

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

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**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**TRACK CHAIRS**

<b>Accounting:</b>	<b>Roderick B. Posey</b> , University of Southern Mississippi
<b>Economics &amp; Finance:</b>	<b>Jennings B. Marshall</b> , Samford University
<b>ECommerce/M-Commerce:</b>	<b>P. Pete Chong</b> , University of Houston – Downtown
<b>DSS/ES/KM:</b>	<b>Joseph Wen</b> , Illinois State University
<b>Global Business:</b>	<b>Peter DeVries</b> , University of Houston – Downtown
<b>Health Care:</b>	<b>David Duhon</b> , University of Southern Mississippi
<b>Innovative Education:</b>	<b>Michael L. Menefee</b> , Purdue University
<b>Information Security, Privacy:</b>	<b>Dale Lansford</b> , High Point University
<b>Management Information Systems:</b>	<b>Mohan Rao</b> , University of Texas - Pan American
<b>Management:</b>	<b>Bonnie F. Daily</b> , New Mexico State University
<b>Marketing:</b>	<b>Anita Williams</b> , Henderson State University
<b>Operations &amp; Supply Chain Management:</b>	<b>Charlotte Jones</b> , Louisiana State University - Shreveport
<b>eGovernment/NonProfit Administration:</b>	<b>Richard Alan McMahon, Sr.</b> , University of Houston Downtown
<b>Quantitative Methods &amp; Quality:</b>	<b>Robert Pavur</b> , University of North Texas
<b>Student Track:</b>	<b>Joe T. Felan</b> , University of Arkansas-Little Rock
<b>Proceedings Editor:</b>	<b>Kai S. Koong</b> , University of Texas - Pan American

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**2005 Special Events**

- ◆ SWDSI 2005 has 95 paper presentations sessions on Thursday, March 3, 2005 and Friday, March 4, 2005
- ◆ A special session “Structural Equation Modeling” – 8:30 – 10:00 p.m., Thursday, March 3, 2005
- ◆ A special panel “The Value of Project Management Professional (Pmp) Certification For It Professionals” – 10:30 – Noon, Thursday, March 3, 2005
- ◆ **SWDSI 2005 Business Meeting**, Noon – 1:00 p.m., Thursday, March 3, 2005
- ◆ A special panel “Implementing Curricular Changes to Adapt to New AACSB Management Science Criteria” – 3:30 – 5:00 p.m., Thursday, March 3, 2005
- ◆ A special panel “Putting Decision Sciences Courses On-Line: A Digital Roller Coaster” – 5:00 – 6:00 p.m., Thursday, March 3, 2005

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



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

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2005  
(Thursday)

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7:00 a.m. – 8:00 a.m. **Breakfast Meeting**

Mareno B

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MEETING: **Southwest Decision Sciences Institute, Officers and Directors Meeting  
Continental Breakfast**

Presiding: **Binshan Lin**, Louisiana State University – Shreveport

**CONGRATULATIONS!!**

**Recipient of the 2005 McGraw-Hill Distinguished Paper Award**

*Gender-Specific Websites: How Do Female Visitors Respond?*

**EUGENIA HUANG, NATIONAL CHENGCHI UNIVERSITY, TAIWAN**

**CHENG-WEI HUANG, NATIONAL CHENGCHI UNIVERSITY, TAIWAN**

**Presented Friday, March 4, 2005 at 8:30 a.m.**

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8:30 a.m. – 10:00 a.m.

Baker

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**SESSION A Accounting - I**

Session Chair: **Roderick B. Posey**, University Of Southern Mississippi

*Careers in accounting: perceptions of the next generation of business professionals.*

**Ronald P.Guidry**, University of LA at Monroe.

**Michelle McEacharn**, University of LA at Monroe.

**Ronald L.Berry**, University of LA at Monroe.

*Analysis of the business-type funds of Mississippi counties*

**Roderick B.Posey**, University Of Southern Mississippi.

*Trends of increasing earnings: an examination of the earnings response coefficients.*

**Yan Bao**, Frostburg State University.

**Chuo - Hsuan Lee**, Louisiana State University in Shreveport.

**Chris Luchs**, Marshall University.

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2005  
(Thursday)

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8:30 a.m. – 10:00 a.m.

