

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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Accounting:	Erick Valentine , Grambling State University
Business Environment, Law, Ethics & Cross-Cultural Studies:	Khaled A. Alshare , Qatar University
DSS/ES/KM:	Richard Woolridge , University of Arkansas at Little Rock
E-Commerce:	June Lu , University of Houston - Victoria
Economics, Health Care and Quality:	Barbara Hewitt , Texas A&M University-San Antonio
E-Government and Non-Profit:	James Parrish , Nova Southeastern University
Entrepreneurship and Finance:	Melissa Melancon , University of Louisiana at Monroe
International Business:	Bradley K Jensen , Microsoft
Information Security and Privacy:	Joseph Schuessler , Tarleton State University
Innovative Education:	Fred L. Kitchens , Ball State University
Management & Organizational Behavior:	Clay Posey , University of Arkansas at Little Rock
Management Information Systems:	Mark McMurtrey , University of Central Arkansas
Marketing:	Susan Chinburg , Rogers State University (emeritus)
Online Learning:	Shoreh Hashemi , University of Houston Downtown
Operations & Supply Chain Management:	Hong Qin , University of Texas Pan American
Quantitative Methods & Quality:	Francis Kofi Andoh-Baidoo , U of Texas Pan American
Student Track:	Nalini Govindarajulu , Creighton University
Special Panels:	Brian Reithel , University of Mississippi
Proceedings Editor:	Mohan Rao , University of Louisiana at Lafayette
Proceedings Production Coordinator:	Carl M. Rebman, Jr. , University of San Diego

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

2012 SPECIAL EVENTS

WORKSHOPS & PANELS

Making Money with Windows Phone Development **Wed Feb 29, 2012, 1:00-5:00 p.m.**
Dr. Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft
Aaron Rothberg, Microsoft Student Partner

Data Analytics- Industry Speaks **Thurs Mar 1, 2012, 10:30 a.m.-12:00 p.m.**
Dr Jie Cheng, VP, Global Analytics and Consumer Insights, Acxiom
Steven Lamey, ISD Supply Chain and E-Commerce Manager, Walmart
Dr. Bradley Jensen, Principal Academic Relationship Manager, Microsoft
Alex McLeod, Program Manager, University Alliances US Central Region, SAP

Decision Making Using Business Analytics Tools (Microsoft, SAP, IBM, Teradata, & SAS) to Analyze Real-World Enterprise System Datasets (Sam's Club, Dillard's, Tyson Foods, WalMart)
Thurs Mar 1, 2012, 1:30-3:00 p.m.

Janet Bailey, University of Arkansas at Little Rock
David Douglas, University of Arkansas
Bradley K. Jensen, Microsoft
Jerry Oglesby, SAS

PAPERS & MEETINGS

SWDSI 2012 Business Meeting, **Thurs, March 1, 2012 3:30 p.m. - 5:00 p.m.**

Over one hundred and twenty paper presentations sessions scheduled: Thursday, February 29, and Friday, March 1, 2012 from 8:30 a.m. to 5:00 p.m. daily, and on Saturday, March 3, 2012, from 8:30 a.m. to 12:00 a.m.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

CONGRATULATIONS!!!

**RECIPIENT OF THE
2012 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD**

Kai Koong
University of Texas at Pan American

RECIPIENT OF THE 2012 MCGRAW-HILL/IRWIN DISTINGUISHED PAPER AWARD

The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to the Green Movement

Lillian Y. Fok
University of New Orleans

Susan M. L. Zee
Southeastern Louisiana University

Daisy Fok
University of Southern California

Sandra J. Hartman
University of New Orleans

**RECIPIENT OF THE 2012
ALPHA IOTA DELTA INNOVATIVE EDUCATION PAPER AWARD**

The Integration of Portable Technology to Enhance Lifelong Learning Skills

Nick-Naser Manochchri
Qatar University

Nicolas Gromik
Qatar University

Swee Liang Aw
Qatar University

RECIPIENT OF THE 2012 BEST STUDENT PAPER AWARDS

User Acceptance of Social Networking: Employees' Perspective

Murad Moqbel
Texas A&M International University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 29, 2012
(Wednesday)**

1:00 p.m. – 5:00 p.m.

Oak Alley

Making Money with Windows Phone Development

Presenters: **Bradley K. Jensen,**
Principal Academic Relationship Manager, Microsoft Corporation
Aaron Rothberg,
Microsoft Student Partner, University of Arkansas at Little Rock

Want to get students interested in coding or perhaps just recruit them for your major? An informal poll showed 75% of students are interested in learning how to write applications for their mobile devices. Why not use this interest to get them hooked on a technology degree and provide them a way to supplement their income at the same time? This hands-on workshop will take attendees through the process of creating a Phone 7 application ready for deployment to the Marketplace. Provided classroom-ready instructions can be used stand-alone in an introductory class or as a first assignment in a mobile-development class. Links to free downloadable development ebooks and information on Microsoft support for mobile-development coursework will be provided.

