2009 – 2010 OFFICERS

President:	**Kai S. Koong,** University of Texas – Pan American
President-Elect:	**Paul Cronan,** University of Arkansas
Program Chair:	**Roderick Posey,** University of Southern Mississippi
Program Chair-Elect:	**Carl Rebman, Jr.,** University of San Diego
Secretary:	**Robert Pavur,** University of North Texas
VP - Finance:	**Charlotte Jones,** Louisiana State University – Shreveport
VP - Student Liaison:	**Amy Y. Chou,** Illinois State University
VP – Membership:	**June Lu,** University of Houston - Victoria
DSI Regionally-Elected VP:	**Tom Jones,** University of Arkansas
Regional Archivist:	**Paul Cronan,** University of Arkansas
Publications Coordinator:	**Carl Rebman, Jr.,** University of San Diego
Council Members:	**Leida Chen,** Creighton University **Mike Hanna,** University of Houston-Clear Lake **Chang-tseh Hsieh,** University of Southern Mississippi **Russell Jones,** Arkansas State University **Fred Kitchens,** Ball State University **Frank Landram,** West Texas A&M University **Lai C. Liu,** University of Texas – Pan American **Bala Maniam,** Sam Houston State University **June Wei,** University of West Florida
Past President:	**Bonnie Daily,** New Mexico State University

2009-2010 TRACK CHAIRS

Accounting:	**Mary Fischer,** University of Texas - Tyler
Cross-Cultural Studies:	**Khaled Alshar**e, Emporia State University
DSS/ES/KM:	**Mark McMurtrey**, University of Central Arkansas
E-Commerce:	**Barry Cumbie,** University of Southern Mississippi
Economics:	**Noel Campbell**, University of Central Arkansas
E-Government and Non-Profit:	**Donna Davis,** University of Southern Mississippi
Entrepreneurship and Finance:	**Bala Maniam,** Sam Houston State
International Business:	**Farhang Niroomand,** University of Houston - Victoria
Information Security and Privacy:	**Janet Bailey**, University of Arkansas – Little Rock
Innovative Education:	**Fred Kitchens,** Ball State University **Queen Booker,** Minnesota State University, Mankato
Management and Marketing:	**Alvin Williams,** University of South Alabama
Management Information Systems:	**David Chou,** Eastern Michigan University
Online Learning:	**June Lu,** University of Houston - Victoria
Operations & Supply Chain Management:	**Pedro Reyes**, Baylor University
Quantitative Methods and Quality:	**Charlotte Jones**, Louisiana State University - Shreveport
Student Track:	**Amy Chou,** Illinois State University
Special Panels:	**Chang Hsieh,** University of Southern Mississippi
Proceedings Editor:	**O. Guy Posey**, Alabama A & M University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

2010 Special Events

♦ **One session of a Treat Modeling Workshop by Microsoft specialist, Bradley Jensen:** Wednesday, March 3, 2010, from 1 p.m. to 5 p.m.

♦ **Over one hundred paper presentations** sessions scheduled: Thursday, March 4 and Friday, March 5, 2010 from 8:30 a.m. to 5:00 p.m. daily, and on Saturday, March 6, 2010, from 8:30 a.m. to 11:45 a.m.

♦ S**WDSI 2010 Business Meeting**, 5:00 p.m. - 7:00 p.m., Thursday, March 4, 2010.

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!

CONGRATULATIONS!!!

RECIPIENT OF THE 2010 DISTINGUISHED SERVICE AWARD

Dr. Lynn Heinrichs
Elon College

CONGRATULATIONS!!!

RECIPIENT OF THE
2010 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

David E. Douglas
University Of Arkansas

CONGRATULATIONS!!!

RECIPIENT OF THE 2010 MCGRAW-HILL/IRWIN DISTINGUISHED PAPER AWARD

Conditional Heteroscedasticity in Time Series Of Stock Returns: A Revisit

Sinan Yildirim
Texas Wesleyan University

CONGRATULATIONS!!!

RECIPIENT OF THE 2010
ALPHA IOTA DELTA INNOVATIVE EDUCATION PAPER AWARD

Collaborative Supply Chain Management Learning Using Web-Hosted Spreadsheet Models

Don N. Pope
Abilene Christian University

CONGRATULATIONS!!

