

DECISION SCIENCES INSTITUTE SOUTHWEST REGION

2001-2002 OFFICERS

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Economics & Finance:	Hadley Leavell , San Houston State University
DSS, Intelligent Systems & Knowledge Management:	Mohan Rao , University of Texas - Pan American
Innovative Education :	Jennifer Kreie , New Mexico State University
Internet & E-Commerce:	R. Wayne Headrick , New Mexico State University
MIS: Microcomputer Issues	Tommie Singleton , University of North Alabama
MIS: Managerial	Lynn R. Heinrichs , Western Carolina University
Management:	Suzanne Hardebeck , University of Texas at Brownsville
Marketing:	Binshan Lin , Louisiana State University - Shreveport
Production and Operations Management:	Patrick Jaska. , University of Mary Hardin -Baylor
Public/Non Profit Administration:	Saleha Khumawala , University of Houston
Statistics & Quality Issues:	Farhad Moeeni , Arkansas State University
Student Track:	John Seydel , Arkansas State University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

March 7, 2002

7:00 a.m. – 8:00 a.m. (Thursday)

**SOUTHWEST DECISION SCIENCE INSTITUTE, OFFICERS AND DIRECTORS MEETING
CONTINENTAL BREAKFAST**

Presiding: **Balasundram Maniam**, Sam Houston State University

8:30 a.m. – 10:00 a.m. (Thursday)

SESSION A: INNOVATIVE EDUCATION IN BUSINESS SCHOOLS

Chairperson: **Kerry Alt**, New Mexico State University

Discussants: **Jane Carey**, Arizona State University - West
Fred Kitchens, Ball State University
Kerry Alt, New Mexico State University

Iota Delta Innovative Education Paper Award

“Web-Based Instruction and the Big Picture: A Case Study”

Victor E. Sower, Sam Houston State University

Should the K-12 Education Model be Applied to Higher Education?
William E. Pinney, Alcorn State University

Getting Girls Interested in IT: A Pilot Summer Camp Program
Lynn R. Heinrichs, Western Carolina University

8:30 a.m. – 10:00 a.m. (Thursday)

SESSION B: MIS AND THE WORKPLACE

Chairperson: **Herb Rebhun**, University of Houston - Downtown

Discussants: **Vivek Shah**, Southwest Texas State University
Gary A. Williams, Western Carolina University
Paulette Alexander, University of North Alabama

The Role of Information Technology in Managing Diversity in Global Business
Khaled Alshare, Emporia State University
Semere Haile, Grambling State University

The Changing Skills and Knowledge Requirements in IS Professionals: Perceptions of IS Professionals and Managers
Ruth A. Miller, University of Louisiana at Monroe

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Human Nature, Empowerment, Privacy, and Paradigms in Information Technology Studies
Carolyn Wilson Green, Texas A & M University - Kingsville
Mary Jane Saxton, Texas A & M University - Kingsville

8:30 a.m. – 10:00 a.m. (Thursday)

SESSION C: INNOVATION AND MARKETING STRATEGY

Chairperson: **Charlotte Jones**, Louisiana State University - Shreveport

Discussants: **Sean B. Eom**, Southeast Missouri State University
John Cox, Ouachita Baptist University
Kuo-Lane Chen, University of Southern Mississippi

Demand Forecasting for Discontinuous Innovations: A Critical Review
Binshan Lin, Louisiana State University – Shreveport
Karen James, Louisiana State University - Shreveport

Using the Right Creative Message Strategy to Market A Collegiate Football Program
Kenneth E. Clow, University of North Carolina at Pembroke
Timothy R. Clow, University of North Carolina at Pembroke
Donald Baack, Pittsburg State University

The Impacts of Market Orientation, Learning Orientation, and Innovation on Organizational Performance
Wann Yih Wu, National Cheng-Kung University
Chin Ho Lin, National Cheng-Kung University
Hsin Ju Tsai, National Cheng-Kung University

10:00 a.m. – 10:15 a.m. (Thursday)

FBD COFFEE BREAK

10:30 a.m. – 12:00 p.m. (Thursday)

SESSION A: STOCK MARKET – INTEREST RATES

Chairperson: **Donald J. Brown**, Sam Houston State University

Discussants: **Muhammad Mustafa**, South Carolina State University
Donald J. Brown, Sam Houston State University
Matiur Rahman, McNeese State University

Capital Gains Tax Differentials and Their Affect on the Relative Value of High Dividend and Low Dividend Stock
Donald J. Brown, Sam Houston, State University

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Do Wealth Creation Through Stock Market and Consumer Sentiments Influence US Consumption Expenditures?