Winsor

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**SESSION B**                      **Economics/Finance - I**

Session Chair: **Michael D. Brendler**, Louisiana State University - Shreveport

*An empirical analysis of VaR forecasting techniques for MENA countries.*

**Ohannes George Paskelian**, University Of New Orleans.

**M. Kabir Hassan**, University Of New Orleans.

*Stock, Foreign Exchange, Gold and Oil markets dynamics: Evidence from daily data of China, India and Japan.*

**Banamber Mishra**, McNeese State University.

**Matiur Rahman**, McNeese State University.

*Foreign direct investment in Latin America and the Caribbean.*

**Ariel Carmona**, Sam Houston State University.

**Balasundram Maniam**, Sam Houston State University.

**Stephen E. Lunce**, Midwestern State University.

*The calculation of the gains from the combination of a currency swap and an interest - Rate Swap.*

**Chengho Hsieh**, Louisiana State University in Shreveport.

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8:30 a.m. – 10:00 a.m.

Cockrell

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**SESSION C**                      **Special Session**

**TOPIC: Structural Equation Modeling**

This special session offers an overview of structural equation modeling (SEM). The topics include:

1. Characteristics of SEM
2. Latent variables
3. Measurement models
4. Structural models
5. Interpretation and importance of theory

**Special Session Chair:**

**James W. Bishop**, New Mexico State University.

**Audience Participation**

Question and answer time.

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2005  
(Thursday)

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8:30 a.m. – 10:00 a.m.

Sanger B

**SESSION D**

**DSS/ES/KM - I**

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

*Data mining of micro array databases for the analysis of environmental factors on plants using cluster analysis and predictive regression.*

**Richard S. Segall**, Arkansas State University.

*An investment decision support system (IDSS) for identifying positive , neutral and negative investment opportunity ranges with risk control in stock markets.*

**Wanli Chen**, University of Technology, Sydney.

*Turning knowledge management strategy into corporate growth.*

**Jie Yang**, University Of Southern Mississippi – Gulf Coast.

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

Marsalis A

**FBD Coffee Break Sponsored by:** *Kennesaw State University*  
*Michael J. Coles College of Business*

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**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 3, 2005  
(Thursday)**

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10:30 a.m. - Noon

Baker

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**SESSION A**

**Panel – I**

**TOPIC: The Value Of Project Management Professional (PMP) Certification For It Professionals**

The objective of the panel discussion is to explore the value of the Project Management Professional (PMP) certification for IT professionals. Certifications of all types are extensively sought by individuals working in the Information Technology field. Potential employers expect them as confirmation of appropriate levels of expertise. While professionally practiced project management has been an integral part of industries like construction and in product development for decades, its importance in IT is relatively recently recognized. In 1995, a landmark study attempting to document increasing reports of massive IT project failures was published by the Standish Group. The CHAOS study found that based on success being defined as meeting schedule and budget targets, the IT project success rate was 16.2 percent! In addition, over 31 percent of IT projects were cancelled before completion and 52.7 percent of projects were projected to cost 189 percent of their original budgets. With approximately \$250 billion per year being invested in these projects, the study was a shocking eye-opener for the IT industry. The need for better management of IT projects was obvious and noted by the authors.

Panel Chair: **Charles Johnston**, Midwestern State University

**Panel Members:** **John C. Baley**, PMP, Alliance Data Systems, President of Dallas, Texas Chapter Project Management Institute (PMI)

**Jennifer Fortner**, GE Healthcare Information Technologies, VP Communications, Dallas, TX Chapter Project Management Institute (PMI)

**David Wierschem**, Midwestern State University

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10:30 a.m. - Noon

Winsor

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**SESSION B**

**Innovative Education - I**

Session Chair: **Jennifer Kreie**, New Mexico State University

*The uses of an online-based enterprise resource planning (ERP) system to teach supply Chain management.*

**Huei Lee**, Eastern Michigan University.

**Kuo Lane Chen**, University of Southern Mississippi.

*The prospect of prescriptive education driven by student genetic information.*

**David A. Parmenter**, West Texas A&M University.

*Making business world consulting experiences a reality for undergraduate education.*

**Rodney Vandever**, Purdue University.

**Michael L. Menefee**, Purdue University.

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2005  
(Thursday)

CONGRATULATIONS!!