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

**March 1, 2012
(Thursday)**

8:30 a.m. – 10:00 a.m.

Crescent Board Room

MEETING: Officers and Directors Meeting

Presiding: **Roderick Posey,** University of Arkansas

Agenda: Officer's Reports

Old Business – Various Committee Reports

New Business – To be Determined

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.

NAPOLEON B-1

SESSION A MANAGEMENT INFORMATION SYSTEMS – I

Session Chair: **Daniel Peak**

Information Systems as a Reference Discipline for Visual Design

Daniel Peak, University of North Texas

Victor Prybutok, University of North Texas

Michael Gibson, University of Houston

Chenyang Xu, University of North Texas

Information Technology Credential Value – from the Perspective of Industry Employers

David Wierschem, Texas State University-San Marcos

Guoying Zhang, Midwestern State University

Charles Johnston, Midwestern State University

Innovation's Role as a Boundary Between Cognitive Schemas

[Sameer Dutta](#), Grambling State University

8:30 a.m. – 10:00 a.m.

NAPOLEON A-3

SESSION B E-COMMERCE – I

Session Chair: **Lu, June**

An Empirical Investigation of Online Word-of-Mouth Dynamics in Different Online Communities

Li Qin, Fairleigh Dickinson University

Does Social Presence On E-Commerce Web Sites Influence The Initial Trust Of Asian Online Shoppers?

Quy Dang, Texas A&M University – Corpus Christi

Robert Cutshall, Texas A&M University – Corpus Christi

Mobile Commerce in the Eyes of Mobile Users

[June Lu](#), University of Houston-Victoria

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.

SALON 801

SESSION C DSS/EXPERT SYSTEMS/KNOWLEDGE MANAGEMENT – I

Session Chair: **Joyce Jackson**

A Study on the Comparative Advantages Of Concept Map Construction and Self-Explanation

Sungwoo Cho, Korea Telecom

Mun Yi, Korea Advanced Institute of Science & Technology

Joyce Jackson, University of Texas - Pan American

Effects of Changes In VIND-Dollar Exchange Rate on Exports, Imports, and Trade Balance: Evidence From Vietnam.

Banamber Mishra, McNeese State University

Matiur Rahman, McNeese State University

Tracking the Eye to Uncover Unconscious Preference

Abhishek Dalvi, University of Houston

Michael Gibson, University of Houston

Bhavin Sheth, University of Houston

Robert Zant, University of Houston

8:30 a.m. – 10:00 a.m.

SALON 820

SESSION D ONLINE LEARNING – I

Session Chair: **James Wilbanks**

E-Mentoring: Examining the Feasibility of Electronic, Online, or Distance Mentoring

James Wilbanks, University of Arkansas at Little Rock

Hybrid Approach for Automatic Short Answer Marking

Shaha Alotaibi, Princess Nora Bint Abdul Rahman University

Abdulrahman Mirza, King Saud University

Student Podcast Adoption: An Empirical Study

Mohammad I. Merhi, University of Texas Pan American

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

8:30 a.m. – 10:00 a.m.

SALON 821

SESSION E ENTREPRENEURSHIP & FINANCE - I

Session Chair: **Sid Ewer**

An Examination of the Financial Results of the Consolidated Financial Reports of the United Government for the Fiscal Years 1995 Through 2010

Sid Ewer, Missouri State University

Going Backwards: Would a Mexican Company Relocate to the U.S and Even Export to China?

Sergio Palacios, Transnational Minds

The Impact of Metacognition and Cultural Value on Entrepreneurial Orientation

Young Sik Cho, University of Texas - Pan American

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

Napoleon Exposition Hall

FBD Coffee Break

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

Great Door Prize Drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

10:30 a.m. – 12:00 p.m.

NAPOLEON B-1

SESSION A INNOVATIVE EDUCATION – I

Session Chair: **James Parrish**

Cloud Computing: Should We Use It, Teach It, Or Let It Drift Away?

Jim Larsgaard, Eastern Kentucky University

Graduate Student Retention Modeling In A Large Public University

Chao Wen, chao.wen@unt.edu University of North Texas

James Meernik, University of North Texas

Victor Prybutok, University of North Texas

The Imagine Cup Software Development Invitational: Implications For Use In The IS Capstone Course

James Parrish, Nova Southeastern University

Janet Bailey, University of Arkansas at Little Rock

Bradley Jensen, Microsoft

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.

