives to Invest in Vietnam: New Empirical Findings*

**Thi Lan Anh Nguyen**, Vietnam National University

**Ali Salman Saleh**, Qatar University

**Denis Vinen**, Swinburne University of Technology

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| 1:30 p.m. – 3:00 p.m. | Conference 7 |

**SESSION C Big Data**

*Session Chair:* **Ajaya Swain**, St. Mary's University

*Personality Traits of Winter Texans*

**Sergio Robles**, University of Texas - Pan American

*The Qualitative Logistics Service Quality Instruments*

**Triss Ashton**, University of Texas - Pan American

*Risk Profile Analysis for Obesity: A Case Study of the United States using Data Mining Approach*

**Ajaya Swain**, St. Mary's University

*Data Structure of a Quadratic Program Model of Document Clustering*

**Bart Garner**, University of Mississippi  
**Brian Reithel**, University of Mississippi  
**Bahram Alidaee**, University of Mississippi

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**March 12, 2015**

**(Thursday)**

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| 1:30 p.m. – 3:00 p.m. | Conference 8 |

**SESSION D Workshop**

*Journal Editors Panel*

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

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| 1:30 p.m. – 3:00 p.m. | Conference 9 |

**SESSION E Workshop**

*Health Informatics and E-health*

**Gayle Prybutok**, University of North Texas

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| 3:00 p.m. - 3:30 p.m. | Market Place Exhibit Hall |

**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 **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

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**March 12, 2015**

**(Thursday)**

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

**SESSION A Finance III**

*Session Chair:* **Abdelhamid Riani**, University of Texas Pan American

*Economic Factors and Seasonal Effects on Overall Momentum Return*

**Shahil Sharma**, University of Texas Pan American

*Innovation in Venture Capital Versus Non-Venture Capital Backed Companies*

**Abdelhamid Riani**, University of Texas Pan American

*Analysis of the Bovespa Futures and Spot Indexes with High Frequency Data*

**Edimilson C. Lucas**, Getulio Vargas Foundation   
**Danilo Braun Santos**, Getulio Vargas Foundation  
**Vinicius Augusto** **Brunassi Silva**, Getulio Vargas Foundation  
**Bruno Nunes Medeiro**, Getulio Vargas Foundation

*The Health of Successful Investor Performance*

**Corey Shank**, University of Texas Pan American

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| 3:30 p.m. - 5:00 p.m. | Conference 6 |

**SESSION B Finance IV**

*Session Chair:* **Chu-Sheng Tai**, Texas Southern University

*On the Sustainability of Electricity Market Development Strategies: Evidence from an Emerging Market*

**Ezgi Avcisurucu**, Bilkent University  
**A. Kursat AydoĞan**, Bilkent University  
**Doganbey Akgul**, Ministry of Energy and Natural Resources

*Investor Sentiment and Contagion during the 1997 Asian Crisis*

**Chu-Sheng Tai**, Texas Southern University

*Computing Bond Values to Teach Time Value of Money Principles*

**Carl McGowan**, Norfolk State University

*Information Clustering Effect in Fast Growing SME*

**Wonseok Choi**, University of Texas Pan American  
**Kwan Cheon**, University of Texas Pan American

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**March 12, 2015**

**(Thursday)**

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| 3:30 p.m. - 5:00 p.m. | Conference 7 |

**SESSION C Quantitative Methods and Quality**

*Session Chair:* **Dennis Richardson**, University of North Texas

*Case Study: Streamlining the Receiving Process Using Lean Six Sigma*

**Eduardo Materan**, University of Houston  
**Jamison Kovach**, University of Houston

*A Case Study Using Lean Six Sigma to Achieve Cusstomer Service Excellence in a Navy Command*

**Donna Lohr**, University of North Texas   
**Dennis Richardson**, University of North Texas

*Validating Decision Rule for Selecting Either Croston's Method of Single Exponential Smoothing with Industrial Data*

**Matthew Lindsey**, Stephen F. Austin State University  
**Robert Pavur**, University of North Texas

*The Effect of Dichotomization and Trichotomization*

**Mohammed Alkhars**, University of North Texas

**Robert Pavur**, University of North Texas

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| 3:30 p.m. - 5:00 p.m. | Conference 8 |