ALPHA IOTA DELTA INNOVATIVE EDUCATION PAPER AWARD

*Making business world consulting experiences a reality for undergraduate education*

**RODNEY VANDEVEER**, PURDUE UNIVERSITY

**MICHAEL L. MENEFEE**, PURDUE UNIVERSITY

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10:30 a.m. - Noon

Cockrell

**SESSION C**

**Management Information Systems – I**

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

*A decade of SWDSI participation (1992 – 2005)*

**Lynn R. Heinrichs**, Elon University

*Information System Programs: Academic Myopia?*

**Vivek Shah**, Texas State University.

**Roy Martin**, Texas State University.

**Mayur Mehta**, Texas State University.

*Dispelling 10 Common Disaster Recovery Myths*

**BRETT J. L. LANDRY**, UNIVERSITY OF NEW ORLEANS

**M. Scott Koger**, University of New Orleans

**Sanjana Landry**, Hibernia National Bank

*A picture is more than a thousand words to remember: Effect of presentation on Recall.*

**Anil Singh**, University of Texas, Arlington.

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 3, 2005  
(Thursday)**

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10:30 a.m. - Noon

Sanger B

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**SESSION D                      Management – I**

Session Chair: **Dalton E. Brannen**, Augusta State University

*Choosing an entrepreneurial development system: the concept and the challenges.*

**William L. Smith**, Emporia State University.

*An exploratory analysis of competencies and challenges for SMEs in the demand chain.*

**Nalini Govindarajulu**, New Mexico State University.

**Bonnie F. Daily**, New Mexico State University.

*Employee opinion surveys in the internet age: remember the fundamentals.*

**K. Dow Scott**, Loyola University of Chicago.

**Dennis Morajda**, Performance Development International.

**James W. Bishop**, New Mexico State University.

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Noon – 1:00 p.m.

Cumberland I

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**MEETING:                      Southwest Decision Sciences Institute, Business Meeting**

Presiding: Binshan Lin, Louisiana State University – Shreveport

**Decision Sciences Institute – Southwest Region  
BUSINESS MEETING**

Noon – 1:00 p.m., Thursday, March 3, 2005

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 3, 2005  
(Thursday)

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1:30 p.m. – 3:00 p.m.

Baker

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**SESSION A**                      **Marketing**

Session Chair: **Anita Williams**, Henderson State University

*A conceptual framework of programming the EMEC model.*

**Chin Feng Lin**, National Chin-Yi Institute of Technology, Taiwan.

*An institutional environmental approach to the development of marketing channels.*

**John C. Cox**, Ouachita Baptist University.

*Testing asymmetry in price transmission: in the case of U.S. vegetable oils.*

**Sung Chul No**, Southern University and A&M College

*Outsourcing as a Marketing Strategy.*

**Patricia Sanderson**, Henderson State University.

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1:30 p.m. – 3:00 p.m.

Winsor

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**SESSION B**                      **Operation and Supply Chain Management - I**

Session Chair: **Jie Yang**, University Of Southern Mississippi – Gulf Coast.

*Impact of transportation costs on facility location decisions.*

**M Khurram S Bhutta**, Nicholls State University.

**Ronnie Fanguy**, Nicholls State University.

*An Optimal Inventory Model with Partial Backorders*

**Chenhsiung Lee**, Soochow University, Taipei, Taiwan

**Jinshyang Roan**, Soochow University, Taipei, Taiwan

**Chih-Ming Lee**, Soochow University, Taipei, Taiwan

*Using spreadsheet based MILP to develop a bus management DSS for a Texas ISD.*

**Richard Hawkins**, Tom Bean ISD.

**Andrew Tiger**, Southeastern Oklahoma State University.



**DECISION SCIENCES INSTITUTE  
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**March 3, 2005  
(Thursday)**

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3:30 p.m. – 5:00 p.m.

Baker

**SESSION A**

**Panel – II**

**TOPIC: Implementing Curricular Changes to Adapt to New AACSB Management  
Science Criteria**

In recent years many AACSB institutions have placed less emphasis on quantitative management, especially management science. However, there is now a movement to incorporate more management science into the business school curriculum, and the latest AACSB International standards state that the curriculum management process will normally include learning experiences in statistical data analysis and management sciences. A panel, consists of faculty and administrators from five different AACSB institutions in the Southwest Region, will discuss curriculum changes that are being made in the area of Management Science to comply with the new standards and to better prepare students in the quantitative methods.

Panel Chair: **Charlotte Jones**, Louisiana State University - Shreveport

Panel Members: **Michael Hanna**, University of Houston – Clear Lake  
**Robert Pavur**, University of North Texas  
**Bill Pinney**, Alcorn State University

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3:30 p.m. – 5:00 p.m.