SALON 801

SESSION B EMTREPRENEURSHIP AND FINANCE - II

Session Chair: **Mohammed Safa**

AIG's Announcements, Fed's Innovation, Contagion and Systemic Risk in the Financial Industry

Mohammad F. Safa, University of New Orleans

M. Kabir Hassan, University of New Orleans

Neal C. Maroney, University of New Orleans

LP Product-Mix Models Including Financing Costs

Dennis Togo, University of New Mexico

*Reform of Consumer Credit Protection: An Examination of The Credit Card Accountability
Responsibility and Disclosure Act of 2009*

S. Keith Lowe, Jacksonville State University

10:30 a.m. – 12:00 p.m.

SALON 820

SESSION C INTERNATIONAL BUSINESS- I

Session Chair: **Taichiro Sahara**

A Case of the Bangalore Machine Tool Equipment Industry

Dn Murthy, University of Washington

Mohammed Khurrrum Bhutta, Ohio University

Adnan Omar, SUNO New Orleans

A Research on International Tourism In Japan - Cultivating Inbound Tourism

Taichiro Sahara, Senshu University

Do Improved Accounting Rules in Korea Deter Earning Management?

B. Brian Lee, Prairie View A&M University

Dong Wuk Kim, Jeju National University, Korea

Michael Lacina, University of Houston – Clear Lake

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.

SALON 821

SESSION D MANAGEMENT INFORMATION SYSTEMS - II

Session Chair: **Summer Bartczak**

Green IT/IS Education and Training an Assessment of Curriculum Content

Summer Bartczak, University of Central Arkansas

Ellen England, University of Central Arkansas

Level of SNS Use: Effect of Perceived Risk and Benefit

Gina Harden, Univ of north Texas

Alaa Al Beayeyz, University of North Texas

Anna Sidorova, University of North Texas

Surviving the Tides: The Need for Effective Program Accreditation for Information Systems Programs

[Amjad Abdullat](#), west texas A&M University

[Jeff Babb](#), West Texas A&M University

10:30 a.m. – 12:00 p.m.

SALON 824

SESSION E INFORMATION SECUTIRTY & PRIVACY - I

Session Chair: **Francis Andoh-Baidoo**

A Framework to Analyze Intrusion Detection Systems in Academic Institutions

Tanus Sacin, University of Houston

Edward Crowley, University of Houston

Cheryl Willis, University of Houston

Michael Gibson, University of Houston

Password Security: Exploring Factors that Influence Good Password Practices

[Troy Touchette](#), San Antonio College

[Barbara Hewitt](#), Texas A&M University-San Antonio

[Mark Huson](#), Texas A&M University-San Antonio

Understanding the Impact of Internet Security Breach on Market Value: Management Deterrence Policies Perspective

Francis Andoh-Baidoo, University of Texas-Pan American

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

10:30 a.m. – 12:00 p.m.

SALON 829

SESSION F BUSINESS ENVIRONMENT, LAW, ETHICS & CROSS CULTURAL STUDIES- I

Session Chair: **Lillian Fok**

Exploring The Impact of IT on Learning and Teaching Styles: A Cross Cultural Study

Khaled Alshare, Qatar University

Peggy Lane, Emporia State University

Does Pretty Matter? An Exploratory Study of Beauty and Roles Assigned to Workers in the Hospitality Industry.

Gary Poe, Grambling State University

Berkita Bradford, Grambling State University

The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to The Green Movement

Lillian Fok, University of New Orleans

Susan Zee, Southeastern Louisiana University

Daisy Fok, University of Southern California

Sandra Hartman, University of New Orleans

1:30 p.m. – 3:00 p.m.

NAPOLEON B-1

SESSION A E-GOVERNMENT/NON-PROFIT- I

Session Chair: **Jim Courtney**

Creating Singerian Inquiring Organizations Through Employee Empowerment

Jim Courtney, Louisiana Tech University

Kristen Brewer, Eastern Kentucky University

Bryan Fuller, Louisiana Tech University

Public Privatization: An Examination Of Reinventing Government On Organizational Climate And Job Satisfaction

Somporn Khunwishit, University of North Texas

Josh Daspit, University of North Texas

Web-Based Accountability In The Nonprofit Sector: A Literature Review

Lise Anne Slatten, University of Louisiana at Lafayette

Brandi Guidry Hollier, University of Louisiana at Lafayette

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m.

SALON 801

SESSION B MANAGEMENT INFORMATION SYSTEMS - II

Session Chair: **Cynthia Barnes**

A Successful Curriculum Strategy to Increase MIS Enrollment

[Cynthia Barnes](#), Lamar University

[Kakoli Bandvopadhvay](#), Lamar University

M-Commerce and the Elderly: The Current State of Affairs

Ronald McGaughey, University of Central Arkansas

Steven Zeltmann, University of Central Arkansas

Mark McMurtrey, University of Central Arkansas,

James Downey, University of Central Arkansas

Web Design Skills for the 21st Century

Randall McCoy, Morehead State University

1:30 p.m. – 3:00 p.m.