**SESSION D Globalization**

*Session Chair:* **Aurore Kamssu**, Tennessee State University

*Teaching Mobile Apps with SAP: Applied Learning in Action*

**Peggy Lane**, Missouri Western State University

*The Relationship between Diversification Strategy and Organizational Performance: A Research Intended For Comparing USA and Turkey*

**Ihsan Yigit**, Marmara University  
**Cem Canel**, University of North Carolina Wilmington

*Environmental Sustainability and Vision of Turkey*

**Begum Oktem**, Marmara University

*Market Power Distribution in the Global Shipping Market*

**Qing Liu**

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| 5:30 p.m. – 7:00 p.m. | Market Place Exhibit Hall |

**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**  **SOUTHWEST REGION** |

**March 13, 2015**

**(Friday)**

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| 7:30 a.m. – 8:00 a.m. | Dogwood |

**Light Continental Breakfast**

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| 8:30 a.m. – 10:00 a.m. (note the beginning time) | Conference 8 |

**SESSION A** **ERP**

*Session Chair:* **Robert Burdwell**, Texas A&M University San Antonio

*Assurance of Learning: Embedded Assessment with ERPsim*

**Mark Lewis**, Missouri Western State University  
**Peggy Lane**, Missouri Western State University  
**Michael Lane**, Missouri Western State University

*Factors Influencing the Migration of Enterprise Systems to Cloud Platform*

**Thiagarajan Ramakrishnan**, Prairie View A&M University

*University Ratings: Public Perception or Actual Performance*

**Aurore Kamssu**, Tennessee State University

*ERP Simulation and Mobile Dashboards: An Extended Time Implementation*

**Robert Burdwell**, Texas A&M University San Antonio  
**Robert Vinaja**, Texas A&M University San Antonio  
**Richard Green**, Texas A&M University San Antonio

*Capability Development and Knowledge Transfer during ERP Implementation Project*

**Noufou Ouedraogo**, Grant MacEwan University

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**March 13, 2015**

**(Friday)**

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| 8:30 a.m. – 10:00 a.m. | Conference 9 |

**SESSION B Information Security I**

**SESSION B Operations and Supply Chain Management**

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

*A Review of Production–distribution Models with Emphasis on Multi-stage Supply Chains*

**Yavuz Acar**, Bogazici University  
**Sukran Atadeniz**, Yeditepe University, Turkey

*Transportation in Kazakhstan and its Economic Implications*

**Krishan Rana**, Alabama A & M University

*The Effect of Supply Chain Integration on a Reinforcing Feedback in the Transmission of Disruptions*

**Artur Swierczek**, University of Economics

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| 8:30 a.m. – 10:00 a.m. | Conference 3 |

**SESSION C Information Security II**

*Session Chair:* **Brandon Phillips**, Southwestern Oklahoma State University

*Users Security Perceptions and Antecedents to Security Intention*

**Brandon Phillips**, Southwestern Oklahoma State University

*Phishing Awareness and Education of University Students via an In-course ‘Fake’ Phishing Project*

**Paula Crouse**, Mount Saint Vincent University  
**Robert Farmer**, Mount Saint Vincent University

*Data Breach Laws: Do They Work? An Exploratory Study*

**Joseph H. Schuessler**, Tarleton State University  
**Delmer Nagy**, Tarleton State University  
**Art Dearing**, Tarleton State University  
**H. Kevin Fulk**, Tarleton State University

*Is Mobile Recruiting Strategy Effective?*

**Donna Stringer**, University of Houston-Victoria  
**June Lu**, University of Houston-Victoria

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**March 13, 2015**

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| 8:30 a.m. – 10:00 a.m. | Conference 4 |

**SESSION D E-Commerce I**

*Session Chair:* **Simon Lee,** Eastern Illinois University

*The Factors Influencing M-Shopping Use*

**Simon Lee**, Eastern Illinois University

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| *TripAdvisor: Intention to Use and Impact of Reading Reviews on TripAdvisor with Use of a Service or Purchase of a Product* | | |
| **Joshua Fogel**, Brooklyn College **Kathleen K Murphy**, Brooklyn College  *Exponentially Weighted Moving Average Control Chart Performance with Estimated Parameters and Non-normal Observations*  **R. Noorossana**, Iran University of Science and Technology  **M. R. Nayebpour**, DeVry University  **S. Fathizadan**, Iran University of Science and Technology |
| *Why Consumers Participate in Online Review Through Post-purchase Email Solicitation*  **Qinyu Liao**, University of Texas at Brownsville |

