Decision Sciences Institute, Southwest Region

SWDSI 2006 Program

Session A   **Accounting**   **Thursday, 8:30 – 10:00 am**

Chair: **Mary Fischer,** University of Texas - Tyler

What is Wrong with Section 404 of the Sarbanes-Oxley Act
Heng Hsieu Lin, Washington State University at Vancouver
Frederick H. Wu, University of North Texas

Stochastic Modeling of Cash Flow Statements
Dennis F. Togo, University of New Mexico

Benefits and Drawbacks of Rfid in a Post-Sarbanes Oxley World
Amanda Krueger, University of North Texas
Mary B. Curtis, University of North Texas

Computer Security Awareness of Accounting Students
Chlotia P. Garrison, Winthrop University
O. Guy Posey, Alabama A&M University

Session A   **Investment and Marketing Management**   **Friday, 8:30-10:00 am**

Chair: **Chuo-hsuan (Jason) Lee,** Louisiana State University in Shreveport

Investment Defined: The Migration and Broadening of its Usage
O. Guy Posey, Alabama A&M University
Carolyn Maxwell, Alabama A&M University
Loriel Purnell, Alabama A&M University
Kathryn Sides, Wallace State College
Roderick Posey, University of Southern Mississippi

What Do Consumers Look for in a Bank?
Ugur Yavas, East Tennessee State University
Emin Babakus, The University of Memphis
Nicholas J. Ashill, Victoria University of Wellington

Use of Marketing Management Decision Tools in Public Policy Decisions
Jens Graff, Umeå University, Sweden
George Tesar, Umeå University, Sweden

Session A   **Economics and Finance - I**   Thursday, 10:30 - Noon

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

Asymmetric Monetary Policy Effects on Firms' Inventory Dynamics in Friction Capital Market
Xiaolou Yang, The University of Texas at Austin

Exchange Rate and Stock Market: Evidence from India and Japan
Baramber Mishra, McNeese State University
Matiur Rahman, McNeese State University

Momentum and Incentive Intensity
Yan Shi, University of North Carolina at Chapel Hill

A Comparative Study of Various Loss Functions in the Economic Tolerance Design
Jen-Nan (Jack) Pan, National Cheng-Kung University, Taiwan
John J.B. Pan, California Polytechnic State University

Session A   **Economics and Finance - II**   Friday, 10:30 - Noon

Chair: **Melissa V. Melancon,** University of Louisiana at Monroe

Financial Analysis of Financial Institutions in an Evolving Environment
Henry W. Collier, University of Woolongong
Carl B. McGowan, Jr., Norfolk State University
Junaina Muhammad, Universiti Kebangsaan Malaysia

Quarterly Hog Price Forecasts: An Application of Time-series Input-Output Price Model
Sung Chul No, Southern University and A&M College
Christopher G. Davis, Economic Research Service, U.S. Department of Agriculture

Immigration: Prospects and Policies
James Alexander, Alabama A&M University
Marvin Adcock, Alabama A&M University
Paulette Alexander, University of North Alabama

Outsourcing to India
Ashish Oza, Sam Houston State University
Kathy Hill, Sam Houston State University

Session B   **E-Commerce**   Thursday. 10:30 - Noon

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

Success and Failure of Pure-Play Organizations: Webvan Versus Peapod, A Comparative Analysis
Stephen E. Lunce, Midwestern State University
Leslie M. Lunce, North Lake College
Balasundrum Maniam, Sam Houston State University

Persuasiveness of Online Recommendations: A Comparison Study
Qinyu Liao, The University of Texas at Brownsville & Texas Southmost College
J. P. Shim, Mississippi State University

A Framework for Selecting E-commerce Business Models
Imran K. Jalozie, Illinois State University
H. Joseph Wen, Southeast Missouri State University
H. Lisa Huang, Southeast Missouri State University

Web-Based Electronic Commerce Usage: A Contingency Model of Antecedents and Outcomes
Carlo A. Mora-Monge, New Mexico State University
S. Subba Rao, The University of Toledo