Matiur Rahman, McNeese State University

Muhammad Mustafa, South Carolina State University

Does Short-Term Interest Rate Affect Major Components of Consumer Spending and Private Investments?

Muhammad Mustafa, South Carolina State University

Lucy J. Reuben, South Carolina State University

Matiur Rahman, McNeese State University

10:30 a.m. – 12:00 p.m. (Thursday)

SESSION B: MIS ISSUES

Chairperson: **Lynn R. Heinrichs**, Western Carolina University

Discussants: **Mysore Ramaswamy**, Southern University
Carl Rebman, The University of San Diego
Jacques Verville, Texas A & M International University
Les Rydl, University of Texas, Pan American

A Study of the Importance of Team Composition and Group Role Definition in the ERP Acquisition Process

Jacques Verville, Texas A & M International University

First-Movers and Information Technology Sustained Competitive Advantages: Rethinking Old Ideas

Kathleen Mykytyn, Carbondale, IL

Peter P. Mykytyn, Jr., Southern Illinois University

Information Privacy on the Internet: Regulation vs. Technological Solutions

Paulette Alexander, University of Alabama

Web-based Tourism: A Kansas B N' B Snapshot

William L. Smith, Emporia State University

10:30 a.m. – 12:00 p.m. (Thursday)

SESSION C: STRATEGIC ISSUES IN OPERATIONS MANAGEMENT

Chairperson: **Patrick Jaska**, University of Mary Hardin-Baylor

Discussants: **Farhad Moeeni**, Arkansas State University
William E. Pinney, Alcorn State University
Patrick Jaska, University of Mary Hardin-Baylor

Identifying Critical Factors and Redesigning the Value Chain

Joyce M. Hoffman, Stephen F. Austin State University

Joseph G. Ormsby, Stephen F. Austin State University

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Using the Process from National and International Quality Awards to Build Quality Strategy Content

Gary L. Stading, University of Houston – Downtown

Robert J. Vokurka, Texas A & M University – Corpus Christi

Classification of Inventory in the New Business Environment

Amir M. Hormozi, Texas A & M University – Corpus Christi

1:30 p.m. – 3:00 p.m. (Thursday)

SESSION A: SELLING ON THE INTERNET

Chairperson: **Jane Carey**, Arizona State University

Discussants: **Santosh Venkatraman**, University of Arkansas – Little Rock
Jim Nelson, New Mexico State University
Marcos Sivitanides, Southwest Texas State University

Interface Issues in E-Commerce Facilitated Supply Chain Management

Mysore Ramaswamy, Southern University

From English to Multilingual on the Internet

Penny Padunchwit, Southwest Texas State University

Garry White, Southwest Texas State University

A Study of the Perceptions of Internet Sellers on Internet Encryption and Payment Methods

Karen Saevarsdottir, Lamar University

Huei Lee, Eastern Michigan University

Kuo Lane Chen, University of Southern Mississippi

1:30 p.m. – 3:00 p.m. (Thursday)

SESSION B: NONPROFIT ORGANIZATION

Chairperson: **Saleha Khumawala**, University of Houston

Discussants: **Mary Fischer**, The University of Texas at Tyler
David Ambrose, University of Nebraska

False Incarnations: Factors and Considerations in Damage Computations

David M. Ambrose, University of Nebraska at Omaha

John R. Anstey, University of Nebraska at Omaha

Performance Scale Analysis

Corbett Gauldin, The University of Texas of Permian Basin

Mary Fischer, The University of Texas at Tyler

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1:30 p.m. – 3:00 p.m. (Thursday)