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| 8:30 a.m. – 10:00 a.m. | Conference 5 |

**SESSION E E-Commerce II**

*Session Chair:* **Xiaotong Liu**, University of North Texas

*Cloud Computing Technology Lowers the Use of PC*

**Victor Prybutok**, University of North Texas  
**Xiaotong Liu**, University of North Texas

*Mobile Business Solutions for Pharmaceutical Industry*

**Chia Ying Tsai**, Unversity of West Florida  
**June Wei**, University of West Florida

*Factors Affecting Intention to Avoid Binge Drinking as a Result of E-Messaging on YouTube*

**Gayle Prybutok**, University of North Texas  
**Alexandra Ruuska**, University of North Texas  
**Lu Xu**, University of North Texas  
**Victor Prybutok**, University of North Texas

*Application of Learning Science to Improve Student Learning in the MBA Decision Science Course*

**Edward Sim**, Hardin-Simmons University

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| 8:30 a.m. – 10:00 a.m. | Conference 6 |

**SESSION F MIS**

*Session Chair:* **Russell Torres**, University of North Texas

*Nolan´s Stage Level Measurement of Information and Communication Technology in Modern Organizations*

**Jose Eduardo Ricciardi Favaretto**, Fundacao Getulio Vargas  
**Fernando De Souza Meirelles**, Fundacao Getulio Vargas

*Journal Impact Factor Distribution Modeling: A Critical Review*

**Binshan Lin**, Louisiana State University in Shreveport  
**Michael Brendler**, Louisiana State University in Shreveport

*Are There Differences Between Men and Women in Information Technology Innovation Adoption Behaviors: A Theoretical Study*

**Sameer Dutta**, McKendree University  
**Olu Omolayole**, Grambling State University

*An Experimental Examination of Award Visualization and Competition in Workflow Automation Systems*

**Russell Torres**, University of North Texas

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| 8:30 a.m. – 10:00 a.m. | Conference 7 |

**SESSION G Innovation in Education**

*Session Chair:* **Summer Bartczak**, University of Central Arkansas

*Investigating SCADA Threats, Impacts, & Possible Mitigations in Waste Water Treatment*

**Basia Bartczak**, University of Tulsa  
**Keenan Bonds**, University of Tulsa  
**Summer Bartczak**, University of Central Arkansas

*Readiness to Reveal Personal Information on Social Media: A Cross-cultural Analysis of Nigeria, United States, Saudi Arabia, and Qatar.*

**Abdullahi I. Musa**, Ahmadu Bello University  
**Mohammed Algarni**, Institute of Public Administration  
**Khaled A. Alshare**, Qatar University

*Critical Skills Required of Health Information Technology Professionals - Revisited*

**Andrea Diaz**, University of Texas - Pan American  
**Catalina Cantu**, University of Texas - Pan American

*A Content Analysis of IT Degree Programs: A Global Approach*

**Robert Vinaja**, Texas A&M University - San Antonio

*From Student to Professional: Collaborating with Industry to Benefit Students*

**Janet Bailey**, University of Arkansas at Little Rock

**Paul Decarlo**, Microsoft

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| 10:00 a.m. - 10:30 a.m. | Market Place Exhibit Hall |

**FBD Coffee Break -** Please let our exhibitors know how much we appreciate their presence and continued support! Great Door Prize Drawings take place at **10:15 a.m.** *Must be present to win.*

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| 10:30 a.m. – 12:00 p.m. | Conference 8 |

**SESSION A Analytics in the Curriculum Workshop**

*Explosion of Analytics in the Business Curriculum: The Popular Integration of Analytics into the Undergraduate and Graduate Curriculum*

**Paul Cronan**, University of Arkansas   
**Janet Bailey**, University of Arkansas Little Rock   
**Robert Pavur**, University of North Texas  
**Mike Hanna**, University of Houston Clear Lake

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| 10:30 a.m. – 12:00 p.m. | Conference 9 |

**SESSION B Media**

***Session Chair:* Samaneh Torkzadeh**, University of Texas-Pan American

*Alcohol Use Promotion on Social Networking Sites among College Students*

**Babajide Osatuyi**, University of Texas-Pan American  
**Samaneh Torkzadeh**, The University of Texas-Pan American

*Use of Snowball Sampling to Investigate How the Structure of Incentive Plans Impact Business and IT Alignment*