Session B   Decision Support Systems   Friday, 8:30 – 10:00 am

Chair: **Pradeep Kumar,** ICFAI Business School

A Web Based Decision Support System for Analyzing Water Resources Management Policy
Pankaj Barua, Tezpur University, India
Purnendu Mandal, Lamar University
Rajiv Goswami, Tezpur University, India

Improving Decision Support Systems in Human Capital Management
Renee Warning, University of Central Oklahoma
Mark E. Hillon, University of Central Oklahoma

An Intelligent Decision Support System for Performance Evaluation of State-Owned Enterprises of Electronics Industry
Wei-Kang Wang, Yuan Ze University, Taiwan

Session B   Knowledge Management Systems   Friday, 10:30 - Noon

Chair: **Aakash Taneja,** University of Texas at Arlington

Applications of Neural Network and Genetic Algorithm Data Mining Techniques in Bioinformatics Knowledge Discovery - A Preliminary Study
Richard S. Segall, Arkansas State University
Qingyu Zhang, Arkansas State University

Creation of a Customer-Communication Knowledge Web for High Performance Organization
Tapati Bandopadhyay, ICFAI Business School
Pradeep Kumar, ICFAI Business School

Market Intelligence Data Collection from Heterogeneous Sources with Similarity-Based Selection Clustering Technique Using Knowledge Maps: A Heuristic Approach
Tapati Bandopadhyay, ICFAI Business School
Pradeep Kumar, ICFAI Business School
Arjya Chakravarty, ICFAI Business School

Visualization Techniques for Data Mining in Business Context - A Comparative Analysis
Ralph K. Yeh, University of Texas at Arlington

Session A   International Business and Technology Management
                                                    Thursday, 1:30-3:00 pm

Chair: **Purnendu Mandal,** Lamar University

Business Practices and Performance in U.S. Manufacturing Companies
Purnendu Mandal, Lamar University
Enrique (Henry) Venta, Lamar University

Discourse between Strategy Formation and Implementation: Strategic Migration for Cost-Based Competitive Advantage
Yue Cai, New Mexico State University;
Mark E. Hillon, University of Central Oklahoma

Performance Analysis of Global Information Technology Industry: Place or Sector?
Jeffrey S. Siekpe, Tennessee State University
Aurore J. Kamssu, Tennessee State University

Spanish-to-English Translation Using the Web
Milam Aiken, The University of Mississippi
Zachary Wong, Sonoma State University

Session A   Health Care and Technology   Thursday, 3:30 – 5:00 pm

Chair: **Norris White Gunby, Jr.,** Elon University

Information Science and Technology is Applied to the Analysis of Medicine Management
Chien Wen Hong, Chia Nan University of Pharmacy & Science, Taiwan

The Critical Link of CPOE and Patient Safety
Rukhama Jamil, Louisiana State University in Shreveport
Binshan Lin, Louisiana State University in Shreveport
John A. Vassar, Louisiana State University in Shreveport

Assessing the Impact of Concern for Privacy and Innovation Characteristics in the Adoption of Biometric Technologies
Aakash Taneja, University of Texas at Arlington
Ailing Wang, University of Texas at Arlington
M. K. Raja, University of Texas at Arlington

Session B   Innovative Education - I   Thursday, 1:30 – 3:00 pm

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

The FORT Matrix: A Pedagogical Tool for Strategic Management Case Analysis –
Recipient of Alpha Iota Delta Innovative Education Award
John K.S. Chong, Southeastern Oklahoma State University
C.W. Von Bergen, Southeastern Oklahoma State University

A Spreadsheet Approach to Teaching Shadow Price as Imputed Worth
Jerry Allison, University of Central Oklahoma

Relevancy vs. Reasonableness: Selecting a Senior Assessment for a Small CIS Program
Megan S. Conklin, Elon University;
Lynn R. Heinrichs, Elon University

Characteristics and Models of Current MIS Faculty Salaries in the United States
Milam Aiken, The University of Mississippi
Zachary Wong, Sonoma State University

