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Business Analytics	**Joseph Mollick,** Texas A&M University-Corpus Christi
DSS & ES	**Binshan Lin,** Louisiana State University at Shreveport
E-Commerce & Mobile	**Robert Vinaja,** Texas A&M University-San Antonio
Enterprise Systems (ERP)	**Brandon Phillips,** Texas A&M University-Central Texas
Finance	**M. Kabir Hassan,** The University of New Orleans
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Info Security and Privacy	**Khaled Al-Share,** Qatar University
Innovative Education	**Kai Koong,** Xidian University
International Business	**Joe T. Felan,** University of Arkansas at Little Rock
Internet of Things & Big Data	**John Seydel,** Arkansas State University
Management & Org Behavior	**Michael Meeks,** *Louisiana State University at Shreveport*
Management Info Systems	**Mike Ellis,** University of Central Arkansas
Marketing	**Thiagarajan Ramakrishnan,** Prairie View A&M University
Operations Management	**Balaji Janamanchi,** Texas A&M International
Quality and Lean Six Sigma	**Matthew Lindsey,** Stephen F. Austin State University
Quantitative Methods	**Robert Pavur,** University of North Texas
Social Media & Networking	**Monica Hernandez,** Texas A&M University-Corpus Christi
Supply Chain, Logistics UAVs	**Krishan Rana,** Alabama A&M University
Sustainability & TBL	**Ron Duggins,** University of Central Arkansas
Student Track	**Victor Prybutok,** University of North Texas
Special Panels	**Brian Reithel,** The University of Mississippi
Publications Coordinator	**Carl M. Rebman, Jr.,** University of San Diego

SPECIAL EVENTS, WORKSHOPS & PANELS

Introduction to Predictive Analytics Using SAS Enterprise Miner **Wednesday, March 8, 2017, 1:00 p.m. - 5:00 p.m.**
Fulton(SHCC)

David E. Douglas, University of Arkansas
Paul Cronan, University of Arkansas

Journal Editors Panel **Thursday, March 9, 2017, 1:30 p.m. - 3:00 p.m.**
Conway(CC)

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
June Wei, International Journal of Mobile Communications

The Explosion of Analytics in Health Care (Workshop) **Friday, March 10, 2017, 10:30 a.m. – 12:00 p.m.**
LaFayette (M)

Join Dr. S. Mantravadi in a participatory workshop discussion group. This brainstorming dialogue session will explore a variety of topics. Audience feedback is encouraged in this non-computer gathering.

Teaching the Demand for Medical Care for Health Economic Students Using Board games and Grocery store: Applications towards Decision-making in the Affordable Care Act, Consumer Directed Health Plans, and Managed Care Organizations

Data Visualization and Geographic Information Systems: Spatial Patterns and Decision Making in Healthcare

Decision Analysis and Cost Benefit Analysis: Economic Evaluation Applications with Current Health Trends in Hepatitis C Virus

PPACA, Children with Pre-existing Conditions, and Hospital Reimbursement

S. Mantravadi, University of West Florida

Big Data and Special Topics (Workshop) **Friday, March 10, 2017, 10:30 a.m. – 12:00 p.m.**
Petit Jean (CC)

The Gordian Knot: A Policy Approach Addressing the Conflicting Goals of National Security and Privacy in the Big Data Era

Fish Out of Water: What Should Non-Technical End-Users Be Taught about Big Data?

Kent Faught and Bryan McKinney, Ouachita Baptist University

Undergraduate

Student Perceptions of Work Ethic

Lauren Maxwell, Marsha Carson and Laci Lyons, University of Central Arkansas
This non-technical workshop explores a variety of topics and audience feedback is encouraged. Best practices will be discussed in this non-computer gathering.

Doctoral Consortium **Friday, March 10, 2017, 12:30 p.m. – 5:00p.m.**
By Invitation Only **Pinnacle (M)**

PAPERS & MEETINGS

SWDSI 2017 Business Meeting **Thursday, March 9, 2017 3:30 p.m. - 5:00 p.m.**
Riverview (CC)

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SOUTHWEST REGION

CONGRATULATIONS!!!

RECIPIENT OF THE 2017 Federation of Business Disciplines
DISTINGUISHED PAPER AWARD

Corporate Lobbying and Labor Relations Evidence From Employee Level Litigations
Omer Unsal, University of New Orleans
M. Kabir Hassan, University of New Orleans
Duygu Zirek, University of New Orleans

RECIPIENT OF THE 2017 FEDERATION OF BUSINESS DISCIPLINES
OUTSTANDING EDUCATOR AWARD

Dr. Jamison V. Kovach, University of Houston

RECIPIENT OF THE SWDSI 2017 DISTINGUISHED SERVICE AWARD

Dr. John Seydel, Arkansas State University

RECIPIENTS OF THE 2017 BEST STUDENT PAPER AWARDS

Does Corporate Social Responsibility Influence Consumer Mindset?
Ahasan Harun, University of North Texas

Investigating Trust in Information and Impression Management of Students on Facebook
Guruprasad Gadgil, University of North Texas

Cloud Computing Services Acceptance: The Effect of Security and Privacy
Duha Al Smadi, University of North Texas

March 8, 2017
(Wednesday)

1:00 p.m. – 5:00 p.m.	Fulton (SHCC)

Introduction to Predictive Analytics Using SAS Enterprise Miner

Presenters: **David E. Douglas**, University of Arkansas
Paul Cronan, 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 decision trees, neural networks and logistic regression. 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. Bring a laptop to this hands-on workshop led by David Douglas and Paul Cronan.