SESSION C: SCHEDULING, LOCATION AND RISK MODELING

Chairperson: **Joyce Hoffman**, Stephen F. Austin State University

Discussants: **Joe Felan**, Baylor University
Patrick Jaska, University of Mary Hardin-Baylor
Joyce Hoffman, Stephen F. Austin State University

Part-Time Staff Scheduling: An Efficient Multi-Objective Optimization Model

Farhad Moeeni, Arkansas State University
Stephen Replogie, Arkansas State University

Managing Operational Risk

Carter Franklin, Our Lady of the Lake University

Spreadsheet Approach to Facility Location Decisions for a Multinational Corporation

Khurrum S. Bhutta, Nichols State University

3:00 p.m. – 3:15 p.m. (Thursday)

FBD COFFEE BREAK

3:15 p.m. – 4:45 p.m. (Thursday)

SESSION A: ACCOUNTING

Chairperson: **Edward R. Walker**, McNeese State University

Discussants: **Cheryl Prachyl**, The University of Texas at Tyler
Wilda Meixner, Southwest Texas State University
Edward R. Walker, McNeese State University

An Overview of Antenuptial Agreements: Legal and Accounting Considerations

Mohamed E. Bayou, University of Michigan – Dearborn
Alan Reinstein, Wayne State University
Laurel Stuart-Fink, West Bloomfield, MI

Multimedia Presentation of Accounting Information: A Dual Coding Approach

Cheryl L. Prachyl, The University of Texas at Tyler
Peter P. Mykytyn Jr., Southern Illinois University

Professional Accounting in the 21st Century

Sid Glandon, The University of Texas at El Paso
MaryJo Billot, Eastern New Mexico University

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3:15 p.m. – 4:45 p.m. (Thursday)

SESSION B: STATISTICAL MODELS AND APPLICATIONS

Chairperson: **Gary Kelly**, West Texas A & M University

Discussants: **Gary Kelly**, West Texas A & M University
Ken Black, University of Houston – Clear Lake
Robert Pavur, University of North Texas

Perception and Development of TQM in Small Manufacturers: An Exploratory Study in China
Choong Y. Lee, Pittsburg State University

Airline Safety: How Predictable are Accidents and Fatalities
Pamela Rogers, University of North Texas
David Mitchell, University of Houston - Downtown
Robert Pavur, University of North Texas

Statistical Modeling with Excel
Frank G. Landram, West Texas A & M University

3:15 p.m. – 4:45 p.m. (Thursday)

SESSION C: DECISION SUPPORT APPLICATIONS

Session Chair: **Richard G. Mathieu**, Saint Louis University

Discussant: **Khurram Bhutta**, Nichols State University
Milam Aiken, The University of Mississippi
Richard G. Mathieu, Saint Louis University
Richard S. Segall, Arkansas State University

A Comparison of Four Forecasting Techniques Used in Stock Selection
Milam Aiken, The University of Mississippi
Carl Rebman, The University of San Diego

Data Mining: Applications in Business
Khurram S. Bhutta, Nichols State University

Some Applications for Data Mining of Data Warehouses
Richard S. Segall, Arkansas State University

Open Source Software Development – A Quantitative Look at the Mozilla Project
Christopher I. Huntley, Fairfield University
Richard G. Mathieu, Saint Louis University

**DECISION SCIENCES INSTITUTE
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5:00 p.m. – 6:00 p.m. (Thursday)

BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE

Chair: **Balasundram Maniam**, Sam Houston State University

Prentice Hall Outstanding Educator Award
Robert Pavur, University of North Texas

March 8, 2001

8:30 a.m. – 10:00 a.m. (Friday)

SESSION A: E-BUSINESS: FINANCIAL AND MANAGERIAL ISSUES

Chairperson: **Santosh Venkatraman**, University of Arkansas – Little Rock

Discussants: **Kerry Alt**, New Mexico State University
Jane Carey, Arizona State University – West
Marcos Sivitanides, Southwest Texas State University

The Impact of Being An Internet-Dependent Firm on the Financial Structure

Aurore J. Kamssu, Tennessee State University
Brian J. Reithel, The University of Mississippi