Session A   Innovative Education - II: Topic Table   Friday, 1:30 – 3:00 pm

Chair: **Wayne Headrick,** New Mexico State University

Comparing Perceived and Measured Computer Literacy: A Non-Parametric Investigation
Kimberly L. Merritt, Cameron University
K. David Smith, Cameron University
John C. Di Renzo, Jr., Cameron University

John Courington, Cameron University

Cluster Computing as a Teaching Module in Information Systems Courses
Fred L. Kitchens, Ball State University
Carl M. Rebman Jr., The University of San Diego
Sushil K. Sharma, Ball State University

Study Abroad, International Internship and Experiential Learning: A World-Class
Adventure in Learning
Rodney Vandeveer, Purdue University
Michael L. Menefee, Purdue University

Session D
Symposium on Student Engagement and Learning   Friday, 8:30 – 10:00 am

Chair: **Mary D. Teal,** University of Central Oklahoma

The Entrepreneur Ship: Will it Sail without You?
Mary D. Teal, University of Central Oklahoma

S.M.I.L.E. Techniques to Enliven Education
Mary Teal, University of Central Oklahoma
Katherene P. Terrell, University of Central Oklahoma
Robert L. Terrell, University of Central Oklahoma

Student Preparation and Participation are the Keys to Student Success
Bambi A. Hora, University of Central Oklahoma
Mary F. Sheets, University of Central Oklahoma
Katherene P. Terrell, University of Central Oklahoma
Robert L. Terrell, University of Central Oklahoma

Session B   Information Security and Privacy - I   Thursday, 8:30 – 10:00 am

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

Illegal P2P File Sharing: Technical Solutions are Available
Brett J. L. Landry, University of New Orleans
Dinah Payne, University of New Orleans

Identity Theft and Online Fraud
Balasundram Maniam, Sam Houston State University
Jimmy Smith, Sam Houston State University
Stephen E. Lunce, Midwestern State University

Can Company E-Mail Avoid Becoming Evidence Mail?
Frank Cavaliere, Lamar University
Purnendu Mandal, Lamar University
Cynthia Barnes, Lamar University

Session C   Information Security and Privacy - II   Friday, 8:30 – 10:00am

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

Building a Universal Secure E-Mail System
Shankara K Narayandas, University of Louisiana at Lafayette
Chung-Huang Yang, National Kaohsiung Normal University
T.R.N. Rao, University of Louisiana at Lafayette

Information Security with Respect To Blogging Technology: An Organizational Change Perspective
Melinda Cline, Texas Wesleyan University
Thomas Bell, Texas Wesleyan University

Does Consumer Education Help to Improve Customers' Understanding Toward Assurance Service Providers?
Te-Wei Wang, University of Illinois at Springfield
Chih-Chen Lee, Northern Illinois University

Session B   Information Security and Privacy - III   Friday, 1:30 – 3:00 pm

Chair: **Frederick H. Wu,** University of North Texas

Security Issues in Customer Relationship Management Systems
Huei Lee, Eastern Michigan University
Kuo Lane Chen, University of Southern Mississippi
Chen-Chi Shing, Radford University
Marn-Ling Shing, Taipei Municipal Teachers' College

Considerations on the Design of Supply Chain Networks
Kuo Lane Chen, University of Southern Mississippi
Huei Lee, Eastern Michigan University
Jiaqin Yang, Georgia College & State University

Wireless Network Security
Hongwei Du, California State University, East Bay

Session C   MIS Issue: IT Outsourcing   Thursday, 8:30 – 10:00 am

Chair: **Kai S. Koong,** The University of Texas-Pan American

Some Reasons for Failed Information Technology Outsourcing Initiatives and How Capital Budgeting and Value Chain Analysis can Help
Chuck Johnston, Midwestern State University
Lindsey Johnston, Anderson, Spector & Co., P.C.