**Vess Johnson**, University of the Incarnate Word

*To Claim or Not To Claim: Promoting Patient-Centered Engagement through Social Media*

**Babajide Osatuyi**, University of Texas-Pan American  
**Alexander Pimentel**, University of Texas-Pan American

*Metric-Sensitive High-Dimensional Clustering with Applications to Financial Statement Analysis*

**Chuanren Liu**, Rutgers University

**Tianming Hu**, Dongguan University of Technology

**Yuan Sung**, South Texas Collage

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| 10:30 a.m. – 12:00 p.m. | Conference 3 |

**SESSION C Social Media/MIS**

*Session Chair:* **Babajide Osatuyi**, The University of Texas-Pan American

*Big Five Personality Traits and Social Technology Use: The Case of Social Networking Sites*

**Babajide Osatuyi**, The University of Texas-Pan American  
**Kehinde Ajayi**, The University of Texas-Pan American

*Relationship of Social Media and Academic Achievement: A Cultural Perspective*

**Vishal Shah**, University of Arkansas  
**Sana Rouis**, ESSCA

*Drinking Promotion on Social Media: An Exploration of the Role of Lurking and Compulsive Social Media Use*

**Samaneh Torkzadeh**, University of Texas-Pan American  
**Babajide Osatuyi**, University of Texas-Pan American

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| 10:30 a.m. – 12:00 p.m. | Conference 4 |

**SESSION D MIS**

***Session Chair:* Veena Prabhu**, California State University, Los Angeles

*Some Observations on the Research and Publishing Support Industry in China*

**Sixin Ren**, Ifugao State University, China  
**Kai Koong**, University of Texas - Pan American

*Educational Institution's New Avatar: An Incubator for Civic Engagement and Public Good*

**Veena Prabhu**, California State University, Los Angeles

*Some Observations on the Entrepreneurship and Innovation Curriculum*

**Ruizhu Xiong**, University of Texas - Pan American  
**Kai Koong**, University of Texas - Pan American  
**Lai Liu**, University of Texas - Pan American

*Can Critical Chain Project Management be Applied to College Students’ Projects?*

**Pinyarat Sirisomboonsuk**, Texas Tech University  
**James Burns**, Texas Tech University

*An Application of Six Sigma Process Control Methodology for Improving First-Year Undergraduate Student Retention*

**Dennis Richardson**, University of North Texas  
**Benjamin George**, University of North Texas  
**Victor Prybutok**, University of North Texas

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| 10:30 a.m. – 12:00 p.m. | Conference 5 |

**SESSION E Management Information Systems I**

*Session Chair:* **John Vassar**, Louisiana State University at Shreveport

*Computational Study on Reliability of Wireless Sensor Networks*

**Haibo Wang**, Haibo Wang, Texas A&M International University  
**Wei Wang**, Haibo Wang, Texas A&M International University  
**Yaquan Xu**, Georgia Gwinnett College

*The Effects of Information Technology to Enable the Firm Dynamic Capacity and Brazilian Companies’ Performance*

**Adilson Carlos Yoshikuni**, Fundação Getulio Vargas  
**Alberto Luiz Albertin**, Fundação Getulio Vargas

*Technology Forecasting using a combination of Web Search and Technology Mining Approaches*

**Cherie Trumbach**, University of New Orleans  
**Sathiadev Mahesh**, University of New Orleans

*Recent Legal Developments to Consider in Planning for Distant Learning Programs*

**John Vassar**, Louisiana State University in Shreveport  
**Amy Wren**, Louisiana State University in Shreveport  
**Michael Meeks**, Louisiana State University in Shreveport

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| 10:30 a.m. – 12:00 p.m. | Conference 6 |

**SESSION F Management Information Sytems II**

*Session Chair:* **Jeffrey Siekpe**, Tennessee State University

*An Assessment of the Inﬂuence of Technology Self-Efficacy on Perceived Security and Privacy, Perceived Enjoyment, Perceived Ease of Use, and Intention to Use Social Network Sites: A Structural Equation Modeling Approach*

**Jeffrey Siekpe**, Tennessee State University  
**Gerald Marquis**, Tennessee State University

*Information Technology Visibility as an Impression Management Factor in Trust Development Within Outsourced Information Systems Development Projects*