RECIPIENT OF THE 2010 BEST STUDENT PAPER AWARDS

BEST GRADUATE PAPER

Organizational Commitment and its Antecedents: Empirical Evidence from a Developing Country

Daniel Cernas Ortiz
University of North Texas

HONORABLE MENTION GRADUATE PAPER

Video Games as Information System

Michael Magro
University of North Texas

BEST UNDERGRADUATE PAPER

Education Decentralization And Gender Disparities In School Participation In Sub-Saharan Africa

Alvine Sangang
Stephen F. Austin State University

March 3, 2010
(Wednesday)

1:00 p.m. – 5:00 p.m.   City View 8

SESSION A: **Threat Modeling Workshop Pre-Conference Workshop I**

Presenter: **Bradley Jensen,** Microsoft Corporation

Registrations will be on a first-come first served basis. Late and onsite registrations will be available only if there are no-shows or capacity left. This is a full 4-hour workshop.

> 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 4, 2010
(Thursday)

7:30 a.m. – 8:30 a.m.   Executive Boardroom

MEETING: **Officers and Directors Meeting**

Presiding: **Kai S. Koong,** University of Texas – Pan American

Agenda: Continental Breakfast

                        Officers Reports

                        Old Business – Various Committee Reports

                        New Business – To be Determined

8:30 a.m. – 10:00 a.m.   Majestic 8

SESSION A   MANAGEMENT INFORMATION SYSTEMS - I

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

Organizational Innovation and Outsourcing Decision Analysis
David C. Chou, Eastern Michigan University
Amy Y. Chou, Illinois State University

Interactions Between Social Network and IT Innovation Diffusion
Meng Shi, University of Texas - Arlington

Discourse of Web Usability and Its Effects
Amy Y. Chou, Illinois State University
David C. Chou, Eastern Michigan 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 4, 2010
(Thursday)

8:30 a.m. – 10:00 a.m.   Majestic 9

SESSION B   **OPERATION AND SUPPLY CHAIN MANAGEMENT - I**

Session Chair: **Jie Yang,** University of Houston-Victoria

Improving Supply Chain Integration: Does Knowledge Management Matter?
Jie Yang, University of Houston-Victoria
Hemeng Song, University of Michigan

An Empirical Assessment of ERP in Indian Production Firms
Arun Madapusi, Drexel University
Daniel Cernas Ortiz, University Of North Texas

Synergy Mining In Supply Chain Regression Models
Terry R. Pearson, WTAMU, Deceased
Frank G. Landram, WTAMU

8:30 a.m. – 10:00 a.m.   Majestic 10

SESSION C   **DSS/ES/KM - I**

Session Chair: **Mark McMurtrey**, University of Central Arkansas

Data Warehousing and Its Business Impact
Min Chen, California State University
Hongwei Du, California State University

Codification of Knowledge for a Database: Best Practices and their Effectiveness
Shalini Wunnava, Louisiana Tech University
Selwyn Ellis, Louisiana Tech University

An Anchor Vector Based Similarity Function for Boosting Transactions Clustering
Sam Y. Sung, South Texas College
Bob Ho, South Texas College

March 4, 2010
(Thursday)

8:30 a.m. – 10:00 a.m.   Majestic 11

SESSION D   INNOVATIVE EDUCATION - I

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

Analysis of the Benefits of Supplemental Quantitative Software in the Operations Management Course
Peter J. Billington, Colorado State University – Pueblo
James H. Browne, University of Texas - Tyler
Stuart H. Warnock, Metropolitan State College - Denver

Collaborative Supply Chain Management Learning Using Web-Hosted Spreadsheet Models
Don N. Pope, Abilene Christian University

Anticipated Changes in Student Services Delivery and Implications for College of Business School Faculty and Staff Members
John Vassar, Louisiana State University – Shreveport
Amy Oakes Wren, Louisiana State University – Shreveport
Wayne Hogue, Louisiana State University – Shreveport

Middleware in a DB Course
Donna M. Schaeffer, Marymount University
Patrick C. Olson, National University

8:30 a.m. – 10:00 a.m.   Majestic 7

SESSION E   A Workshop on the Dispute Identification, Avoidance and Arbitration in IT

Murali Mohan Narasipuram, City University of Hong Kong

With the globalization of software engineering environment, there are several disputes arising across the national boundaries. The existing international dispute resolution conventions are not properly tuned for the nature of the software industry. This new domain is gaining more importance as there are more disputes emerging. Current curriculum and research in Management/IS/CS schools have under-emphasized, if not ignored, this new emerging inter-disciplinary area of study. It is essential to equip Management/IS/CS graduates with knowledge and skills about possible IT dispute areas and methods to avoid them. IT disputes span the entire IS life cycle - requirements identification and specification, development of design and program specifications, programming and testing, and of course the land mines of outsourcing management, and the underlying Intellectual Property Rights in each stage of IS development life cycle.