Strategies for Offshore Outsourcing of IT Work
George Mangalaraj, The University of Texas at Arlington

Determinants of Global IT Outsourcing
Yong Jian Wang, The University of Texas-Pan American
Kai S. Koong, The University of Texas-Pan American

Information Technology Outsourcing: Issues and Future Analyses
Vikas Saini, Miami University
David Yen, Miami University
David Chou, Eastern Michigan University

Session C   **MIS Issue: IS Education**   **Thursday, 10:30 - Noon**

Chair: **Mohan Rao,** The University of Texas Pan American

Measuring the Success of Information Systems: Case Study of a University Student Services System
Mohan Rao, The University of Texas Pan American

A Study of Information Technology Job Skills
Lai C. Liu, University of Texas - Pan American
Kai S. Koong, University of Texas - Pan American
Les Rydl, University of Texas - Pan American

The Traditional Approach versus the Information Systems Approach to Teaching Microsoft Office
Paula Ruby, Arkansas State University

Computer Literacy Course: To be or Not to be
Mohan Rao, The University of Texas Pan American
Jim Keefe, Texas State University
Vivek Shah, Texas State University

Session C MIS Issue: Organizational Processes Thursday, 1:30 – 3:00 pm

Chair: **Lisa Miller,** University of Central Oklahoma

Researches of Cognitive Process and their Applications to Organizational Change in Information Systems
Jaesung Sim, University of Arkansas at Little Roc
Robert Cutshall, Texas A&M U - Corpus Christi

Transformational Leadership in Technology Post-Adoption Period: A Motivational Factor for Acquiring Technology Enhancement Information
Kirill M. Yurov, University of Illinois at Chicago
Richard E. Potter, University of Illinois at Chicago

Identifying Direction of Causality between Investments in Supply Chains and Buyer Supplier Relationships – A Meta Analysis
Anil Singh, University of Texas at Arlington
Aakash Taneja, University of Texas at Arlington
James Teng, University of Texas at Arlington

Airline Passenger Information Systems and Process Improvements
Dave Raymond, Continental Airlines, Inc.
Peter DeVries, University of Houston-Downtown
P. Pete Chong, Chang Gung University, Taiwan

Session B MIS Issue: Technology Management Thursday, 3:30 – 5:00 pm

Chair: **Anurag Jain,** University of Texas - Arlington

The Struggle for the Expansion of Broadband Access in the United States
Jere Hatcher, Louisiana State University in Shreveport

Framework for Evaluating Global E-Government Websites
Adesegun Oyedele, The University of Texas-Pan American
Kai S. Koong, The University of Texas-Pan American

A Classification of Auction Mechanism: Potentiality for Agent Modeling
Anurag Jain, University of Texas - Arlington
Riyaz Sikora, University of Texas - Arlington

Using Data Warehouse in Decision Support Systems
Hongwei Du, California State University, East Bay

Session C   MIS Issue: Information Systems Applications   Friday, 1:30 – 3:00 pm

Chair: **David Hartmann,** University of Central Oklahoma

Information Systems Risk Assessment Methods
Jaymeen R. Shah, Southwest Texas State University
Mirza B. Murtaza, Middle Tennessee State University

Factors Influencing End-User Intention to Use Expert Systems: A Theoretical Model
Khaled Alshare, Emporia State University
Elizabeth Williams, Emporia State University
Arsjad Sjamusddin, Emporia State University

Customer Relationship Management: How Casinos are Taking Advantage of
Technology to Improve and Retain Customer Relations
Chang-tseh Hsieh, University of Southern Mississippi
Michael D. Barnes, University of Southern Mississippi

Session B   MIS Issue: Information Systems Culture   Friday, 3:30 – 5:00 pm

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

Web Disclosures of Ethics Coverage by Universities
Kai S. Koong, University of Texas - Pan American
Lai C. Liu, University of Texas - Pan American
Ping Lin, University of Texas - Pan American

Model of Culture and Global Identity Theft
Yvette N. Essounga, University of Texas - Pan American
Kai S. Koong, University of Texas - Pan American

New Trends in the Perceived Importance of IS Knowledge/Skill Areas
Kelly E. Fish, Arkansas State University
John Seydel, Arkansas State University
Russell Jones, Arkansas State University