SALON 820

SESSION C INNOVATIVE EDUCATION- II

Session Chair: **David Dearman**

Toward a Decision Making Framework for IT Portfolio Decisions

James Parrish, Nova Southeastern University

Richard Woolridge, University of Arkansas at Little Rock

Are Your Students Job Ready? Presenting the SAP University Alliances Program

[Alex Mcleod](#), SAP

Cross-Referencing Organizational Processes Specified by Baldrige Award Criteria and Suggested by AACSB Standards

[David Dearman](#), University of Arkansas at Little Rock

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 1, 2012
(Thursday)

1:30 p.m. – 3:00 p.m.

SALON 821

SESSION D INFORMATION SECURITY & PRIVACY- II

Session Chair: [Joseph H. Schuessler](#)

Data Mining for Private Treasure: Successful Business Policies Incorporate Ethics

[Dinah Payne](#), University of New Orleans

[Brett Landry](#), University of Dallas

Public Key Infrastructure Features: A Cross-Vendor Comparison

Kai Koong, University of Texas - Pan American

Lai Liu, University of Texas - Pan American

Jun Sun, University of Texas - Pan American

Threats And Countermeasures of the Realm in 2011

[Joseph H. Schuessler](#), Tarleton State University

3:00 p.m. - 3:30 p.m.

Napoleon Exposition Hall

FBD Coffee Break

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

Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 1, 2012
(Thursday)**

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

OAK ALLEY

BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE

Presiding: **Roderick Posey**, University of Arkansas

**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.

Napoleon Exposition Hall

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 live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or the historic French Quarter.

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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.

Poydras

MEETING: **Microsoft Enterprise Consortium Board Meeting**

8:30 a.m. – 10:00 a.m.

SALON 821

SESSION A INNOVATIVE EDUCATION III

Session Chair: **Richard Woolridge**

Lecture Capture Technology: Does it Help in Student Performance

David Lewis, University of Massachusetts Lowell

Thomas Sloan, University of Massachusetts Lowell

Project Management Rubric: Measuring Project Management Student Outcomes

Richard Woolridge, University of Arkansas at Little Rock

The Integration of Portable Technology to Enhance Lifelong Learning Skills,

Nick-Naser Manochehri, Qatar University

Nicolas Gromik, Qatar University

Swee Liang Aw, Qatar University

8:30 a.m. – 10:00 a.m.

SALON 824

SESSION B MANAGEMENT AND ORGANIZATIONAL BEHAVIOR - I

Session Chair: **Ola Al Laymoun**

A Critical Analysis of Internal Social Capital and Its' Effect on Labour Turnover in the Hospitality Industry

Felicity Asiedu-Appiah, Kwame Nkrumah University of Science And Technology

David Asamoah, Kwame Nkrumah University of Science And Technology

Jonathan Annan, Kwame Nkrumah University of Science And Technology

The Mediating Effect of Investment in Commitment Level Prediction (Student Paper)

Kwabena Boakye, University of North Texas

Charles Blankson, University of North Texas

Victor Prybutok, University of North Texas

Developing a Unified Stage-Theoretical Framework for Diffusion of Innovation

Ola Al Laymoun, University of Texas at Arlington

Philip L. Bond, University of Texas at Arlington

James T.C. Teng, University of Texas at Arlington

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.

SALON 801

SESSION C MANAGEMENT INFORMATION SYSTEMS - IV

Session Chair: **Obyung Kwun**

An Empirical Investigation of the Link Between Performance and Corporate Social Responsibility in the Information Technology and Telecommunications Industry

[Monica Parzinger](#), St. Mary's University

[Adrain Cowan](#), St. Mary's University

[Sandra Welch](#), University of Texas San Antonio

[Orion Welch](#), St. Mary's University

Explaining User Acceptance of Social Networking: Employees' Perspective (Student Paper)

Murad Moqbel, Texas A&M International University

Help-Seeking Behaviors by Small Businesses for IT Problems

Obyung Kwun, Southern University at New Orleans

H. Kevin Fulk, Southern University at New Orleans

Ghasem Alijani, Southern University at New Orleans

8:30 a.m. – 10:00 a.m.

SALON 820

SESSION D OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

Session Chair: **Matthew Kebulis**

Capacity Planning in a Virtual Call Center Using Auctions to Perform Rostering

Matthew Kebulis, University of Dallas

Impact Of RFID and Information Sharing on JIT, TQM, and Operational Performance

[Pamela Zelbst](#), Sam Houston State University

Kenneth Greenk, Southern Arkansas University

Victor Sower, Sam Houston State University

Roger Abshire, Sam Houston State University

Quality, Queueing and Capacity

Matthew Kebulis, University of Dallas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.