March 4, 2010
(Thursday)

8:30 a.m. – 10:00 a.m.   Pearl 5

SESSION F   **Imagining Information Systems in 2015**

Panel Moderator: **Lynn R. Heinrichs**, Elon University

Panelists: **Carol Jeffries-Horner,** Our Lady of the Lake University
                              Paul Cronan, University of Arkansas
                              Brian Reithel, University of Mississippi
                              Donna Davis, University of Southern Mississippi
                              Kai S. Koong, University of Texas, Pan American

Description:

Will information systems programs face the same challenges in the next decade of the 21st century as they did in the first?
What new opportunities will emerge?   Will the role of IS programs change in the business school and the university? How
will the curriculum change? What technologies will shape the curriculum and how it is delivered? Will the role of IS faculty
members change? In this session, our panelists will look into their crystal balls and imagine the future of information systems
programs in the year 2015. Please plan to join this lively discussion.

10:00 a.m. - 10:30 a.m.   Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 10:20 a.m. in the Exhibit Area.
Must be present to win.

March 4, 2010
(Thursday)

10:30 a.m. – 12:00 p.m.   Majestic 8

SESSION A   MARKETING AND MANAGEMENT – I

Session Chair: **Tom Smith**, Texas Wesleyan University

Rethinking Decision Analysis
Carter L. Franklin, II, DeVry University

Exploring the Role of Positive Affect in Organizational Citizenship Behavior
Ankur Nandedkar, University of Texas- Pan American

Comparative Differences Between Student Attitudes Toward Advertising: 1976 vs. 2009 – A Pilot Study
Tom Smith, Texas Wesleyan University
Sandra Hile Hart, Texas Wesleyan University

10:30 a.m. – 12:00 p.m.   Majestic 9

SESSION B   QUANTITATIVE METHODS AND QUALITY - I

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

Customer Segmentation Using K-Means Clustering and Decision Trees
Binshan Lin, Louisiana State University - Shreveport
Charlotte Jones, Louisiana State University - Shreveport

The Robustness of the Harris EOQ
Louie Ren, University of Houston – Victoria

Optimal and Heuristic Approaches to Establishing Discrete Bid Levels in a Dutch Auction
Zhen Li, University Of North Texas
Ching-Chung Kuo, University Of North Texas

March 4, 2010
(Thursday)

10:30 a.m. – 12:00 p.m.	Majestic 10

SESSION C   **ACCOUNTING - I**

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

Nonprofit Mergers and Consolidations: Guidance at Last
Mary Fischer, University of Texas at Tyler

The Impact of Auditing Standard No. 5 on Audit Delay
Mark Washburn, Nova Southeastern University

Evidence on the Effect of Financial Distress on Type II Audit Errors
Paul Wertheim, Abilene Christian University
Michael Robinson, Baylor University

SEWMEX: Analyzing the Risks and Benefits of Moving Production Overseas
Gus Gordon. University of Texas at Tyler
Matt Lusty, University of Texas at Tyler
Jay Nelson, University of Texas at Tyler
Bracy Sweat, University of Texas at Tyler

10:30 a.m. – 12:00 p.m.	Majestic 11

SESSION D   **A Workshop on Innovative Applications of Mind-Mapping as a Study Aid in Decision Sciences Courses**

Presenter: **Brian J. Reithel,** University of Mississippi

This workshop will introduce participants to the basic principles of creating mind maps as they might be used by students enrolled in a decision sciences-related course. After covering the terminology and fundamental concepts used in building effective mind maps, the participants will engage in a discussion of various ways in which mind maps can be used as study aids to promote active learning in courses within our disciplines.

The presenter will also share the results of a semester-long study of the use of mind maps by students enrolled in a junior-level MIS course at a major southeastern university. These results will include both empirical and subjective impressions based upon student performance in the course. The results will also include summaries and excerpts from student feedback on the relative efficacy of the mind map as a study aid.

By the end of the workshop, participants will have learned the fundamentals of mind mapping, will have shared creative and innovative potential applications of this powerful idea recording technique that could be implemented in decision sciences-related courses, and will have drawn their own mind maps in order to become familiar with the process and benefits of using this powerful note-taking technique.