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 Albuquerque for our 2018 conference.
♦♦♦

45th Annual Conference
March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico

March 9, 2017
(Thursday)

7:00 a.m. – 8:30 a.m.	Toltec (SHCC)

MEETING **Officers and Directors Meeting**

Presiding:**Hong Qin**, University of Texas – Pan American

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

8:30 a.m. - 10:00 a.m.	Salon A (M)

SESSION A **Operations Management-I**

***Session Chair*: Zhi Tao**, Arkansas Tech University

The Conceptual Model for Agile Techniques and Methods
Todd Haines, Texas Woman's University
Mahesh Raisinghani, Texas Woman's University
Efosa Idemudia, Arkansas Tech University

Case Study: Sustainability from A Triple Bottom Line Perspective
Zhi Tao, Arkansas Tech University

Maturity Models for Operations Management: Toward a Unifying Framework
Randy Napier, University of Texas at Arlington
Rajat Mishra, Stephen F. Austin State University

A Production Planning Model for the Semiconductor Industry with Processing Capabilities
Cenk Caliskan, Utah Valley University

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!

March 9, 2017
(Thursday)

8:30 a.m. - 10:00 a.m. Salon B (M)

SESSION B Internet of Things and Big Data

***Session Chair*: Richard Segall**, Arkansas State University

Technologies for Teaching Big Data Analytics
Richard Segall, Arkansas State University

Technology Enabled Mind Over Matter – Is IoT a Barrier?
Vikram Bhadauria, Texas A & M International University

Fitbits for Cattle: Biometric Tracking Devices for Livestock Management
Emily Russell, University of Central Arkansas
Michael Ellis, University of Central Arkansas

Big Data & The Internet of Things: Another Industrial Revolution
Katie Howard, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

8:30 a.m. - 10:00 a.m. Salon C (M)

SESSION C Innovative Education-I

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

IT Careers Camp: Broad Lessons Learned From Eight Years of "Doing IT"
Summer Bartczak, University of Central Arkansas
James Downey, University of Central Arkansas
Ronnie McGaughey, University of Central Arkansas
Ellen England, University of Central Arkansas

An Analysis of Self-Compassion, Math Self-Efficacy, Math Anxiety, and Student Motivation in the Introductory Business Statistics Course
Leslie Ramos Salazar, West Texas A&M University

An Investigation of the Bicycle Drawing Test (BDT) on Students' Academic Self-Efficacy and Academic Performance in Introductory Economics Courses
Leslie Ramos Salazar, West Texas A&M University
Stephen Hayward, West Texas A&M University

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March 9, 2017
(Thursday)

8:30 a.m. - 10:00 a.m. Manning (M)

SESSION D Accounting and Enterprise Systems (ERP)

***Session Chair*: Mary Fischer**, The University of Texas at Tyler

Pure Water: A Case Study
Dwayne Powell, Arkansas State University
Rodney Carmack, Arkansas State University
Tina Quinn, Arkansas State University

Investor Beware: VIE vs SPE
Mary Fischer, The University of Texas at Tyler
Treba Marsh, Stephen F. Austin State University

ERP Education In Accredited U.S. Universities – A Preliminary Study
Marco Villarreal, Texas A&M University-Central Texas
Ferdi Eruysal, Texas A&M University-Central Texas

8:30 a.m. - 10:00 a.m. Hoffman (M)

SESSION E Business Analytics – I

***Session Chair*: Ferdi Eruysal**, Texas A&M University Central Texas

A Classification of Job Requirements for Data Analyst Positions: A Perspective of Employers
Kirill Yurov, Missouri Western State University
Yuliya Yurova, Nova Southeastern University
Peggy Lane, Missouri Western State University

Analyzing Crib and Related Product Safety Through Text Analysis of Online Reviews
Chad Diaz II, University of Mississippi
Sumali Conlon, University of Mississippi

The Impact of Business Intelligence and Analytics on Firm Performance
Brandon Phillips, Texas A&M University Central Texas
Anitha Chennamaneni, Texas A&M University Central Texas
Ferdi Eruysal, Texas A&M University Central Texas

Dynamic Ticket Pricing: Model and Application
Cindy Jovin, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

10:00 a.m. - 10:30 a.m. Governor's Hall 1 (SHCC)

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!