CRESCENT BOARD ROOM

SESSION E QUANTITATIVE METHODS & QUALITY I

Session Chair: **Robert Pavur**

A forecasting Intermittent Demand with Seasonality: A Simulation Study

Matthew Lindsey, Stephen F Austin State University

Robert Pavur, Univeristy of North Texas

Control Charts for Customer Comments: A Case Study and a Research Agenda

Triss Ashton, University of North Texas

Nick Evangelopoulos, University of North Texas

Impact of Service and Food Quality on Customer Behavioral Intentions at Ethnic Fast Food Restaurants in the USA

Subramaniam Ponnaiyan, University of North Texas

Chao Wen, University of North Texas

Victor Prybutok, University of North Texas

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

Napoleon Exposition Hall

FBD Coffee Break

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DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.

SALON 801

SESSION A INNOVATIVE EDUCATION IV

Session Chair: **Kim Troboy**

A Decision Support Framework for Business Coursework

[John Seydel](#), Arkansas State University

Broken Trust: Control Breakdowns in a Governmental Setting

Constance A. Mcknight, University of Central Arkansas

Kim Troboy, Arkansas Tech University

Tracy S. Manly, University of Tulsa

Data Mining Across the Business Curriculum

Cuong Le, Arkansas State University

[John Seydel](#), Arkansas State University

10:30 a.m. – 12:00 p.m.

SALON 820

SESSION B BUSINESS INTELLIGENCE PANEL

Data Analytics- Industry Speaks

Featured Speakers: **Dr Jie Cheng**, VP, Global Analytics and Consumer Insights, Acxiom
 Steven Lamey, ISD Supply Chain and E-Commerce Manager, Walmart
 Dr. Bradley Jensen, Principal Academic Relationship Manager, Microsoft
 Alex McLeod, Program Manager, University Alliances US Central Region, SAP

Coordinators: **Frank Landram**, West Texas A&M
 Janet Bailey, University of Arkansas at Little Rock
 Robert Pavur, University of North Texas
 Paul Cronan, University of Arkansas, Fayetteville

Today's businesses use "business analytics" to empower management to stay informed about the business, populate dashboards, determine prices, forecast demand, make predictions, and much more. Business Analytics is the application of [technology](#), [operations research](#), and [statistics](#) to solve problems in business and industry. It is concerned with extracting useful properties about the data using statistical methods & data mining and typically involves extracting properties from large datasets. Common methods used include regression, logistic regression, decision trees, neural networks, cluster analysis, market basket, and forecasting. Companies expect business graduates to have the tools necessary to analyze data, interpret the data revealed, and make strategic decisions accordingly. Everyone agrees business analytics is important but few understand the necessary interaction of all the components.

Joining us for this interactive panel are leaders from two of the largest consumers of business intelligence, Acxiom and Walmart. Come and hear first hand from these industry executives what skill sets students need to have in today's fast-paced environment. Also represented are two of the largest corporations providing subsidized or free support to academia as we work to prepare students for industry, SAP and Microsoft. Questions from the audience are welcome.

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

10:30 a.m. – 12:00 p.m.

Poydras

SESSION C ONLINE LEARNING II

Session Chair: **Barbara Hewitt**

An Adoption Model To Predict Student Acceptance Of E-Books

[Barbara Hewitt](#), Texas A&M University -- San Antonio

[Tracy Hurley](#), Texas A&M University-San Antonio

Digital Versus Print: Which Is Winning The Information Battle? (Student Paper)

Marlena Crenshaw, UWM

Perceptions And Acceptance Of Online Education: Do Online Classes Pass The Muster?

Deborah Kelly, University of San Diego

Carl Rebman, University of San Diego

10:30 a.m. – 12:00 p.m.

CRESCENT BOARD ROOM

SESSION D OPERATIONS & SUPPLY CHAIN MANAGEMENT II

Session Chair: **June Wei**

Business To Business Relationship Management in E-Investment Management

Raisa Overstreet, University of West Florida

June Wei, University of West Florida

Contemporary Issues in Forecasting and Planning

Pavel Bondarev, Telus Telecommunications

Andrey Fendyur, University of Calgary

Trade Offs in Operations

[Rajat Mishrar](#), University of Texas at Arlington

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

1:30 a.m. – 3:00 p.m.

Poydras

SESSION A QUANTITATIVE METHODS & QUALITY II

Session Chair: **Binshan Lin**

Effects of Tacit and Explicit Knowledge Signaling on Perceived Product Quality

Benjamin George, University of North Texas

Nick Evangelopoulos, University of North Texas

Enhancing Decision Making of Critical Information Systems Through Optimization Models and the Improved Parallel Conjugate Method Algorithm

Babajide Osatuyi, New Jersey Institute of Technology

Francis Andoh-Baidoo, University of Texas-Pan American

Leigh Little, The College at Brockport: State University of New York

Relationships Among TQM Practices, Role Conflict, and Role Ambiguity: A Review and Empirical Study

Binshan Lin, LSU Shreveport

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



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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 2, 2012
(Friday)**

1:30 p.m. – 3:00 p.m.