Winsor

**SESSION B**

**Economics/Finance – II**

Session Chair: **Randall Florey**, Tarleton State University – Central Texas

*An economic analysis of offshore outsourcing: challenges and wages factor.*

**John F. Greacen**, Eastern Michigan University.

**David C. Chou**, Eastern Michigan University.

*Optimizing fixed and variable compensation costs: Extending Burke and Terry's (2004) argument.*

**Lisa A. Burke**, Louisiana State University in Shreveport.

**Chengho Hsieh**, Louisiana State University in Shreveport.

*Information diffusion in a Coweb World.*

**M.C. Sunny Wong**, University Of Southern Mississippi.

DECISION SCIENCES INSTITUTE  
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March 3, 2005  
(Thursday)

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3:30 p.m. – 5:00 p.m.

Cockrell

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**SESSION C**                      **Accounting - II**

Session Chair: **Edward R. Walker**, McNeese State University

*Towards increasing role of the management accountant's contribution to the changing organizational needs: a costing framework for analyzing cost structures in business process in business process reengineering (BPR).*

**Siriyama Kanthi Herath**, Lynchburg College.

*Title IX: Progress or A Problem*

**Jim Henderson**, University of Southern Mississippi

*An assessment of the stability and phases of the business cycle forecast ability of distress prediction models.*

**Lee-Hsuan Lin**, Yuan-Ze University, Taiwan.

**Wei-Kang Wang**, Yuan-Ze University, Taiwan.

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3:30 p.m. – 5:00 p.m.

Sanger B

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**SESSION D**                      **E/M Commerce – I**

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

*An exploratory study of organizational information systems usage and effectiveness.*

**Peter Mok**, University Of New Orleans.

**Lillian Y.Fok**, University Of New Orleans.

**Sandra J.Hartman**, University Of New Orleans.

*Fundamental issues with open source software development - a case study.*

**M. Keith Wright**, Decision Sciences Consulting Group.

*Privacy and security aspects of RFID tags.*

**Dong-Her Shih**, National Yunlin University Of Science and Technology, Taiwan.

**Chih-Yi Lin**, National Yunlin University Of Science and Technology, Taiwan.

**Binshan Lin**, Louisiana State University in Shreveport.

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 3, 2005  
(Thursday)**

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5:00 p.m – 6:00 p.m.

Baker

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**SESSION A**

**Panel – III**

**TOPIC: Putting Decision Sciences Courses On-Line: A Digital Roller Coaster**

This session will be a discussion of the challenges and pitfalls of putting courses on-line. The panel members will share their experiences with offering on-line courses. Each panel member has experience with different types of decision sciences courses including statistics, operations management and information systems courses. The panel will share some of the techniques that have worked in their classes and we also plan to have some time for others to share their experiences.

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

Panel Members: **Rhonda A. Syler**, University of Arkansas at Little Rock  
**Lee Revere**, University of Houston - Clear Lake  
**Farhad Moeeni**, Arkansas State University

DECISION SCIENCES INSTITUTE  
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March 4, 2005  
(Friday)

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8:30 a.m. – 10:00 a.m.

Sanger A

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**SESSION A**                      **DSS/ES/KMS - II**

Session Chair: **Utpal Bose**, University of Houston Downtown

*A fuzzy logic decision support algorithm for multi cell flexible manufacturing systems (MCFMS).*

**H. Joseph Wen**, Southeast Missouri State University.

**H. Lisa Huang**, Southeast Missouri State University.

**Dana Schwieger**, Southeast Missouri State University.

*Organizational knowledge management through human-based algorithms for effective organizational learning.*

**Pradeep Kumar**, ICFAI University Gurgaon, India

**Tapas Mahapatra**, ICFAI University Gurgaon, India

**Shalini Khandelwal**, ICFAI University Gurgaon, India

*Axiom corporation: observing virtual and co-located team dynamics in action.*

**Beverly Oswald**, Southern Arkansas University.

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8:30 a.m. – 10:00 a.m.

Parlor 357

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**SESSION B**                      **E/M Commerce – II**

Session Chair: **Pedro M. Reyes**, Baylor University

*Gender-Specific Websites: How Do Female Visitors Respond?*

**Eugenia Huang**, National Chengchi University.

**Chang-Wei Huang**, National Chengchi University.

*The effect of culture on uses and gratifications in online shopping.*

**Jeffery S. Siekpe**, Tennessee State University.

**Aurore A Kamssu**, Tennessee State University.

*The characteristics of E-bay Stores in Texas Regions.*

**P. Pete Chong**, University of Houston – Downtown.

**Ming Chang**, University of Houston – Downtown.

**Richard McMahon**, University of Houston – Downtown.

DECISION SCIENCES INSTITUTE  
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March 4, 2005  
(Friday)

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8:30 a.m. – 10:00 a.m.