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March 9, 2017
(Thursday)

10:30 a.m. - 12:00 p.m. Salon A (M)

SESSION A DSS & Expert Systems – I

***Session Chair*: Binshan Lin**, LSU Shreveport

Wineinformatics: Wine Regions Determined by K-Nearest Neighbor
Bernard Chen, University of Central Arkansas
Christopher Rhodes, University of Central Arkansas
David Fink, University of Central Arkansas
Travis Atkinson, University of Alabama

Gini Mean Difference: Formulations, Properties, and Applications
Binshan Lin, LSU Shreveport

Detecting Differential Impact of R&D on Market Value of Japanese SMES: A Neural Network Approach
He-Boong Kwon, Colorado State University-Pueblo

Development of an Information Threat Detection Model in Social Media
June Wei, University of West Florida
Milos Slaninka, University of West Florida
Ashiqur M. Rab, Lamar University

10:30 a.m. - 12:00 p.m. Salon B (M)

SESSION B Information Security and Privacy

***Session Chair*: Khaled Alshare**, Qatar University

Learn Impacts Intention - Information Security Compliance Intention
Tom Brill, University of Dallas

Helpfulness of Resiliency in Cyberbullying: A Text-based Analysis of Statements of Undergraduate Students
Juergen Stegmair, University of North Texas
Victor Prybutok, University of North Texas

How Privacy Concerns and Platform Choice Impact Mobile Application Adoption
Ronald Washington, University of the Incarnate Word
Courtney Schmidt, University of the Incarnate Word
Vess Johnson, University of the Incarnate Word

The Concept of Trust: A Cultural Perspective
Khaled Alshare, Qatar University
Murad Moqbel, University of Kansas Medical Center

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 9, 2017
(Thursday)

10:30 a.m. - 12:00 p.m	Salon C (M)

SESSION C **Innovative Education-II**

***Session Chair*: Queen Booker**, Minnesota State University

An Analysis of Student Perceptions of the Quality and Course Satisfaction of Online Courses
Cynthia Barnes, Lamar University
Michael Hanna, University of Houston -- Clear Lake

Tips for Effective Student Engagement in the Classroom
Khaled Alshare, Qatar University

Technology, Education and Development: The Driving Factors
Aurore Kamssu, Tennessee State University
Jeffrey Siekpe, Tennessee State University
Rahmah Alyami, Tennessee State University
Junie Nkonge, Tennessee State University

"Chunking" Semester Projects: Does it Enhance Student Learning?
Joseph H. Schuessler, Tarleton State University

10:30 a.m. - 12:00 p.m.	Manning (M)

SESSION D **Finance**

***Session Chair*: Banamber Mishra**, McNeese State University

Venture Capital Investment, Regional Innovation and New Business Creation
Doug Dyer, Texas A&M University - Central Texas
Iftekhar Hasan, Fordham University
Haizhi Wang, Illinois Institute of Technology

Happy Employees and Corporate Performance
Banamber Mishra, McNeese State University

Corporate Lobbying and Labor Relations Evidence From Employee Level Litigations
Omer Unsal, University of New Orleans
M. Kabir Hassan, University of New Orleans
Duygu Zirek, University of New Orleans

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SOUTHWEST REGION

March 9, 2017
(Thursday)

10:30 a.m. - 12:00 p.m.	Hoffman (M)

SESSION E **Business Analytics – II**

***Session Chair*: Mike Ellis**, University of Central Arkansas

A Review of Business Analytics at the Big Three Credit Rating Agencies
Sabrina Hossain, University of Central Arkansas
Mike Ellis, University of Central Arkansas

State and Profile of Open Source Big Data Analytics Software for Business and Enterprise
Balaji Janamanchi, Texas A & M International University

1:30 p.m. - 3:00 p.m.	Conway (CC)

FBD/DSI-SW *Choice Pick Session*

Journal Editors' Panel

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
June Wei, International Journal of Mobile Communications

March 9, 2017
(Thursday)

1:30 p.m. - 3:00 p.m.	Salon A (M)

SESSION A **Marketing-I**

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

Neuromarketing Stimuli, Methods and Results: A State-of-the-Art Review
Yi-Chia Wu, Tarleton State University

The Antecedents and Consequence of Service Innovation
Wann-Yih Wu, Nanhua University, Taiwan
Nadia Anridho, Chinese Culture University, Taiwan

Understanding Factors Affecting Fast Fashion Product Purchase Intention
Jiani Jiang, New Mexico State University
Md Rokonuzzaman, University of North Texas
Mohammad Baithalmal, University of North Texas
Ahasan Harun, University of North Texas
Victor Prybutok, University of North Texas

Interaction Effect of the Marketing Mix Elements on Purchase Intention: A Causal Study
Md Rokonuzzaman, University of North Texas
Ahasan Harun, University of North Texas
Victor Prybutok, University of North Texas

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Albuquerque, New Mexico

March 9, 2017
(Thursday)

1:30 p.m. - 3:00 p.m. Salon B (M)