SALON 820

SESSION B BUSINESS ANALYTICS WORKSHOP

Decision Making Using Business Analytics Tools (Microsoft, SAP, IBM, Teradata, & SAS) to Analyze Real-World Enterprise System Datasets (Sam's Club, Dillard's, Tyson Foods, Wal-Mart)

Workshop Coordinator: **Timothy Paul Cronan**, University of Arkansas

Workshop Leaders: **Janet Bailey**, University of Arkansas at Little Rock
 David Douglas, University of Arkansas
 Bradley Jensen, Microsoft Enterprise Consortium
 Jerry Oglesby, SAS

This practical workshop includes a presentation and use of examples and exercises related to University of Arkansas Sam M. Walton College of Business Enterprise Systems resources which include Microsoft, SAS Enterprise Miner, and IBM SPSS. Industry partners of the Enterprise Systems program at the Sam M. Walton College of Business have donated computing systems and multiple, large-scale datasets for instructional use – Sam's Club (6 tables and over 250 million rows of POS transactions for 18 stores), Dillard's Department Stores (5 tables with a transactions table of 120 million rows), Tyson Foods, and Walmart RFID data sets. UA Enterprise Systems is a member of and shares resources with the Microsoft Enterprise Consortium, SAP University Alliance, SAS Institute, IBM Academic Initiative, and Teradata University Network.

The workshop provides faculty with a forum to discuss (as well as utilize) enterprise-level skills and understand what will be needed for knowledge workers into the future. Participants will not only learn about available resources for their classes and students, but will be given access to these resources for their future-oriented, enterprise-oriented classes. Workshop leaders will describe various faculty developed networks and resources (business problems, tutorials, and data warehouse infrastructures built using these datasets) as well as their availability for use in a variety of courses. Also included are such topics as data analysis and data mining. Finally, access to these resources by faculty and students worldwide will be described.

This workshop is intended for faculty teaching business analytics who wish to have access to real-world systems and data. Faculty interested in enhancing their courses and curricula with enterprise-level business analytics resources for business intelligence, business objects, data warehouses, SAS, and/or MS applications as well as hands-on opportunities with large, real dataset are encouraged to attend.

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

1:30 p.m. – 3:00 p.m.

SALON 801

SESSION C ENTREPRENEURSHIP AND FINANCE II

Session Chair: **Tamela Ferguson**

An Historical Look at Entrepreneurial Savvy and the Organizational Legitimacy Development of Hadacol

Tamela Ferguson, University of Louisiana at Lafayette

Hans Heinen, Heinen Construction

Small Business Sustainability: What is the CPA's Role?

[Thomas Hodge](#), University of Louisiana at Monroe

[Kimberly Webb](#), Texas Wesleyan University

The Role of National Culture in the Transnational Entrepreneurship Process

A. Banu Goktan, University of North Texas at Dallas

Isaura Flores, University of North Texas at Dallas

1:30 p.m. – 3:00 p.m.

CRESCENT BOARD ROOM

SESSION D INTERNATIONAL BUSINESS I

Session Chair: **Eugenie Goodwin**

Potential Impact On Real GDP of the United States: Exporting Ability of the Small and Medium Size Manufacturers.

Eugenie Goodwin, University of Louisiana at Monroe

Virendra Chhikara, University of Louisiana at Monroe

Financial Crisis of 2007 and Co-integration of Global Markets (Student Paper)

Ali Ashraf, University of New Orleans

Role of Market Microstructure in the Relationship Between Market Co-Movement and Market Efficiency

Xiaofei Zhang, University of Lethbridge

Ebenezer Asem, University of Lethbridge

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 2, 2012
(Friday)**

3:00 p.m. - 3:30 p.m.

Napoleon Exposition Hall

FBD Coffee Break

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

Great Door Prize Drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

3:30 p.m. – 5:00 p.m.

SALON 801

SESSION A OPERATIONS & SUPPLY CHAIN MANAGEMENT III

Session Chair: **Craig Williams**

A Many-To-Many (M:N) Relational Model to Improve Requirements Traceability
Craig Williams, St. Edwards University

ISO 14001 Research Streams in Operations and Supply Chain Management: An Overview
[Randall Napier](#), The University of Texas at Arlington
[Rajat Mishra](#), The University of Texas at Arlington

The Relationship Between Buyer's Financial Stability and Supplier's Performance for Innovative Development

Taeuk Kang, The University of Texas at Arlington
Gurkan Akalin, The University of Texas at Arlington

3:30 p.m. – 5:00 p.m.