Pullman B

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**SESSION C**                      **Health Care**

Session Chair: **Anne Davey**, Northeastern State University

*Developing a stage reference model for managing the NHII.*

**Shranc. Koung Chou**, National Chengchi University of Taiwan.

**Fu. Chung Wang**, National Chengchi University of Taiwan.

*e-Healthcare.*

**Hongwei Du**, California State University.

**Ben Bradford**, California State University.

**Rostam Assadi-Shehni**, California State University.

**Vikram Gandhi**, California State University.

*The Influence of Trust in Top Management and Attitudes Toward Appraisal and Merit Systems on Perceived Quality of Client Care*

**Michael Vest**, University of Southern Mississippi

**David Duhon**, University of Southern Mississippi

**Karen Tarnoff**, East Tennessee State University

**Jon Carr**, University of Southern Mississippi

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8:30 a.m. – 10:00 a.m.

Gaston

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**SESSION D**                      **Innovative Education – II**

Session Chair: **Levon R. Hayrapetyan**, Houston Baptist University

*An accounting approach to linear programming.*

**Dennis F.Togo**, University of New Mexico.

*Business students' perceptions of Mathematics: can we overcome Math anxiety?*

**Dennis L.Elam**, Texas A&M Kingsville San Antonio Campus.

**James R.Cook**, Texas State University – San Antonio Campus.

*Revisiting the introduction to business course: a plan to improve student retention in colleges of business administration.*

**Patricia Roshto**, University of Louisiana Monroe.

**James Wood**, University of Louisiana Monroe.

**Melissa Melancon**, University of Louisiana Monroe.

**Bob Eisenstadt**, University of Louisiana Monroe.

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2005  
(Friday)

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10:00 a.m. – 10:30 a.m.

Marsalis A

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FBD Coffee Break Sponsored by: *The Sam M. Walton College of Business  
University of Arkansas*

<p>Please make plans to visit the exhibits to receive information on the latest books and newest educational technologies.</p> <p>◆</p> <p>Please let exhibitors know how much we appreciate their presence and continued support!</p>
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10:30 a.m. – Noon

Parlor 357

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**SESSION A**                      **Information Security and Privacy**

Session Chair: **Dale Lansford**, High Point University

*Why 'Multiply' impute when you can 'Sufficiently' perturb? A comparison of techniques for protecting confidential numerical data.*

**Krish Muralidhar**, University of Kentucky.

**Rathindra Sarathy**, Oklahoma State University.

*Firewall strategies for protecting academic resources.*

**Brett J.L.Landry**, University Of New Orleans.

**Sathi Mahesh**, University Of New Orleans.

**M.Scott Koger**, University Of New Orleans.

*An examination of internet fraud occurrences.*

**Kai Koong**, University of Texas Pan American.

**Lai Liu**, University of Texas Pan American.

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

*A simple way to make passwords more effective.*

**Scott Magruder**, University of Southern Mississippi.

**Stanley X.Lewis Jr**, University of Southern Mississippi

DECISION SCIENCES INSTITUTE  
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March 4, 2005  
(Friday)

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10:30 a.m. – Noon

Pullman B

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**SESSION B**                      **Management – II**

Session Chair: **Bonnie F. Daily**, New Mexico State University.

*The use of teams in the organizations: when a good idea isn't and when a good idea goes bad.*

**James W. Bishop**, New Mexico State University

**Ashish Mahajan**, New Mexico State University

*Major determinants of entrepreneurship in mid-size companies: Empirical investigation.*

**Abdalla Hagen**, Grambling State University

**Tsegai Emmanuel**, Grambling State University

**Khaled Alshare**, Emporia University

*Assessing the value of an HR department: applying the net present value concept.*

**Chengho Hsieh**, Louisiana State University in Shreveport.

**Lisa A. Burke**, Louisiana State University in Shreveport.





DECISION SCIENCES INSTITUTE  
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March 4, 2005  
(Friday)

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1:30 p.m – 3:00 p.m.