March 4, 2010
(Thursday)

1:30 p.m. – 3:00 p.m.	Majestic 8

SESSION A   MANAGEMENT INFORMATION SYSTEMS - II

Session Chair: **Saadeh Bassam,** *University of Qatar*

Knowledge Sharing Attitude
Saadeh Bassam, *University of Qatar*

A Critical Review of Technology Acceptance Literature
Long Li, Grambling State University

Seniors and Information Technology: Much Ado About Something?
Mark E. McMurtrey, University of Central Arkansas
Ronald E. McGaughey, University of Central Arkansas
James R. Downey, University of Central Arkansas
Steven M. Zeltmann, University of Central Arkansas

1:30 p.m. – 3:00 p.m.	Majestic 9

SESSION B   INFORMATION SECURITY AND PRIVACY – I

Session Chair: **Janet L. Bailey,** University of Arkansas at Little Rock

Solving Online Security Problems for E-Commerce by SiteKey
Svetlana Yankina, California State University- East bay
Jiming Wu, California State University- East bay
Hongwei Du, California State University- East bay

A Threat Identification Matrix for the Protection of Critical Infrastructures
James L. Parrish, Jr., University of Arkansas at Little Rock
Bradley Jensen, Microsoft Corp.
Janet L. Bailey, University of Arkansas at Little Rock

Integrating IT Auditing (SAS 70 Reporting) to Benefit both the User and Service Organizations: An Organizational Change Perspective
Thomas J. Bell III, Texas Wesleyan University

March 4, 2010
(Thursday)

1:30 p.m. – 3:00 p.m.   Majestic 10

SESSION C   ENTREPRENEURSHIP AND FINANCE - I

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

Outstanding Paper Award Winner*:*
Conditional Heteroscedasticity in Time Series of Stock Returns: A Revisit
Sinan Yildirim, Texas Wesleyan University

Trends And Perspectives of Mergers And Acquisitions
Josh Varnado, Sam Houston State University
Balasundram Maniam, Sam Houston State University

Critical Success Factors for Technology Entrepreneurship: Are These Factors Different for Non-Technology Startups?
Simon S. Mak, Southern Methodist University
Stephen Szygenda, Southern Methodist University

Shiny Schools: Do New Schools and New Programs Solve the Dropout Problem
John Hill, Hardin-Simmons University

1:30 p.m. – 3:00 p.m.   Majestic 11

SESSION D   E-COMMERCE

Session Chair: **June Lu**, University of Houston-Victoria

An Investigation into the Factors that Influence Sustainable Trust in Third-Party Payment Services Providers
Surma Mukhopadhyay, University of Mississippi
Brian J. Reithel, University of Mississippi

Technology Readiness, Trustworthiness, and Use of E-Auctions
June Lu, University of Houston-Victoria
Linda Hayes, University of Houston-Victoria
Lu-Zhuang Wang, Zhejiang University City College

Trust Development in Online Social Community
Lulu Zhang, University of Texas at Arlington

Great Difference of Network Competition between the U.S.A. and Japan
Yang Fan, Nakamura Gakuen University
Kanji Sahara, Nakamura Gakuen University

3:00 p.m. - 3:30 p.m.	Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 3:20 p.m. in the Exhibit Area.
Must be present to win.

3:30 p.m. – 5:00 p.m.	Majestic 8

SESSION A   MANAGEMENT INFORMATION SYSTEMS - III

Session Chair: **Chang Hsieh**, University of Southern Mississippi

A Survey of Web Accessibility on the Texas Public School System
Qi Zhu, University of Houston - Victoria
Shane May, University of Houston - Victoria

Radio Frequency Identification Systems at Universities: Current Status and Future Applications
Chang Hsieh, University of Southern Mississippi
Hana Prudilova, University of Southern Mississippi

Information Systems/Information Technology for Competitive Advantage
Chang Hsieh, University of Southern Mississippi
 Mona Gauthier, University of Southern Mississippi
Binshan Lin, Louisiana State University-Shreveport

3:30 p.m. – 5:00 p.m.	Majestic 9

SESSION B   INTERNATIONAL BUSINESS I

Session Chair: **Kamphol Wipawayangkool,** University of Texas at Arlington

Factors Influencing Bank Performance in Malaysia: Does Bank Origin Matter?
 Fadzlan Sufian, Khazanah Nasional Berhad
M. Kabir Hassan, University of New Orleans

Do We Consider the Role of Culture in IT Offshore Outsourcing Enough?
Kamphol Wipawayangkool, University of Texas at Arlington