SESSION B DSS & Expert Systems - II

***Session Chair*: Efosa Idemudia** Arkansas Tech University

Ageism in the University Workplace Environment
John Vassar, LSU-Shreveport
Kenneth Kungu, LSU-Shreveport

Do They Say the Same Thing Forever? - Tracking Long Term Consumers' Opinions of Products Through Analysis of Online Reviews
Sumali Conlon, University of Mississippi
Chad Diaz, University of Mississippi

A Current Issue in the Real Estate Appraisal Business
Douglas Bible, LSU-Shreveport
Michael Chikeleze, LSU-Shreveport

Legal Aspects of the Use of Social Media in Higher Education
John Vassar, LSU-Shreveport
Amy Wren, LSU-Shreveport

1:30 p.m. - 3:00 p.m. Salon C (M)

SESSION C Management and Org Behavior-I

***Session Chair*: Ahu Tuğba Karabulut**, Istanbul Commerce University

Effects of the Planned Behavior on Entrepreneurial Intention of Undergraduate Students in Turkey
Ahu Tuğba Karabulut, Istanbul Commerce University

Managing Expatriate Knowledge Sharing Process: An Integration of Multiple Antecedents of Knowledge Sharing
Li-Yueh Lee, Kun Shan University
Alfiyatul Qomariyah, Chinese Culture University

March 9, 2017
(Thursday)

1:30 p.m. - 3:00 p.m.	Manning (M)

SESSION D **International Business**

***Session Chair*: Alexander Chen**, University of Central Arkansas

Strategies for Enhancing IB Leadership Skills in the Arkansas Delta Region – A Decision Science Approach
Kelly Fish, Arkansas State University
Gauri-Shankar Guha, Arkansas State University

Pecan Production and Export to China
Scott Nadler, University of Central Arkansas
Alexander Chen, University of Central Arkansas
Linjun He, University of Central Arkansas

Online Shopping Cart Abandonment in Vietnam
Robert Cutshall, Texas A&M University - Corpus Christi
Huong Pham, Texas A&M University - Corpus Christi

An Empirical Analysis of Master Settlement Agreement Impacts on Cigarette Consumption in the USA
Peter Yongsuhk Wui, University of Arkansas at Pine Bluff
Jonghae Park, University of Arkansas at Pine Bluff

1:30 p.m. - 3:00 p.m.	Hoffman (M)

SESSION E **Management and Org Behavior-II**

***Session Chair*: Kateryna Ligon,** Central Baptist College

Recent Updates in Patent Law: A Guide for Entrepreneurship Students, Scholars, and Practitioners
David Griffith, Austin College
Bryan McKinney, Ouachita Baptist University

Relationships Between Career Plateaus, Job Satisfaction and Career Satisfaction: Moderating Role of Calling
Kenneth Kungu, Louisiana State University Shreveport
John Osiri, University of Nebraska Lincoln
Michael D. Meeks, Louisiana State University Shreveport

A Postmortem On Nelson V. Knight: Was It A Wrongful Sexual Discrimination Termination?
Kelli Hernandez, Henderson State University
Dennis Dimarzio, Henderson State University

The Toxic Leader's Impact on Followers and Organization
Kateryna Ligon, Central Baptist College

3:00p.m. – 3:30 p.m.	Governor's Hall 1 (SHCC)

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*.

3:30 p.m. - 5:00 p.m.	Riverview (CC)

SWDSI 2017 Business Meeting

5:30 p.m. – 7:00 p.m.	Governor's Hall 1 (SHCC)

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.

March 10, 2017
(Friday)

7:30 a.m. – 8:00 a.m.	Arkansas Ballroom (M) 15

Light Continental Breakfast

8:30 a.m. - 10:00 a.m.	Salon A (M)

SESSION A **Social Media & Social Networking - I**

***Session Chair*: Geoffrey Hill**, University of Central Arkansas

Temporal Effects in Social Media Based Big Data Streams
Geoffrey Hill, University of Central Arkansas

How and Why People Living with HIV Select a Social Media Support Group
Guruprasad Gadgil, University of North Texas
Gayle Prybutok, University of North Texas

Negative (Risqué) Impression Management of Students on Social Networking Sites
Guruprasad Gadgil, University of North Texas
Victor Prybutok, University of North Texas
Daniel Peak, University of North Texas

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March 10, 2017
(Friday)

8:30 a.m. - 10:00 a.m.	Salon B (M)

SESSION B **Management Information Systems-I**

***Session Chair*: Gina Harden**, Stephen F. Austin State University

Development of Decision Making Method to Success of Software Development Project Based on the MT Method
Esaki Kazuhiro, HOSEI University
Tetsu Sagae, HOSEI University

Automating the Literature Review Process For Academic Research Studies
Paul Stephens, Bradley University
Jacob Young, Bradley University

Cloud Computing: Another Disruptive IT Innovation?
Thomas Ngo-Ye, Alabama State University
Jae Choi, Pittsburg State University

Examining the Effect of the TAM Model in the Social Software Context
Gina Harden, Stephen F. Austin State University