**Jamison Posey**, University of Mississippi  
**Brian Reithel**, University of Mississippi

*A Derivation of Technology Categories Using the Technology Acceptance Literature*

**Michael Ellis**, University of Central Arkansas  
**Miguel Aguirre-Urreta**, Texas Tech University  
**Kay Lee**, Embry-Riddle Aeronautical University  
**Nan Sun**, Washburn University  
**Yucong Liu**, Mansfield University  
**Juan Mao**, University of Texas at San Antonio  
**George Marakas**, University of Texas at San Antonio

*eWOM of Customers and Referral Service of Infomediary in Online Retail Supply Chain*

**Yuangao Chen**, Zhejiang University of Finance and Economics

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| 12:30 p.m. – 5:00 p.m. | Arboretum 4 |

**SESSION A *Doctoral Consortium***

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| 1:30 p.m. – 3:00 p.m. | Conference 8 |

**SESSION B Globalization**

*Session Chair:* **Wai Kwan Lau**, Marshall University

*Ownership Structure, Executive Structure and Firm Performance: Evidence from Turkey and Italy*

**Ihsan Yigit**, Marmara University  
**Ibrahim Anil**, Marmara University  
**Duygu Anil Keskin**, Istanbul University

*Institutional Distance Between International Alliance Partners. Does it Matter to Explain Intellectual Capital?*

**Daniel A. Cernas Ortiz**, Universidad Autónoma del Estado del México

*The Impact of Age Effects on Employee’s Perception of Effective Leadership: A Cross-Cultural Investigation*

**Wai Kwan Lau**, Marshall University

*Alliances and Networks: Limitations of the Transaction Cost Approach in the knowledge and Innovation Era*

**Uyi Lawani**, Marshall University

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| 1:30 p.m. – 3:00 p.m. | Conference 9 |

**SESSION C Management Information Systems IV**

*Session Chair:* **Xianghui Peng**, University of North Texas

*Reflective VS Formative Constructs in Operations Management Research: Using Partial Least Squares*

**Xianghui Peng**, University of North Texas  
**Victor Prybutok**, University of North Texas

*Evaluating the Accuracy of Traffic Delay Time Expressions*

**Huguette Tran**, SWDSI  
**Robert Pavur**, SWDSI

*Exploring the Promotion of Alcohol Consumption Behavior on Social Networking Sites: The Role of Engagement*

**Taiye Ajayi**, University of Texas-Pan American  
**Samaneh Torkzadeh**, University of Texas-Pan American  
**Babajide Osatuyi**, University of Texas-Pan American

*Cross-Cultural Consumer-to-Consumer Interaction: Examining Moderating and Mediating Influences of Acculturation, Locus of Control, and Cultural Distance on Customer Satisfaction in a Hospitality Context*

**Yasamin Vahdati**, University of Texas - Pan American

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**(Friday)**

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| 1:30 p.m. – 3:00 p.m. | Conference 3 |

**SESSION D Workshop**

*Using Teradata University Network Resources for Teaching*

**Summer E. Bartczak**, University Of Central Arkansas

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| 1:30 p.m. – 3:00 p.m. | Conference 4 |

**SESSION E Organizational Behavior**

*Session Chair:* **Yolanda Obaze**, University of North Texas

*Logistics and Supply Chain Management (LSCM) in Social Service Organizations: A visual Dynamic IC Model*

**Yolanda Obaze**, University of North Texas

*Deviance in Nonprofits: An Examination of Organizational Politics and Its Relation to Organizational Performance*

**John Tarwater**, University of Texas Pan American

*IT Professionals and their Workplace Learning: Some Preliminary Canadian Evidence*

**Paula Crouse**, Mount Saint Vincent University   
**Robert Farmer**, Mount Saint Vincent University   
**Wendy Doyle**, Mount Saint Vincent University  
**Jeffrey Young**, Mount Saint Vincent University

*A Comparison of Self-report Versus Non-self-report Methods for Assessing Deviant Workplace Behaviors*

**Yuanqing Li**, University of Texas-Pan American  
**Bohan Fan**, University of Wisconsin–Milwaukee

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| 1:30 p.m. – 3:00 p.m. | Conference 5 |

**SESSION F Marketing II**

*Session Chair:* **Paul Renaud**, University of Texas - Pan American

*Do Consumers Accept or Reject "Obamacare"?*

**Paul Renaud**, University of Texas - Pan American

*Identification of Marketing Promotional Tools Used by Islami Banks in Bangladesh*