SALON 816

SESSION B MARKETING I

Session Chair: **Joyceia Banner**

A Comparison of Marketplace Metacognition Between Online and Traditional Retailing Environments.
Kenneth Henrie, Texas A&M University-San Antonio
Christian Gilde, University of Montana Western

Angry Birds: Corporate Response Strategies to Customer Complaints on Twitter
Joyceia Banner, St. Edward's University

Forecasting Competition Under the Efficient Market
Louie Ren, University of Houston-Victoria
Peter Ren, University of North Texas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.

SALON 820

SESSION C MOBILE APPLICATIONS I

Session Chair: **Eugenie Goodwin**

The Role of Mobile Apps in Increasing Small Businesses Sales and Revenue,

Eugenie Goodwin, University of Louisiana at Monroe

Kamal Soan, University of Louisiana at Monroe

The Mobile Phone – An Inevitable Learning Tool for Higher Education (Student Paper)

Fuxin Yu, University of Central Arkansas

Developing Mobile Application Development Course For IS Program Using Disruptive Technologies Paradigm

[Amjad Abdullat](#), West Texas A&M University

[Jeffry Babb](#), West Texas A&M University

3:30 p.m. – 5:00 p.m.

NAPOLEON A-1

SESSION D ECONOMICS, HEALTH CARE AND QUALITY I

Session Chair: **Warren Matthews**

Financing Home Mortgages in the 21st Century

Warren Matthews, LeTourneau University

Robert Driver, LeTourneau University

Electronic Health Records (EHR) Meaningful Use: Implications on EHR Definition, Implementation and Critical Success Factors (Student Paper)

Madison Ngafecson, University of Texas-Pan American

Manipulating Medical Images: A Hands-Off Approach (Student Paper)

Aaron Rothberg, University of Arkansas at Little Rock

Janet Bailey, University of Arkansas at Little Rock

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 2, 2012
(Friday)

3:30 p.m. – 5:00 p.m.

NAPOLEON A-2

SESSION E ONLINE LEARNING III

Session Chair: **Shohreh Hashemi**

E-Learning in Rural Environments

Alyne Rothberg, University of Arkansas Division of Agriculture, Research and Extension

Janet Bailey, University of Arkansas- Little Rock

Karen Ballard, University of Arkansas Division of Agriculture, Research and Extension

Data Warehousing Tool Evaluation – ETL Focused (Student Paper)

[Kent Lawson](#), UTPA

[Nestor Rodriguez](#), UTPA,

[Eddie Molina](#), UTPA

[Jeremiah Gutierrez](#), UTPA

Microsoft Enterprise Consortium Resources to Enhance Teaching Data Warehouses, Business Intelligence and Dimensional Reporting

[Shohreh Hashemi](#), UHD

[Jennifer Kreie](#), New Mexico State University

3:30 p.m. – 5:00 p.m.

NAPOLEON A-3

SESSION F OPERATIONS & SUPPLY CHAIN MANAGEMENT IV

Session Chair: **Victor Prybutok**

Ghana Cocoa Value Chain - Implication for the Smallholder Farmer in Ghana

[David Asamoah](#), Kwame Nkrumah University of Science & Technology

[Felicity Asiedu-Appiah](#), Kwame Nkrumah University of Science & Technology

[Dawuni Mohammed](#), Kwame Nkrumah University of Science & Technology

The Effect of the TPL Supplier's Information Service Quality on the Online Shopper's Perception of Supply Chain Performance: Evidences from an Exploratory Study

Bo Han, University of North Texas

Chao Wen, University of North Texas

Victor Prybutok, University of North Texas

Modelling of Simple Relief Supply Chains

[David Asamoah](#), Kwame Nkrumah University of Science & Technology

[Francis Tabi Oduro](#), Kwame Nkrumah University of Science & Technology

[Jonathan Annanj](#), Kwame Nkrumah University of Science & Technology

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 2, 2012
(Friday)**

3:30 p.m. – 5:00 p.m.

SALON 829

SESSION G MANAGEMENT AND ORGANIZATIONAL BEHAVIOR II

Session Chair: **Clay Posey**

The Influence of Present and Future Time Perspective on Job Satisfaction and Organizational Commitment

Daniel A. Cernas Ortiz, Universidad Autónoma del Estado de México

The Influence of Psychological Capital on Motivating Employees to Perform Protective Motivated Behaviors

A. J. Burns, Louisiana Tech University

Clay Posey, University of Arkansas at Little Rock

Tom Roberts, Louisiana Tech University

James Courtney, Louisiana Tech University

The Role of Organizational Justice in Applying General Deterrence Theory to Curb Internal Computer Abuse

Prabashi Nanayakkara, United States

Tom Roberts, United States

Clay Posey, United States

Bryan Fuller, United States

James Courtney, United States

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**March 3, 2012
(Saturday)**

8:30 a.m. – 12:00 a.m.