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March 10, 2017
(Friday)

8:30 a.m. - 10:00 a.m. Salon C (M)

SESSION C Healthcare and Economics

***Session Co-Chairs*: Venugopal Gopalakrishna-Remani**, The University of Texas at Tyler
S. Mantravadi, University of West Florida

Comparing Healthcare Systems: Using the Example of Luxembourg and the United States
S. Mantravadi, University of West Florida

Impact of Top Management Sustainability Practices Beliefs and the Mediating Effects of Sustainability Management and Level of Adoption on Firm Performance
Venugopal Gopalakrishna-Remani, The University of Texas at Tyler
Robert Paul, The University of Texas at Tyler

RFID in Healthcare
Rachael Myers, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

An Analysis of the Oklahoma Small Business Incubators Incentives Act Data 2000-2015
Ron Duggins, University of Central Arkansas

Ethical Practice in Sharing and Mining Medical Data
Kevin Watson, Louisiana Tech University

8:30 a.m. - 10:00 a.m Manning (M)

SESSION D Operations Management - III

***Session Chair*: Dwight Southerland**, University of Central Arkansas

Is It Me or Is It You? Investigating the Influence of Purchasing Manager Competence on Procurement Performance in Centralized Purchasing Framework Agreements
Marc Scott, University of Arkansas

Development of Scientific Decision Making: Predicting Performance For Motorsports
Dwight Southerland, University of Central Arkansas

Choosing a Base-Period in Multi-Factor Productivity Analysis Using the APC model
Mohan Rao, Texas A&M University - Corpus Christi

On the Paradoxes of Consumerism in the 21st Century: Challenges in a Changing Global Climate
José Castillo, University of Arkansas at Pine Bluff
Lawrence Awopetu, University of Arkansas at Pine Bluff

8:30 a.m. - 10:00 a.m. Hoffman (M)

SESSION E Healthcare and Economics - II

***Session Chair*: Mike Ellis**, University of Central Arkansas

A Study to Examine Inpatient Nurse Bedside Reporting Practices
Kaushik Ghosh, Lamar University
Eileen Curl, Lamar University
Keili Peterman, Lamar University
Paul Guidroz, CHRISTUS-Southeast Texas
Patricia Morrell, CHRISTUS-Southeast Texas

An Introduction to Bioprinting: The Life Saving Future of Organ Transplants
Elizabeth Watson, University of Central Arkansas
Mike Ellis, University of Central Arkansas

Origami Robots: Self-Assembling Tools for Healthcare and More
Lauren Judson, University of Central Arkansas
Mike Ellis, University of Central Arkansas

Widening Price Limit Effects: Evidence From An Emerging Stock Market
Chiou-Fa Lin, National Formosa University
Cheng-Huei Chiao, Missouri Western State University
Lee-Chuan Chang, National Formosa University

10:00 a.m. - 10:30 a.m. Governor's Hall 1 (SHCC)

FBD Coffee Break

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March 10, 2017
(Friday)

10:30 a.m. - 12:00 p.m.	LaFayette (M)

The Explosion of Analytics in Health Care (Workshop)

This special panel workshop focuses on exploring techniques and software for data analytics in healthcare, data visualization, economic evaluation, and decision analysis. An overview of applications of heath economic concepts will be discussed. Decision analysis usage in cost benefit analysis and economic evaluation of health care will be considered. In addition, spatial patterns, geospatial analytics, data analysis and interpretation in the context of decision science will be demonstrated. Among others, the following topics will be open for discussion:

Teaching the Demand for Medical Care for Health Economic Students Using Board games and Grocery store: Applications towards Decision-making in the Affordable Care Act, Consumer Directed Health Plans, and Managed Care Organizations

Data Visualization and Geographic Information Systems: Spatial Patterns and Decision Making in Healthcare

Decision Analysis and Cost Benefit Analysis: Economic Evaluation Applications with Current Health Trends in Hepatitis C Virus

PPACA, Children with Pre-existing Conditions, and Hospital Reimbursement

S. Mantravadi, University of West Florida

10:30 a.m. - 12:00 p.m.	Petit Jean (CC)

Big Data and Special Topics (Workshop)

The Gordian Knot: A Policy Approach Addressing the Conflicting Goals of National Security and Privacy in the Big Data Era

Fish Out of Water: What Should Non-Technical End-Users Be Taught about Big Data?
Kent Faught and Bryan McKinney, Ouachita Baptist University

Undergraduate Student Perceptions of Work Ethic

Lauren Maxwell, Marsha Carson and Laci Lyons, University of Central Arkansas
This non-technical workshop explores a variety of topics and audience feedback is encouraged. Best practices will be discussed in this non-computer gathering.