Session A
Management Issue: Human Resource and Service   Friday, 3:30 – 5:00pm

Chair: **Randall Florey,** Tarleton State University

Micro vs. Medium: A Profile of Human Resource Personnel and Practices
Terry R. Pearson, West Texas A&M University

Donna Y. Stringer, West Texas A&M University
LaVelle H. Mills, West Texas A&M University
David F. Summers, University of Houston – Victoria

"The Blind Men and the Elephant": A Postmodern Analysis of the Resistance to Organizational Change
Yiling Ge, New Mexico State University

Police Officer's Performance and Intent to Quit: the Role of Professional Commitment
James W. Bishop, New Mexico State University
Bonnie F. Daily, New Mexico State University
K. Dow Scott, Loyola University Chicago
Lt. Randy Lara, Las Cruces Police Department

Service Recovery: Implications for Conflict Resolution
Donald Baack, Pittsburg State University
Eric G. Harris, Pittsburg State University
Kenneth E. Clow, University of Louisiana at Monroe

Session C
Management Issue: Organizational Leadership   **Thursday, 3:30 – 5:00 pm**

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

Perceived Effectiveness of Supervisory Leadership Behaviors in a Manufacturing-Union Environment
Nalini Govindarajulu, Creighton University
Bonnie Daily, New Mexico State University

The Leadership Pattern at Dilmah Tea in Sri Lanka
S. Kanthi Herath, Lynchburg College
A. Herath, Lynchburg College

Perceived Coworker Support and Task Interdependence: A Moderated Model of Police Officers' Performance
R. David Fass, New Mexico State University
James W. Bishop, New Mexico State University
Michael Glissmeyer, New Mexico State University

Law Enforcement Officers' Stress and Intent to Quit the Organization: the Roles of Perceived Community Support, Perceived Local Government Support, and Perceived City Manager Support
Michael Glissmeyer, New Mexico State University
James W. Bishop, New Mexico State University
R. David Fass, New Mexico State University

Session C   Data Network and Policy Modeling   Friday, 1:30 – 3:00 pm

Chair: **James R. Burns,** Texas Tech University

The Digital Divide
Ihssan Alkadi, University of Louisiana at Lafayette
Ghassan Alkadi, Southeastern Louisiana University

ICT Development Policy of Uzbek Government
Saitkulov Akbar, Westminster International University in Tashkent

New Initiative Way of Teaching Data Communications and Networking Class Online
with Networking Virtual Labs
Ronald Mashburn, West Texas A&M University

Towards a Current National Energy Model with Implications for a Sustainable Energy
Policy
James R. Burns, Texas Tech University
Balaji Janamanchi, Texas Tech University

**Session C   Operations and Supply Chain Management   Thursday, 1:30 – 3:00
pm**

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

Information Requirements for Strategic Decision Making in the Production Environment
Eugene Calvasina, Southern University
Mysore Ramaswamy, Southern University
Richard Calvasina, University of West Florida
Gerald Calvasina, Southern Utah University

The Implementation of Supply Chain Management at Microfirms
David A. Parmenter, West Texas A&M University
Terry Pearson, West Texas A&M University

Suppliers Involvement, Concurrent Engineering, and Product Development Flexibility in
Different Industrial Clock Speed
Amy Chou, The University of Toledo
David Chou, Eastern Michigan University

Strategies for Reducing Inventory Costs and Mitigating the Bull Whip Effect in Supply
Chains: A Simulation Study
James R. Burns, Texas Tech University

Balaji Janamanchi, Texas Tech University

Session A   Quantitative Methods and Quality   Thursday, 8:30 – 10:00 am

Chair: **Gary Kelley,** West Texas A&M University

A Guided Search Algorithm for the Maximum Clique Problem
Hassan Z. Younies, United Arab Emirate University

Determining Valid Underlying Retail Demand Rates for Proposed Prediction Model of Slow Moving Merchandise
Matt Lindsey, University of Texas at Tyler
Robert Pavur, University of North Texas