Cumberland G

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**SESSION D**                      **Economics/Finance – III**

Session Chair: **Jennings B. Marshall**, Samford University

*The changing progressivity of U.S. income taxes: evidence, analysis and policy.*

**Michael D. Brendler**, Louisiana State University in Shreveport.

**Timothy Shaughnessy**, Louisiana State University in Shreveport.

*Community Bank Purchase Price Premiums: Characteristics of High Value Targets*

**Thomas H. Payne**, University of Tennessee at Martin

**Peter DeVries**, University of Houston – Downtown

*Derivatives in Incomplete Markets: Pricing and Risk Control Using Diversification and Hedging*

**Larry Eisenberg**, University of Southern Mississippi

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3:00 p.m. – 3:30 p.m.

Marsalis A

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**FBD Coffee Break Sponsored by:**      *Hyatt Regency Hotel, Dallas*

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DECISION SCIENCES INSTITUTE  
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3:30 p.m. – 5:00 p.m.

Parlor 355

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**SESSION A**                      **Global Business**

Session Chair: **Sanjay S. Mehta**, Sam Houston State University

*Female representations of how women are depicted in Brazilian advertising.*

**Acevedo, Claudia**, Universidade Nove De Julho.

**Nohara, Jouliana**, Universidade Metodista de Sao Paulo.

**Hernandez, Jose Mauro**, Universidade Nove De Julho.

**Companario, Milton**, Universidade Nove De Julho.

*Culture and international business: an exploratory review of the empirical research in JIBS and MIR from 1992 to 2002.*

**Daniel W. Baack**, Saint Louis University.

**Donald Baack**, Pittsburg State University.

*Cross-border IT-support to International subsidiary establishment and management process: the diffusion of innovations based conceptual model.*

**Arto Ojala**, University of Jyvaskyla.

**Nazmun Nahar**, University of Jyvaskyla.

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3:30 p.m. – 5:00 p.m.

Parlor 357

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**SESSION B**                      **Innovative Education – III**

Session Chair: **Fred Kitchens**, Ball State University

*Teaching visual BASIC.Net: A student oriented success method.*

**Claude Simpson**, University of Texas Pan American.

**Lester Rydl**, University of Texas Pan American.

**Michael Crews**, University of Texas Pan American.

*Flying in the face of outsourcing.*

**Jerry Chin**, Southwest Missouri State University.

**Sheryl Brahn**, Southwest Missouri State University.

**Mary Chin**, Southwest Missouri State University.

*Reimage every day, patch ever time: a framework for maintenance free university computer laboratories.*

**Brett J. L. Landry**, University Of New Orleans.

**M.Scott Koger**, University Of New Orleans.

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2005  
(Friday)

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3:30 p.m. – 5:00 p.m.

Pullman B

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**SESSION C**                      **Management – III**

Session Chair: **Sandy Edwards**, Northeastern State University

*Black students' reaction to diversity initiative.*  
**Festus S. A. Oguhebe**, Alcorn State University.

*Managerial insights for arts cultural organizations: a review of COQ theory and its potential application.*

**Bonnie F. Daily**, New Mexico State University.  
**Judith Weisinger**, New Mexico State University.  
**Nigel Holman**, New Mexico State University.  
**Nalini Govindarajulu**, New Mexico State University

*Managing Diversity From a Strategic Perspective: A Competing Values Approach*

**Francis Daniel**, University of Southern Mississippi  
**Stephen C. Bushardt**, University of Southern Mississippi

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3:30 p.m. – 5:00 p.m.

Comet

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**SESSION D**                      **Student Papers**

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

*Performance of IS project teams – a learning perspective.*  
**Anil Gurung**, University of Texas, Arlington.

*Crowd Management and evacuation modeling system.*  
**Josh McGuire**, Ball State University.

*Project Scheduling with Multi-Purpose Resources: A Combined MILP/CP Decomposition Approach.*

**Haitao Li**, University of Mississippi.  
**Keith Womer**, University of Mississippi.

*Knowledge management in the digital economy.*  
**Chinnapaka Chitharanjandas**, Korea University Business School.  
**Jaemin Han**, Korea University Business School.

*Enhancing the university's effectiveness: recognizing, promoting, and rewarding functional organizational citizenship behavior.*

**Sibylle Emerson-Mabry**, Louisiana State University in Shreveport

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 4, 2005  
(Friday)

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3:30 p.m. – 5:00 p.m.

Cumberland F

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**SESSION B**                      **Management Information Systems – II**

Session Chair: **Lynn R. Heinrichs**, Elon University

*Modifications in risk management in the financial sector in the post 9/11 world; a situational analysis.*

**Kaushik Ghosh**, Texas A&M International University

**Stephen E. Lunce**, Midwestern State University

**Balasundram Maniam**, Sam Houston State University

*Job analysis for IT project management? An initial investigation.*

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