10:30 a.m. - 12:00 p.m. Salon A (M)

SESSION A **Student Track-I**

***Session Chair*: Farhad Moeeni**, Arkansas State University

Insurance Fraud Detection: An Exploratory Data Mining Approach
Xiaoguang Tian, University of North Texas

An Investigation of Small Business Use of Social Media
Kevin Mendoza, Tarleton State University
Yi-Chia Wu, Tarleton State University
Delmer Nagy, Tarleton State University

IT Perspective: Can We Avoid the Hamster Wheel of Innovation?
Jimmy Ball, University of Mississippi

Value Adoption Model
Xiaotong Liu, University of North Texas

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March 10, 2017
(Friday)

10:30 a.m. - 12:00 p.m.	Salon B (M)

SESSION B **Student Track-II**

***Session Chair*: Geoffrey Hill**, University of Central Arkansas

Investigation of Trust, Perceive Safety. Perceived Ease of Use, Income, Gender and Race on Bottled Water Use
Anh Ta, University of North Texas

Exposed: Do Instagram Photos With Less Clothing Generate More Network Engagement?
Hillary Stark, University of North Texas
Abdulrahman Habib, University of North Texas
Duha Al Smadi, University of North Texas

Effective Outcomes in the Workplace: The Need for Collaboration Between Higher Education and Computer Information Systems (CIS)
Elizabeth Prejean, Northwestern State University
Farid Dalili, Northwestern State University

10:30 a.m. - 12:00 p.m.	Salon C (M)

SESSION C **Innovative Education-III**

***Session Chair*: Rickey Casey**, University of the Ozarks

Governmental Internships as a Source of Experiential Learning
Grace Y. Koong, The University of Texas Rio Grande Valley
Lai C. Liu, The University of Texas Rio Grande Valley
Ting T. Ying, Ningbo University of Technology
Kai S. Koong, Xidian University

Behavioral Intentions of Performance on Student Evaluation of Course Quality: An Application of the Theory of Planned Behavior
Marc Miller, Henderson State University
Melissa Furman, Augusta University
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Dealing with Conflicting Objectives in the Classroom (Phase 1)
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Graduate Programs in Analytics: A Content Analysis
Yuntao Zhang, Xidian University
Haoyu Wen, Xidian University
Kai Koong, Xidian University
Lai Liu, University of Texas Rio Grande Valley

March 10, 2017
(Friday)

10:30 a.m. - 12:00 p.m.	Manning (M)

SESSION D E-Commerce & Mobile

***Session Chair*: Md Ashiqur Rab**, Lamar University

Banner Advertisement Placement on Desktop Computers and Smartphones: The Influence of Platform and Location on Post Viewing Recognition
T. S. Amer, Northern Arizona University
Chris Johnson, Northern Arizona University
Todd Johnson, Northern Arizona University

A Review of Mobile Commerce Research: The Past, Present, and Future
Ferdi Eruysal, Texas A&M University Central Texas
Marco Villarreal, Texas A&M University Central Texas

Online vs. Physical Store Shopping: An Examination of Factors Influencing Thai Consumer's Buying Choices
Chuleeporn Changchit, Texas A&M University—Corpus Christi
Robert Cutshall, Texas A&M University—Corpus Christi
Ravi Lonkani, Chiang Mai University
Kamolnut Pholwan, Chiang Mai Rajabhat University
Ratthanan Pongwiritthon, Rajamangala University of Technology Lanna

10:30 a.m. - 12:00 p.m.	Hoffman (M)

SESSION E Student Track-III

***Session Chair*: Mary Fischer**, The University of Texas at Tyler

Cloud Computing Services Acceptance: The Effect of Security and Privacy
Duha Al Smadi, University of North Texas

A Study of Trust in Autonomous Taxi Using Initial Trust Model
Heng Xie, University of North Texas
Alsius David, University of North Texas
Md Rasel A. Mamun, University of North Texas
Xiaoguang Tian, University of North Texas

Investigating Trust in Information and Impression Management of Students on Facebook
Guruprasad Gadgil, University of North Texas

The Value In Implementing Electronic Health Records
Kandi Hughes, University of Central Arkansas

10:30 a.m. - 12:00 p.m.	White Oak (CC)

SESSION F **Student Track-IV**

***Session Chair*: Sameer Dutta**, McKendree University

Comparative Pattern Analysis of Performance Drivers of ICT Companies Using Neural Networks
Minji Kwon, Colorado State University-Pueblo

Data Automation: A Fun and Creative Application for STEM Awareness at the Arkansas Science Festival
Rohnak Habeeb, Arkansas State University

An Introduction to Clinical Decision Support Systems
Grace Barre, University of Central Arkansas

Does Corporate Social Responsibility Influence Consumer Mindset?
Ahasan Harun, University of North Texas

12:30 p.m. - 5:00 p.m.	Pinnacle (M)

Doctoral Consortium **by Invitation Only**
Light lunch provided and open to doctoral students only.