Statistical Modeling
Frank Landram, West Texas A&M University
James R. Cook, Texas State University
Roy Martin, Texas State University

Comparative Performance of ARIMA and ARCH/GARCH Models on Time Series of Monthly Equity Prices for Large Companies
John Sparks, University of Illinois at Chicago
Yuliya Yurova, University of Illinois at Chicago

Session C   Student Papers - I   Friday, 1:30 – 3:00 pm

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

Strategies for Offshore Outsourcing of IT Work
George Mangalaraj, The University of Texas at Arlington

Creating and Maintaining a Website for a Small Nonprofit Organization
O. Guy Posey, Alabama A&M University
Sabuj Banerjee, Alabama A&M University
Marcus Byrd, Alabama A&M University
DeNeil Reaves, Alabama A&M University

A Survey of Information Technologies in Logistics Management
Anil Gurung, University of Texas at Arlington

Session D   Student Papers - II   Friday, 3:30 – 5:00 pm

Chair: **Huei Lee,** Eastern Michigan University

Asymmetric Monetary Policy Effects on Firms' Inventory Dynamics in Friction Capital Market
Xiaolou Yang, The University of Texas at Austin

Momentum and Incentive Intensity
Yan Shi, University of North Carolina at Chapel Hill

Confronting the Performance Issues Related to Dynamic Web Technologies
John A. Hines, Arkansas State University

Session D
Panel - I   **Thursday, 10:30 - Noon**

TOPIC: Assurance of Learning Assessment in Statistics, Production/Operations/Supply Chain Management and Management Science/Operations Research

The AACSB International Standards state that the curriculum management process will normally include learning experiences in statistical data analysis and management sciences.   To comply with the new standards, AACSB schools are assessing learning in decision sciences areas in a variety of ways. Participants from several SWDSI institutions will discuss how their colleges are addressing assurance of learning assessment in statistics, production/operations/supply chain management and management science/operations research.

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

Panel Members: **Tom Jones,** University of Arkansas
                     Robert Pavur, University of North Texas
                     Bill Pinney, Alcorn State University

Session D
Panel – II   **Friday, 10:30 - Noon**

TOPIC: Statistics, Data Mining, and Business Intelligence

For Data Mining (DM) to enable competitive advantages in generating revenue and creating business opportunities, statistical techniques and thinking are important components. While many researchers urge incorporating statistics into DM, they substantially ignore the effect of DM on the development of statistics itself. No study empirically investigates this. Towards this end, this panel will discuss several issues, including:
- Data mining from a statistician's perspective.
- What statistics can further contribute to data mining? And how?

- To transit from a traditional statistician to a data miner, what skills/trainings are most important?
- What should statisticians learn from data miners?
- What lessons statisticians learn from data mining?
- How institutions should adjust their programs to provide better education for next generation data miners?

Panel Chair: **Ailing Wang,** The University of Texas at Arlington

Panel Members: **Mary Whiteside,** The University of Texas at Arlington
James T. C. Teng, The University of Texas at Arlington
Choudor Lakshminarayan, Hewlett Packard Lab at Austin
Victoria Chen, The University of Texas at Arlington

Session D
Joint ABIS and SWDSI Panel Discussion **Thursday, 3:30 – 5:00 pm**

Topic: **The State of IS Enrollments: Have We Turned the Corner?**

Information systems programs across the nation have suffered from a decline in enrollments. Many reasons have been offered for the decline such as the dot com bust and the media focus on outsourcing of information technology jobs. While waiting for the decline to reverse, programs must sustain themselves or risk losing valuable resources such as faculty. Panelists will discuss the enrollment patterns at their own institutions, what actions they have taken to sustain their programs, and their expectations for future enrollments.

Panel Co-chairs: **Lynn R. Heinrichs,** Elon University
Julie McDonald, Northwestern State University

Panel Members: **Betty A. Kleen,** Nicholls State University
Walter Creighton, Northwestern State University
Carol J. Jeffries-Horner, Our Lady of the Lake University
Beverly J. Oswalt, Southern Arkansas University
Brian J. Reithel, The University of Mississippi