Regulation & De-regulation: An Inevitable Cycle in American Economy
Kamphol Wipawayangkool, University of Texas at Arlington

529 Plans during the Global Financial Crisis of 2008, a condensed study on returns and volatilities of 529 Plans
Gurkan Ibrahim Akalin, University of Texas at Arlington
Edmund Prater, University of Texas at Arlington

3:30 p.m. - 5:00 p.m.   Majestic 7

SESSION C   INNOVATIVE EDUCATION – II

Session Chair: **John Seydel,** Arkansas State University

Developing Virtual Online Wireless Labs
Brett J. L. Landry, University of Dallas

Engaging Students with alumni through Social Networking web Sites; A winning Proposition
C. Kyle Hayden, Perot Systems
Fred L. Kitchens, Ball State University
Lindsay M. MacLeod, Perot Systems

Assessing Technology Skills of Business Students
Kelly Fish, Arkansas State University
Richard Segall, Arkansas State University
John Seydel, Arkansas State University
Jollean Siinclaire. Arkansas State University

Confronting Budget Cuts and AACSB with Service-Learning
Gary A Poe, Grambling State University

3:30 p.m. - 5:00 p.m.   Majestic 11

SESSION D   ENTREPRENEURSHIP AND FINANCE - II

Session Chair: **Karim Dhanani,** Grambling State University

Determinants of Bank Dividend Policy
John Theis, Columbus State University
Ata Yesilyaprak, Columbus State University
Andres Jauregui, Columbus State University
Amitabh Dutta , Columbus State University

Defending the CAPM
Garland Simmons, Stephen F. Austin State University

An Empirical Study of Kalman Filter Control Techniques in Mean-Variance Portfolio Optimization
James A. DiLellio, Pepperdine University

Cost of Life Insurance – CPA's Perspective
Karim Dhanani, Grambling State University
Melissa Aldredge, Grambling State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 4, 2010
(Thursday)

5:00 p.m. – 7:00 p.m.   City View 6

RECEPTION AND BUSINESS MEETING: **SOUTHWEST DECISION SCIENCES INSTITUTE**

Presiding: **Kai S. Koong,** University of Texas – Pan American

Decision Sciences Institute – Southwest Region

Business Meeting

Officer's and Committee Reports

Announcements and Presentation of Awards

5:30 p.m. – 7:00 p.m.   Lone Star Ballroom A

FBD Meet and Greet Social

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 listen to the music of a local Texas band. 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 events, dinner, or the surrounding artistic activities.

March 5, 2010
(Friday)

8:30 a.m. – 10:00 a.m.	Majestic 8

SESSION A   **ECONOMICS I**

Session Chair: **Noel Campbell**, University of Central Arkansas

Comparing Countries for Economic Indicator Variables
Edward Nissan, University of Southern Mississippi
Farhang Niroomand, University of Houston – Victoria

A Computational Approach to Dynamically Modeling the Destructive Risk Embedded in Hurricane Evacuation Decisions
Jeffrey Czajkowski, Austin College
Richard Woodward, Texas A&M University

Mechanical Trading System for S&P 500
Timothy Pistole, University of Houston – Victoria
Massoud Metghalchi, University of Houston – Victoria

8:30 a.m. – 10:00 a.m.	Majestic 9

SESSION B   **MANAGEMENT INFORMATION SYSTEMS IV**

Session Chair: **Julia Susan Frink**, Texas A&M University

User Acceptance of ERP Systems in the United States
Kakoli Bandyopadhyay, Lamar University

Linking CSFS to Performance in ERP Implementations
Arun Madapusi, Drexel University
Daniel Cernas Ortiz, University Of North Texas

Deliverable Oriented Scheduling
Andrew Wicklund, University of Houston
Michael L. Gibson, University of Houston
Robert Zant. University of Houston

March 5, 2010
(Friday)

8:30 a.m. – 10:00 a.m.   Majestic 10

SESSION C   ONLINE LEARNING I

Session Chair: **Daniel A. Peak**, University of North Texas

Immersion Technology: Current Patterns of Usage and Examination of Its Potential for Expanded Usage in the Classroom
John Vassar, LSU-Shreveport
Binshan Lin, LSU-Shreveport

Online Dynamics of Adult Learners in Southwest Higher Education
Joselina Cheng, University of Central Oklahoma
Karki Gaurav, University of Central Oklahoma

Why Aesthetics and the Visual Design Discipline are Ignored by IT Website Research
Daniel A. Peak, University of North Texas
Michael Gibson, University of North Texas
Victor Prybutok, University of North Texas