Knowledge Management, E-Business, and Competitive Environment: A Case Study

Wei-Ru Chen, Gonzaga University
Jason C. H. Chen, Gonzaga University
P. Pete Chong, University of Houston - Downtown

Factors Influencing Control Changes After E-Commerce Implementation

TerryAnn Glandon, The University of Texas at El Paso

8:30 a.m. – 10:00 a.m. (Friday)

SESSION B: MANAGEMENT MODELS AND OTHER ISSUES

Chairperson: **Suzanne Hardeback**, The University of Texas Brownsville

Discussants: **Shawn Carrakers**, Texas A & M University – Commerce
Jane LaMaster, The University of Texas, Pan American
Melissa Castillo, The University of Texas, Pan American

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A Model for Strategic Enrollment Management in a Regional University

Stephen E. Lunce, Texas A & M International University

Barbara D. B. Lunce, Texas A & M International University

Balasundrum Maniam, Sam Houston State University

An Estimation and Forecast of the Demand for Education: The Case of the Instituto Tecnológico Y De Estudios Superiores De Monterrey (ITESM) System

Raymundo Rodriguez, ITESM

Jose Salazar, ITESM

Antonio Rodriguez, Texas A & M International University

The Job Commitment Model as a Vehicle for Organizational Change

Steve Lovett, The University of Texas at Brownsville

8:30 a.m. – 10:00 a.m. (Friday)

SESSION C: ISSUES IN STATISTICAL APPLICATIONS

Chairperson: **Ken Black**, University of Houston – Clear Lake

Discussants: **Gary Kelly**, West Texas A & M University
Patrick Jaska, University of Mary Hardin-Baylor

Tests of Stability of Parameters in Multiple Linear Regression Models: An Updated Survey and Extension

Arun J. Prakash, Florida International University

Chun-Hao Chang, Florida International University

Michael Smyser, Southern University

Survey of Specification and Non-specification Error Tests in Multiple Linear Regression Models

Arun J. Prakash, Florida International

10:00 a.m. – 10:15 a.m. (Friday)

FBD COFFEE BREAK

10:30 a.m. – 12:00 p.m. (Friday)

SESSION A: MARKETING STUDIES

Chairperson: **Wann-Yih Wu**, National Cheng-Kung University, Taiwan

Discussants: **John Vassar**, Louisiana State University – Shreveport
P. Pete Chong, University of Houston - Downtown
Cynthia C. Barnes, Lamar University

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The Marketing of Online Brokerage Services: Exploring Realities Impacting Marketing Strategy

Christy Van Fossen, Pittsburg State University

John I. Beisel, Pittsburg State University

Operationalizing the Service Quality Construct: The Case of the Lodging Industry

Festus Olorunniwo, Tennessee State University

Maxwell K. Hsu, Tennessee State University

Godwin Udo, The University of Texas at El Paso

Design-Build: Marketing Issues Surrounding This Emerging National Construction Delivery Model

Jere Hatcher, Louisiana State University – Shreveport .

10:30 a.m. – 12:00 p.m. (Friday)

SESSION B: NATIONAL/INTERNATIONAL TOPICS

Chairperson: **Balasundram Maniam**, Sam Houston State University

Discussants: **Antonio Rodriquez**, Texas A & M University International
Donald J. Brown, Sam Houston State University

The Pension Funds and Social Security System in Chile

Balasundram Maniam, Sam Houston State University

Stephen E. Lunce, Texas A & M International University

The Income Distribution Effect of National Resource Dependence in An Economy: The U.S. Relative to Louisiana

Michael D. Brendler, Louisiana State University - Shreveport

10:30 a.m. – 12:00 p.m. (Friday)

SESSION C: VISUAL MODELING USING UML

Session Moderator:: **R. Wayne Headrick**, New Mexico State University

Panelists: **Amjad Abdullat**, West Texas A & M University
Frank G. Landram, West Texas A & M University

This session discusses how visual modeling plays an essential role in teaching a course in Object-Oriented Analysis and Design (OOAD). Among topics to be discussed will be the many advantages of visual modeling as an opportunity to expose students to software development environment. Rational Rose 2000 will be used as a means to illustrate and introduces students to software development using the Unified Modeling Language (UML). The software helps illustrate important concepts of OOAD and give students hands-on experience with a popular UML case tool.