Make plans to join us in Albuquerque for our 2018 conference.
♦♦♦

45th Annual Conference
March 7 - 10, 2018
Hyatt Regency and Albuquerque Convention Center
Albuquerque, New Mexico

March 10, 2017
(Friday)

1:30 p.m. - 3:00 p.m.	Salon A (M)

SESSION A **Marketing-II**

***Session Chair*: Eugenie Ardoin**, University of Louisiana Monroe

Factors Influencing Profitability in Small Wineries in the Southern United States
Eugenie Ardoin, University of Louisiana Monroe
Laurie Babin, University of Louisiana Monroe
Cole Henry, University of Louisiana Monroe

Barriers to Use of Social Media for Crisis Management: A Risk Based Perspective
Louis Ngamassi, Prairie View A&M University
Thiagarajan Ramakrishnan, Prairie View A&M University
Shahedur Rahman, Prairie View A&M University

1:30 p.m. - 3:00 p.m.	Salon B (M)

SESSION B **Supply Chain, Logistics and UAVs - I**

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

A Comparison of American and Indian Transportation Systems
Krishan Rana Alabama A&M University

Buying Foreclosed Properties (REOs): An Entrepreneurial Approach
Krishan Rana, Alabama A&M University
Larry McDaniel, Alabama A&M University

Recent Developments in Unmanned Aerial Vehicles (UAVs)
Krishan Rana, Alabama A&M University
Sarat Proharaj, DMS Technologies, Inc.
Tusar Nanda, DMS Technologies, Inc.

Pharmaceutical Supply Chains: Issues and Challenges
Krishan Rana, Alabama A&M University
Larry McDaniel, Alabama A&M University

March 10, 2017
(Friday)

1:30 p.m. - 3:00 p.m.	Salon C (M)

SESSION C **Management and Org Behavior-III**

***Session Chair*: Joe T. Felan**, University of Arkansas at Little Rock

Competitive Opportunity Index for SMEs by State: What Factors Should be Included?
Joe T. Felan, University of Arkansas at Little Rock
Joe Bell, University of Arkansas at Little Rock
Naeem Bajwa, University of Arkansas at Little Rock
Montserrat Beristain, University of Arkansas at Little Rock

The Effect of Body Cameras on Police and Public Interactions: An Application of the Reasoned Action Approach
Logan Jones, Missouri Western State University
Phillip Frank, Missouri Western State University

Teaching Strategic Management and Marketing Online: Synchronous versus Asynchronous Delivery
Michael Meeks, Louisiana State University Shreveport
Mohamad Durrat, Louisiana State University Shreveport

Predictors of Entrepreneurial Intentions versus Social Entrepreneurial Intentions
Kenneth Kungu, Louisiana State University Shreveport
John Osiri, University of Nebraska Lincoln
Michael Meeks, Louisiana State University Shreveport

1:30 p.m. - 3:00 p.m. Manning (M)

SESSION D Supply Chain, Logistics and UAVs - II

***Session Chair*: Doug Voss**, University of Central Arkansas

Assessing the Causes of Driver Turnover in the Flatbed Motor Carrier Industry
Ashley Wygal, Transcore
Doug Voss, University of Central Arkansas

Using Stratification Data Envelopment Analysis for the Multi-Objective Facility Location-Allocation Problems
Jae-Dong Hong, South Carolina State University
Ki-Young Jeong, University of Houston-Clear Lake

3-D Printing and Its Disruption of Traditional Processes
Shane Reynaud, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

RFID in the Retail Supply Chain
Leo O'Bannion, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

March 10, 2017
(Friday)

1:30 p.m. - 3:00 p.m.	Hoffman (M)

SESSION E **Social Media & Social Networking - II**

***Session Chair*: Susan Myers**, University of Central Arkansas

Speculations on the Effects of Ambiguous Regulatory Change, Social-Media, and Government-Subsidized Competition, in a Competitive, Reputation-Dependent Market
Doug Dyer, Texas A&M University - Central Texas

A Statistical Process Control Method for Monitoring Social Network Using Generalized Likelihood Ratio Test
Rassoul Noorossana, Iran University of Science and Technology
Ebrahim Farahani, Tarbiate Modares University
Ghazaleh Rahimian, Iran University of Science and Technology
Mohamad Reza Nayebpour, University of Houston-Downtown

Super Bowl Quarterbacks and Twitter Conversations: Does it Matter if You're Black or White?
Susan Myers, University of Central Arkansas

How Utilitarian and Hedonic Attributes Affect Electronic Word of Mouth?
Jie Feng, SUNY-Oneonta

3:00 p.m. - 3:30 p.m.	Governor's Hall 1 (SHCC)

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.*

March 10, 2017
(Friday)

3:30 p.m. - 5:00 p.m.	Salon A (M)

SESSION A **Operations Management-II**

***Session Chair*: Farhad Moeeni**, Arkansas State University

Paving the Way
Carla Brockman, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Adaptive Bank Production Modeling and Setting Actionable Performance Outcomes: DEA-NN Approach
He-Boong Kwon, Colorado State University-Pueblo
Changkyon Kim, Vavrinek, Trine, Day and Co., LLP