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 5, 2010
(Friday)

8:30 a.m. – 10:00 a.m.   Majestic 11

SESSION D   **INTERNATIONAL BUSINESS II**

Session Chair: **Matthew Lindsey**, Stephen F Austin State University

Citigroup Retail Banking Operations in the U.S. and Abroad: The Banking Industry
Allyson Papazahariou, St. John's University
Robert J. Mockler, St. John's University
Marc Gartenfeld, St. John's University

Outsourcing, More to Consider than Saving a Buck
Matthew Lindsey, Stephen F Austin State University
Keith Harper, Ingersoll Rand Air Conditioning Systems

An Empirical study on the Banking Competition in Emerging Economies
Mazhar M. Islam, Florida A&M University

10:00 a.m. - 10:30 a.m.   Lone Star Ballroom A

FBD Coffee Break

Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 10:20 a.m. in the Exhibit Area.
Must be present to win.

10:30 a.m. – 12:00 p.m.   Majestic 8

SESSION A   OPERATION AND SUPPLY CHAIN MANAGEMENT – II

Session Chair: **June Wei,** University of West Florida

Supply Chaining in the Fresh Fish Industry
Peter DeVries, University of Houston – Downtown

An Overview of Reverse Auctions
Craig L. Williams, St. Edwards University

Electronic Customer Chain Management in the Home Medical Equipment Industry
Michael J. Graham, University of West Florida
June Wei, University of West Florida
Lai Liu, University of Texas – Pan American

10:30 a.m. – 12:00 p.m.   Majestic 9

SESSION B   QUANTITATIVE METHODS AND QUALITY – II

Session Chair: **William E. Pinney,** Alcorn State University

A Linear Program to Compare Multiple Gross Credit Loss Forecasts
Derald E. Wentzien, Wesley College

Effects of Service Quality and Recoverability
Hong Qin, University of Texas-Pan American
Victor R. Prybutok, University of North Texas

Management Science as a Paradigm for Successful Living
William E. Pinney, Alcorn State University
Thomas W. Jones, University of Arkansas

Multicriteria Decision Making Under Uncertainty—a Visual Approach
H.A. Eiselt, University of New Brunswick
Vladimir Marianov, Pontificia Universidad Católica de Chile

March 5, 2010
(Friday)

10:30 a.m. – 12:00 p.m.   Majestic 10

SESSION C   INNOVATIVE EDUCATION – III

Session Chair: **Thomas J. Bell III,** Texas Wesleyan University

Role of Computer Self-efficacy and Playfulness as Determinants of Academic Success in Learning Spreadsheets
Anil Singh, University of Texas at Brownsville
Vikram Bhadauria, Southern Arkansas University
Qinyu Liao, University of Texas at Brownsville

Student Employment and Academic Performance at the University Level
Guoying Zhang, Midwestern State University
Charles R. Johnston, Midwestern State University

The Effective Use of Multimedia Teaching Objects in a Finance Course
Colin Pillay, Gannon University

Integrating Comptia's Project+ Information Technology Certification Objectives Into Course Curriculum: The Challenges of Teaching Theory and Certification Objectives
Thomas J. Bell III, Texas Wesleyan 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 5, 2010
(Friday)

1:30 p.m. – 3:00 p.m.   Live Oak

SESSION A   INTEGRATING MICROSOFT OFFICE SHAREPOINT SERVER IN THE
**   CIS/MIS CURRICULUM**

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

SharePoint functionality is a key element in Microsoft's enterprise server solutions as well as its cloud computing platform, Azure. SharePoint is a complex technology to learn and understand, yet it provides an excellent platform for integration of many concepts and skills traditionally taught in an information systems program including application development, database, and networking.

The purpose of the proposed workshop will be to provide a hands-on look at the SharePoint server environment and present laboratory assignments that utilize a wide-range of SharePoint functions and features. The assignments will represent varying levels of complexity that can be incorporated in beginning and advanced information systems courses.   Resource requirements for using SharePoint and supporting technologies in a virtual environment will be discussed. Sources of documentation and support will be provided.