**Md. Ruhul Amin**, University of Texas - Pan American  
**Lai Liu**, University of Texas - Pan American

*The Role of the Brand Alliance in Sustainability Marketing*

**Jeffrey Radighieri**, Texas Woman's University  
**Mark Mulder**, Pacific Lutheran University

*Big Quality, Value Co-creation, and Customer Satisfaction in Airline Services*

**Junhyuk Kwon**, Colorado State University-Pueblo  
**Victor Prybutok**, Colorado State University-Pueblo

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| 3:00 p.m. - 3:30 p.m. | Market Place Exhibit Hall |

**FBD Coffee Break**

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Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

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| 3:30 p.m. – 5:00 p.m. | Conference 8 |

**SESSION A Marketing/Online Learning**

*Session Chair:* **Karma Sherif**, Texas Southern University

*A Conversation about Lethal Autonomous Weapons (LAWS)*

**Anida Duarte**, University of the Incarnate Word  
**Alberto Rubio Sanchez**, University of the Incarnate Word

*Personality Traits and Small Business Owners*

**Eugenie Ardoin**, University of Louisiana at Monroe  
**Joseph McGahan**, University of Louisiana at Monroe  
**Henry Cole**, University of Louisiana at Monroe

*The Use of Mobile Technology to Improve Minority Student Learning in STEM Fields*

**Karma Sherif**, Texas Southern University  
**Mayur Desai**, Texas Southern University

*Redesigning an Online Undergraduate Business Statistics Course*

**Julia Frink**, Texas A&M University-Commerce

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| 3:30 p.m. – 5:00 p.m. | Conference 9 |

**SESSION B Operations and Supply Chain Management I**

*Session Chair:* **Yolanda Obaze**, University of North Texas

*Knowledge-sharing Routines as a Success Factor of the Relational Competitive Advantage of Supply Chains*

**Artur Swierczek**, University of Economics

*Delivery of Charitable Products and Services: Logistics and Supply Chain Management in Faith-based Organizations*

**Yolanda Obaze**, University of North Texas  
**Victor Prybutok**, University of North Texas

*Examining the Trade-Offs between Driving and Public Transportation to a Metropolitan Area: An Exploratory Study*

**Rebecca Scott**, University of North Texas  
**Atom Rosales**, University of North Texas  
**Victor Prybutok**, University of North Texas

*Hospital Dilemma in Purchasing Implants*

**Vafa Saboori-Deilami**, Dominican University of California

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| 3:30 p.m. – 5:00 p.m. | Conference 3 |

**SESSION C Operations and Supply Chain Management II**

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

*Incorporating Lean Healthcare and RFID Into Medical Institutions*

**Wendelyn Osborne**, Rodan + Fields®  
**Mark McMurtrey**, University of Central Arkansas

*Better Performance Modeling Using DEA-Neural Network: Application to the Financial Institutions*

**He-Boong Kwon**, Colorado State University-Pueblo  
**Changkyon Kim**, Colorado State University-Pueblo

*Four Echelon Retail Supply Chain Dynamics: A System Dynamics Model Based Study*

**Balaji Janamanchi**, Texas A & M International University  
**James Burns**, Texas Tech University

*McDonald’s SCM and the Triple Bottom Line*

**Ben Rowley**, University of Central Arkansas  
**Mark McMurtrey**, University of Central Arkansas

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| 3:30 p.m. – 5:00 p.m. | Conference 4 |

**SESSION D Information Security**

*Session Chair:* **Barbara Hewitt**, Texas A&M University -- San Antonio

*Supply Chain Disruption: Information Technology Security's Hidden Impact on Service Quality*

**Rebecca Scott**, University of North Texas   
**Benjamin George**, University of North Texas  
**Bartlomiej Hanus**, Emporia State University  
**Victor Prybutok**, University of North Texas

*Improving Risk Management Practices: Is Regulation the Way?*

**Barbara Hewitt**, Texas A&M University -- San Antonio  
**Mark Huson**, Texas A&M University -- San Antonio  
**Lewayne Ballard**, Texas A&M University -- San Antonio

*A Security Model for Internet Banking Adoption: Perceived Security of the Personal Computer, the Internet, and the Bank’s IT System*