Modeling Impatience: Relevancy of the Decision Under Uncertainty Theories
Farhad Moeeni, Arkansas State University
Karen Yanowitz, Arkansas State University
John Seydel, Arkansas State University

Insights Into Behavior of the Newsvendor Problem with Compound Poisson Demand
Ahasan Harun, University of North Texas

Workplace Safety Events and Firm Performance
Qazi S. Kabir, State University of New York at Oneonta
Kevin Watson, Louisiana Tech University
Theekshana Somaratna, Somaratna Consultants Ltd, Sri Lanka

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◆

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March 10, 2017
(Friday)

3:30 p.m. - 5:00 p.m.	Salon B (M)

SESSION B **Management Information Systems-II**

***Session Chair*: Sameer Dutta**, McKendree University

A Case for Systems Testing: The Healthcare.gov Rollout and Rescue
Bruce Herniter, Louisiana Tech University
Rhonda Syler, University of Arkansas

Interaction Between Information Technology and Organizational Studies Fields in Describing the Outcome of Technological Innovations
Sameer Dutta, McKendree University
Olu Omolayole, Grambling State University

Evaluating the Effects of CCTV Cameras on Crime Distribution in Baltimore City
Brooks Pearson, University of Central Arkansas
Brian Ways, University of Central Arkansas

Sensory Requirements of the Millennial Generation of IS/IT Users
Daniel Peak, University of North Texas

3:30 p.m. - 5:00 p.m.	Salon C (M)

SESSION C **Quantitative Methods**

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

Validating the Effectiveness of Control Charts to Signal Forecasting Methodology Switching With Industrial Data
Matt Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

Exploring a Cost Effective Approach to Periodic Inspections in Quality Control
Anh Ta, University of North Texas
Robert Pavur, University of North Texas

Simulation Experiments to Determine Fitness Function Parameters and Effect of Classifier Complexity in Genetic Algorithm Ensemble
Karen Cavazos Flores, The University of Texas Rio Grande Valley
Valeria Obregon De Leon, The University of Texas Rio Grande Valley
Dong-Yop Oh, The University of Texas Rio Grande Valley

Stock Market Forecasting Using Neural Networks
Lakshmi Annabathuni, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

March 10, 2017
(Friday)

3:30 p.m. - 5:00 p.m.	Manning (M)

SESSION D **Innovative Education - III**

***Session Chair*: Marc Miller**, Henderson State University

Behavioral Intentions of Performance on Student Evaluation of Course Quality: An Application of the Theory of Planned Behavior
Marc Miller, Henderson State University
Melissa Furman, Augusta University
Lonnie Jackson, Henderson State University

Governmental Internships as a Source of Experiential Learning
Grace Y. Koong, The University of Texas Rio Grande Valley
Lai C. Liu, The University of Texas Rio Grande Valley
Ting T. Ying, National University of Taiwan
Kai S. Koong, Xidian University

Dealing with Conflicting Objectives in the Classroom (Phase 1)
John Seydel, Arkansas State University
Qianqian Yu, Arkansas State University

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Yuntao Zhang, Xidian University
Haoyu Wen, Xidian University
Kai S. Koong, Xidian University
Lai C. Liu, The University of Texas Rio Grande Valley

3:30 p.m. - 5:00 p.m. Hoffman (M)

SESSION E Sustainability and Triple Bottom Line

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

A Comparative Analysis of U.S. and Hong Kong Students' Extrinsic Motivation for Green Computing
Queen Booker, Minnesota State University, Mankato
Carl Rebman, University of San Diego
Fred Kitchens, Ball State University

Environmentally Friendly Products Purchasing Decisions: An Application of Eggel-Kollat-Blackwell
Lu Xu, University of North Texas
Victor Prybutok, University of North Texas

Zika, Ebola, Influenza and the Triple Bottom Line
Ben Rowley, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

Should Companies Set Their Sights Higher Than The Bottom Line?
Jordan Burgess, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas

3:30 p.m. - 5:00 p.m. LaFayette (M)

SESSION F Supply Chain, Logistics and UAVs - III

***Session Chair*: Seock-Jin Hong**, University of North Texas

How Six Sigma Improves the Supply Chain Management Performance of a Logistics Company
Seock-Jin Hong, University of North Texas
Choong-Woo Leem, VP, Hansol CSN Co. Ltd.

Applications of Concepts from Maturity to Processes within PMBOK Leading to Improvements in Product Quality, and Reductions in Project Duration and Cost
James R. Burns, Texas Tech University
Pinyarat Sirisomboonsuk, University of Massachusetts Dartmouth
Balaji Janamanchi, Texas A&M International University

Understanding the Adoption of Crowdsourcing in Chronic Disease Management
Md Ashiqur Rab, Lamar University
Purnendu Mandal, Lamar University

An Evaluation of Motivation in the Manufacturing, Service and Retail Sectors in the United States and Latin America Utilizing the Hackman and Oldham Model and the Possible Impact of Culture on the Results
Rickey Casey, University of the Ozarks
Jay Robbins, Ouachita Baptist University