1:30 p.m. – 3:00 p.m.   Majestic 9

SESSION B   Cross Cultural Studies

Session Chair: **Mahesh Raisinghani,** Texas Women's University

Cross-Cultural Teams In A Global Market: A Project Risk Management Perspective
Mahesh Raisinghani, Texas Women's University
Masood Farshori, UMUC

Predicting Student Effort of Learning ERP: An Exploratory Study
Khaled A. Alshare, Emporia State University
Peggy L. Lane, Emporia State University
Donald S. Miller, Emporia State University

PANEL DISCUSSION

ORGANIZATIONAL CULTURE, OBJECTIVES, AND OWNERSHIP AS INFLUENCING FACTORS ON
ADOPTION AND DIFFUSION OF MOBILE TECHNOLOGIES IN THE MIDDLE EAST REGION

Panel: **Faisal B. Al-khateeb**, New York Institutes of Technology
                         Khaled A. Alshare, Emporia State University

March 5, 2010
(Friday)

1:30 p.m. – 3:00 p.m.   Majestic 10

SESSION C   INFORMATION SECURITY AND PRIVACY – II

Session Chair: **Brett J. L. Landry,** University of Dallas

Analyzing Feasibility of Providing Secured Encrypted Email Service
Sudhir Chawla, Angelo State University
Parag Dhumal, Angelo State University

Computer Abuse By Trusted Employees
Sandra J. Blanke, University of Dallas
Brett J. L. Landry, University of Dallas

Recovering Deleted and Wiped Files: A Digital Forensic Comparison of FAT32 and NTFS File Systems using Evidence Eliminator
Phil Nabity, University of Dallas
Brett J. L. Landry, University of Dallas

Businesses under Attack: Successfully Meeting the Challenge of Securing Individual and Business Data and Information
Graham Thomas, Texas Southern University
Esther R. Thomas, Texas Southern University

1:30 p.m. – 3:00 p.m.   Majestic 11

SESSION D   OPERATION AND SUPPLY CHAIN MANAGEMENT – III

Session Chair: **Guangfu Zeng,** University of Texas at Arlington

Assessing Supply Chain Risk and Performance Simultaneously via Multiple Tiers DEA Efficiency
Guangfu Zeng, University of Texas at Arlington
Greg Frazier, University of Texas at Arlington

Performance Measurement System Management Using a Rough Set and Grey Systems Methodology
Chunguang Bai, Dalian University of Technology
Joseph Sarkis, Clark University

Extending the Relationship between ISO 14001 and Financial Performance: A Knowledge Management Perspective
Taeuk Kang, University of Texas at Arlington
Kamphol Wipawayangkool, University of Texas at Arlington
Edmund Prater, University of Texas at Arlington

1:30 a.m. – 3:00 p.m.   City View 7

SESSION E   ECONOMICS – II and E-GOVERNMENT

Session Chair: **John Reinke,** Sam Houston State University

Does a Country Still Affect Interdependence of Stock Performance?
John Reinke, Sam Houston State University

Mistake Proofing Solutions Endorsed by the Agency for Healthcare Research and Quality – Is That All There Is?
Ken Black, University of Houston-Clear Lake
Jami Kovach, University of Houston
Lee Revere, University of Houston-Clear Lake

Evaluating Employee Intentions to Comply with Password Security Policies and Procedures for a Public Hospital EMR System
Queen Esther Booker, Minnesota State University, Mankato
Fred L. Kitchens, Ball State University
Carl M. Rebman, Jr., University of San Diego

3:00 p.m. - 3:30 p.m.   Lone Star Ballroom A

FBD Coffee Break

> Please make plans to visit the exhibits for information on the latest books & newest educational technologies.
> Let our exhibitors know how much we appreciate their presence and continued support!
>
> *Great Door Prize Drawings take place at 3:20 p.m. in the Exhibit Area.*
> *Must be present to win.*

3:30 p.m. – 5:00 p.m.   Majestic 11

SESSION A   ONLINE LEARNING II

Session Chair: **Guy Posey,** Alabama A&M University

The Advantages and Disadvantages of the Virtual Classroom and the Role of the Teacher
Guy Posey, Alabama A&M University
Thomas Burgess, Alabama A&M University
Marcus Eason, Alabama A&M University
Yawna Jones, Alabama A&M University

The Impact of Online Social Capital on Online Learning
Jun Yang, University of Houston-Victoria
June Lu, University of Houston-Victoria
Chun-sheng Yu, University of Houston-Victoria

Passwords Can Still Be Effective
James S Magruder, University of Southern Mississippi

Delivering Effective Training via Virtual Reality Environments
Steven Mark, University of Southern Mississippi