**Samer Takieddine**, University of Texas - Pan American

*Do Security and Privacy have Same Impact on Student’s Intention and Use of Social Media: A Global Perspective*

**Khaled Alshare**, Qatar University  
**Mohammed Algarni**, Institute of Public Administration

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| 3:30 p.m. – 5:00 p.m. | Conference 5 |

**SESSION E Operations and Supply Chain Management IV**

*Session Chair:* **Pinyarat Sirisomboonsuk**, Texas Tech University

*Sustainability from Past to Present and its Size Reflecting to Businesses*

**Recep Öktem**, Marmara University

*Empirical and Optimization Studies of the Bullwhip Effect in Supply Chains*

**Pinyarat Sirisomboonsuk**, Texas Tech University

*Evaluating Inventory Replenishment Heuristics: A Behavioral View*

**Randall Napier**, University of Texas at Arlington  
**Rajat Mishra**, Stephen F. Austin State University

*Improving Supply Chain Performance Through Alliance Formation*

**Jie Yang**, University of Houston-Victoria

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| 3:30 p.m. – 5:00 p.m. | Conference 6 |

**SESSION F Marketing**

*Session Chair:* **William Locander**, University of Texas Pan American

*The Impact of Product Complexity, Product Customization and Rational/Intuitive Thought on Salesperson Adaptiveness*

**William Locander**, University of Texas Pan American

*The Effect of Costs in Business on Profits: An Empirical Investigation*

**Dongjun Rew**, Texas A&M University-Commerce

*Measuring Consumer Attitudes in the Rio Grande Valley: A Bicultural Context*

**Ashkan Fatehi**, University of Texas Pan American

*Possible Development of Agricultural Industry with the Support of Internet Marketing: A Case Study of China*

**Jimmy Foo Jong Heang**, Egenting  
**Habib Ullah Khan**, Qatar University  
**Rami Zeitun**, Qatar University

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**March 14, 2015**

**(Saturday)**

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| 8:30 a.m. – 10:00 a.m. | Conference 1 |

**SESSION A Organizational Behavior II**

*Session Chair:* **Lars Johnson**, University of Houston

*Consequence of Unsolicited Subordinate Helping Behavior Directed to The Supervisor*

**Shih Yung Chou**, University of Texas of the Permian Basin  
**Tree Chang**, Tatung Institute of Technology

*Path and Arc Based Pseudoflow Algorithms for the Maximum Flow Problem*

**Cenk Caliskan**, Utah Valley University

*Effects of Subordinate-Supervisor Speed-Quality Balance Congruence on Job Attitudes*

**Lars Johnson**, University of Houston

*Legal Tsunami Expected To Hit Small Businesses*

**Laurie Babin**, University of Louisiana Monroe   
**Deborah Golemon**, University of Louisiana Monroe

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| 8:30 a.m. – 10:00 a.m. | Conference 2 |

**SESSION B Workshop**

*The Internet of Things Workshop*

**Paul DeCarlo**, Technical Evangelist, Microsoft Corporation  
**Janet Bailey**, University of Arkansas Little Rock

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| 8:30 a.m. – 10:00 a.m. | Conference 3 |

**SESSION C** **Organizational Behavior III**

*Examining the Relationship Between Innovation and Sustainability- A Multi-Country Study*

**Dina Abdelzaher**, University of Houston – Clear Lake

*Common Process Management Based on the TQM Matrix and Three Dimensional Unification Value Model*

**Kazuhiro Esaki**, HOSEI University

*Effects of Goal Congruence and Organizational Support on Job Performance*

**Amanda Palmer**, University of Houston

*The Mediating Role of Citizenship Behaviors on Support and its Impact on Perceived Environmental and Quality Performance*

**Bonnie Daily**, New Mexico State University  
**James Bishop**, New Mexico State University  
**Nalini Govindarajulu**, Creighton University

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| 8:30 a.m. – 10:00 a.m. | Conference 4 |

**SESSION D Organizational Behavior/Project Management**

*Session Chair:* **Lai Liu**, University of Texas - Pan American

*Strategic Planning in Local Governments in Turkey*

**Recep Öktem**, Marmara University  
**Onur Akcakaya**, Marmara University

*Creativity and Motivation: Does Leadership Style Matter?*

**Veena Prabhu**, California State University, Los Angeles

*An Identification of Project Management Skills*

**Yuntao Zhang**, Xidian University, China  
**Kai Koong**, University of Texas - Pan American  
**Lai Liu**, University of Texas - Pan American