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1:30 p.m. – 3:00 p.m. (Friday)

SESSION A: CLUSTER COMPUTING AS A HANDS-ON CLASSROOM PROJECT IN NETWORKING

Panelists: **Fred Kitchens**, Ball State University
Sushil Sharma, Ball State University

Cluster Computing is quickly emerging as an economical, scalable alternative to traditional supercomputers; bringing the cost of supercomputing capabilities into the affordable range of mid-sized corporations and institutions. Designed as a network of individual computers, the clustered computers work together as a single integrated computing resource. As the technology professionals of the future, today's students will benefit from the study of cluster computing. By augmenting a traditional networking course, or by developing an elective course, students may gain hands-on experience in cluster computing while learning the traditional fundamentals delivered in a networking course such as; operating systems, hardware, network architecture, infrastructure, benchmarking, and administration. This may often be achieved at minimal or even no cost to the institution.

This workshop will include a demonstration of a cluster-computer similar to one currently under development by students as part of a class project. Resource requirements, sources of equipment, a sample curriculum, and a question and answer session including both student and faculty perspectives will be presented.

1:30 p.m. – 3:00 p.m. (Friday)

SESSION B: MIS TOPICS

Chairperson: **Jack Russell**, Northwestern State University of Louisiana

Customer Relationship Management – Not Just a Fad
Santosh S. Venkatraman, University of Arkansas – Little Rock

Re-engineering the Systems Analysis and Design Course: Some Critical Success Factors
Jack Russell, Northwestern State University of Louisiana

New Graphical Techniques in Managing Projects
Vance Etnyre, University of Houston – Clear Lake

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1:30 p.m. – 3:00 p.m. (Friday)

SESSION C: MEET THE EDITOR: DECISION SCIENCES JOURNAL OF INNOVATIVE EDUCATION

Barbara Flynn, editor of the new DSI journal, Decision Sciences Journal of Innovative Education, will present information about the journal for potential authors. This journal is dedicated to the publication of significant research relevant to teaching and learning issues in the decision sciences. It will publish empirical, case and conceptual research articles related to teaching and learning issues, as well as teaching briefs, which describe teaching innovations. The first issue is scheduled for publication in 2003, and articles are currently being reviewed. The session will include an overview of the journal and its submission and review process, along with ample time for questions and answers.

3:00 p.m. – 3:15 p.m. (Friday)

FBD COFFEE BREAK

3:15 p.m. – 4:45 p.m. (Friday)

SESSION A: ECONOMICS – MIXED TOPICS

Chairperson: **Hadley Leavell**, Sam Houston State University

Discussants: **Thomas H. Payne**, University of Tennessee at Martin
Fred L. Kitchens, Ball State University
Sontachai Suwanakul, Alabama State University
Hassan A. Said, Albany State University

McGraw-Hill/Irwin Distinguished Paper Award

"An Application of Neural Networks to Insurance Underwriting"

Fred I. Kitchens, Ball State University
Queen Ester Booker, University of Arizona
Carl M. Rebman, Jr., University of San Diego

The Determinants of the Firm Production Location Under Monopsony Power
Sontachai Suwanakul, Alabama State University

Liquidity Constraints and Asset Allocation: A Model for the Financial Firm
Hassan A. Said, Albany State University

High Performance Banks and Small Business Lending Decisions
Thomas H. Payne, University of Tennessee at Martin
Peter DeVries, University of Houston – Downtown
James Philpot, Ouachita Baptist University

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3:15 p.m. – 4:45 p.m. (Friday)

**SESSION B: NEW CONSTRUCTION: TECHNOLOGY AND FACILITIES
PLANNING FOR IS PROGRAMS**

Moderator: **Gary A. Williams**, Western Carolina University

Panelist: To be named

When new construction or renovation takes place on campus, information systems programs often have an opportunity to rethink their technological and building infrastructure. Planning a new facility is an exciting, but overwhelming job. Many issues must be addressed. This session will bring together the experiences of several institutions that have recently planned or completed a construction project. Audience participation is welcome.