3:30 p.m. – 5:00 p.m.   Majestic 9

SESSION B   MARKETING AND MANAGEMENT – II

Session Chair: **Janet L. Bailey,** University of Arkansas at Little Rock

Texting: How it Affects Business Communication
Patricia S. Day, University of Arkansas at Little Rock
Janet L. Bailey, University of Arkansas at Little Rock

The Climate Theory and the Astrology Framework of the Market Segmentation and Communication Mixes
Chang, Su-Chao, National Cheng Kung University
Lin, Ching-Chao, National Cheng Kung University

Online Reviews of Baby Products – A Community of Moms
Deanna House, University of Texas - Arlington

The Impact of Impulse Buying Upon Cognitive Dissonance: A Study Conducted Among the Spring Break Student Shoppers
Gallayanee Yaoyuneyong, University of Southern Mississippi
Babu George. University of Southern Mississippi

3:30 a.m. – 5:00 p.m.   Majestic 10

SESSION C   STUDENT PAPERS - I

Session Chair: **Amy Y. Chou,** Illinois State University

Video Games as Information Systems: Exploratory Research on What Gamers Want
Michael Magro, University of North Texas

Selection Framework for Electronic Training tools in Post-secondary Blended Learning Environments
Thomas McGinnis, University of North Texas
Michael Magro, University of North Texas

A Meta-Analysis of Cross-Cultural Studies in IS: Evaluating Hofstede and Triandis' Cultural Frameworks
Solomon O. Ogara, University of North Texas

Review of Tracking and Tracing Technologies and their Potential Impacts in the Supply Chain
Solomon O. Ogara, University of North Texas

March 6, 2010
(Saturday)

8:30 a.m. – 10:00 a.m.   Majestic 10

SESSION A   STUDENT PAPERS - II

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

Organizational Commitment and Its Antecedents: Empirical Evidence from a Developing Country
Daniel Cernas Ortiz, University of North Texas

Can International Financial Reporting Standards Reduce Inexperienced Auditors' Bias?
Renee M. Olvera, University of North Texas

External Factors that Influence the Voting Behavior of Young Voters: Evaluation of the Measurement Model
Arne Baruca, University of Texas-Pan American

The Asymmetric Impacts on the Marginal Value of Cash Holdings
Jessica Wang, University of Texas at Dallas

8:30 a.m. – 10:00 a.m.   Majestic 11

SESSION B   STUDENT PAPERS - III

Session Chair: **John Seydel,** Arkansas State University

Education Decentralization and Gender Disparities In School Participation In Sub-Saharan Africa
Alvine Sangang, Stephen F. Austin State University

An Investigation of College Students' Perception about Business Careers
Balkissa Sani Tanimoune, University of Louisiana at Monroe
Valeriya Posylnaya, University of Louisiana at Monroe
Salman Tahsin, University of Louisiana at Monroe
Aboubacar Oumarou, University of Louisiana at Monroe

How University Entrepreneurship Should View Those Within the Technology Transfer Office: A Pinwheel Model of the TTO
Rohny G. Saylors, University of Texas Pan-American

Factors Leading to Successful ERP Implementation: An Integrated Framework
Mohammad I. Merhi, University of Texas Pan American

March 6, 2010
(Saturday)

10:15 a.m. – 11:45 a.m.   Majestic 10

SESSION A   STUDENT PAPERS - IV

Session Chair: **Janet L. Bailey,** University of Arkansas at Little Rock

Ethics: A Critical Review
Harita Dave, University of Houston-Victoria

Intention to Buy/Sell Online: A Propositional Model
Waseem Afzal, Emporia State University

The Effects of Strong and Weak Ties on Entrepreneurial Outcomes: A Literature Review and Potential New Research Agenda
Jason Flores, University of Texas – Pan American

Information Quality in Cloud Computing: Improvement or Deterioration
Javier Flores, University of Texas – Pan American

10:15 a.m. – 11:45 a.m.   Majestic 11

SESSION B   STUDENT PAPERS - V

Session Chair: **Amy Y. Chou,** Illinois State University

Web Standards and Higher Education
 Deann Graham, University of Mary Hardin-Baylor

A System View of Cybercrime: its Definition, Classification and Motivation
Madison Ngafeeson, University of Texas-Pan American

Naturalism as an Alternative Paradigm in Operations Management
Carol J. Cagle, University of Texas at Arlington

UNI CARD: An Approach to Providing Convenience and Safety to Credit Card Usage
Martha Silva Flores. University of Texas-Pan American
Brenda Covarrubia, University of Texas-Pan American
Phil Hauck, University of Texas-Pan American
Amparo Moran, University of Texas-Pan American