*Case Study: A Quality Focused Risk Management Framework for Research and Development Programs*

**Carla Oliveira**, University of Houston   
**Lila Carden**, University of Houston  
**Jamison Kovach**, University of Houston

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| **DECISION SCIENCES INSTITUTE**  **SOUTHWEST REGION** |

**March 14, 2015**

**(Saturday)**

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| 10:30 a.m. – 12:00 p.m. | Conference 1 |

**SESSION A Finance/Globalization**

*Session Chair:* **Alexandra Theodossiou**, Texas A&M University

*Long-term Debt Financing and Firm Performance uisng MLE: Evidence from the GCC Countries*

**Rami Zeitun**, Qatar University   
**Habibullah Khan**, Qatar University

*The Link between the Propensity to Pay and the Dividend Premium: Catering Theory or the Cost of Debt?*

**Alexandra Theodossiou**, Texas A&M University

*Exchange Rate Pass-Through: Is it Important for India?*

**Banamber Mishra**, McNeese State University

*MNC Strategies and Corporate Social Responsibility in China*

**Jifu Wang**, University of Houston, Victoria  
**Vipin Gupta**, California State University, San Bernardino  
**Ron Salazar**, University of Houston, Victoria  
**Xiuli Wang**, Central University of Finance and Economics, China

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| 10:30 a.m. – 12:00 p.m. | Conference 2 |

**SESSION B Social Network/Student Track**

*Session Chair:* **Mehrdad Koohikamali**, University of North Texas

*A Cross-cultural Study of the Role of Trust in Mitigating Perceptions of Privacy Risk in Online Social Networking*

**Jennifer Ziegelmayer**, Qatar University, Qatar  
**Vicki Webster**, Delta State University  
**Laurie Barfitt**, Western New Mexico University  
**Amna Mabrouk**, Qatar University, Qatar

*User Concerns with the Consequences of Sharing Information about Others in Social Media*

**Mehrdad Koohikamali**, University of North Texas  
**Dan Peak**, University of North Texas  
**Victor Prybutok**, University of North Texas

*Can an Evolutionary Development Teaching Model Accelerate Programmer Competency for Beginners?*

**Jimmy Ball**, University of Mississippi

*Role of IT Opportunism and IT Modularity in Information Standards Adoption*

**Vishal Shah**, University of Arkansas  
**Rishikesh Jena**, University of Arkansas

*RFID Technology and Supply Chain Management: Evidence from three Industries*

**Meagan Castro-Lopez**, Northern Michigan University

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**March 14, 2015**

**(Saturday)**

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| 10:30 a.m. – 12:00 p.m. | Conference 3 |

**SESSION C Student Track I**

*Session Chair:* **Tiffany Bisbey**, University of Houston

*A Case Study: Implementation of Activity Based Costing at a Regional Public University*

**Kelsey Andrews**, University of Texas at Tyler

*Technology Addiction: The Relationship with Habit*

**Natalie Gerhart**, University of North Texas

*Study to Identify Potential Reasons for Current Adoption Levels of Cloud Computing Services by Large Enterprises*

**Marcus Jr. Smith**, University of the Incarnate Word

*Team Situation Awareness as a Predictor of Emotional Exhaustion*

**Tiffany Bisbey**, University of Houston

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| 10:30 a.m. – 12:00 p.m. | Conference 4 |

**SESSION D Student Track II**

*Session Chair:* **Allison Boyes**, University of Houston

*Antecedents of Customer Experience for Mobile Technology Service Providers*

**Catalin Dinulescu**, University of North Texas

*Effects of Ethical Leadership and Decision Fairness on Organizational Commitment*

**Allison Boyes**, University of Houston

*Overcoming Organizational Politics and Building Resiliency*

**Sophie Romay**, University of Houston

*Understanding Rates of Retention of Non-Traditional, Undergraduate Students: Leveraging Transcript Data to Inform Both Strategy and Tactics*

**David Stein**, University of the Incarnate Word  
**Annette Craven**, University of the Incarnate Word

*The Effect of Leader Situation Awareness on Employee Withdrawal through Emotional Exhaustion*

**Allison Boyes**, University of Houston  
**Lars Johnson**, University of Houston