SALON 829

GRADUATE STUDENT/NEW FACULTY CONSORTIUM

8:30 a.m. – 10:00 a.m.

SALON 816

SESSION A MANAGEMENT AND ORGANIZATIONAL BEHAVIOR III

Session Chair: **Julia Graham**

Implications for Real Project Management Success: A Study of Avatar Identity as an Antecedent of Virtual Team Trust

Michael Lohle, Nova Southeastern University

Steven Terrell, Nova Southeastern University

Team Member Expectations of Leaders in Complex Global Virtual Environments

Leslie Tworoger, Nova Southeastern University

Cynthia Ruppel, Nova Southeastern University

Baiyun Gong, Nova Southeastern University

The Fairness of Telecommuting

Julia Graham, Louisiana Tech University

8:30 a.m. – 10:00 a.m.

SALON 817

SESSION B ACCOUNTING I

Session Chair: **Erick Valentine**

Benford's Law and Earnings Management of Korean Firms

B. Brian Lee, Prairie View A&M University

Michael Lacina, University of Houston-Clear Lake

Dong Wuk Kim, National University

Regional Medical: An Environmental Analysis

Michala Ashley, (Student Paper)

Mary Fischer, The University of Texas at Tyler

Privacy and Harm and the Accountant's Standard of Care

Gary Poe, Grambling State University

Erick Valentine, Grambling State University

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2012
(Saturday)

8:30 a.m. – 10:00 a.m.

SALON 820

SESSION C MANAGEMENT INFORMATION SYSTEMS V

Session Chair: **Thomas Bell**

Assimilating Project Management Institute's Project Management Professional Certification Objectives into a Graduate Course Curriculum: The Encounters of Teaching Theory and Certification Objectives
Thomas Bell, Texas Wesleyan University

The Effect of Traditional Personality Traits on Individual Behavior in Online Social Networks
Prabhathi Nanayakkara, Louisiana Tech University
T. Selwyn Ellis, Louisiana Tech University

8:30 a.m. – 10:00 a.m.

SALON 821

SESSION D INNOVATIVE EDUCATION V

Session Chair: **Brett Landry**

Are We Seeking the Same Goals? A Study of University Learning Goals and Objectives and Students Learning Goals and Objectives
Les Singletary, Grambling State University
Gary Poe, Grambling State University
Long Li, Grambling State University

Citizenship Policy as a Classroom Management Technique
Guy Posey, Alabama A & M University
Roderick Posey, University of Southern Mississippi

Creating Visceral Cybersecurity Learning Labs
[**Brett Landry**](#), University of Dallas

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2012
(Saturday)

10:30 a.m. – 12:00 p.m.

SALON 816

SESSION A BUSINESS ENVIRONMENT, LAW, ETHICS CROSS-CULTURAL STUDIES I

Session Chair: **Khaled Alshare**

Using an Online Simulation to Teach Ethical Decision-Making

[Tracy Cole](#), Arkansas Tech University College of Business

[Kim Troboy](#), Arkansas Tech University College of Business

[Loretta Cochran](#), Arkansas Tech University College of Business

Small Business Ethics: Risks to the Firm from Bad Ethical Choices

Dot Davis, University of Louisiana – Monroe

Katherine Boswell, University of Louisiana – Monroe

The Usage of Decision Support Systems (DSS) in the Academic Environment: A Cross Cultural Study

Khaled Alshare, Qatar University

Helmi Hammami, Qatar University

Peggy Lane, Emporia State

10:30 a.m. – 12:00 p.m.

SALON 817

SESSION B INNOVATIVE EDUCATION VI

Session Chair: **Lynn Heinrichs**

Designing a Data Fundamentals Course

Lynn Heinrichs, Elon University

Financial Statements Analysis for Managers Using ERP Software – A Simulation Based Approach Using ERP – Sim

Ohannes Paskelian, University of Houston Downtown

Peter Devries, University of Houston Downtown

Leonie Karkoviata, University of Houston Downtown

Student Engagement: An Experimental Approach Utilizing Bloom's Taxonomy

Rosemond Moore, South Texas College

Cynthia Sanchez, South Texas College

DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 3, 2012
(Saturday)

10:30 a.m. – 12:00 p.m.

SALON 820

SESSION C INFORMATION SECURITY & PRIVACY III

Session Chair: **Long Li**

A Social Information Processing Analysis of Coworkers' Influence on IT Secure Usage in the Workplace
Long Li, Grambling State University

Exploring the Changes to the CISSP Domains

Brett Landry, University of Dallas

Sandra Blanke, University of Dallas

Revisiting Connectivity Threats in Securing Knowledge Management Systems

Brett Landry, University of Dallas

M. Scott Koger, NOAA

10:30 a.m. – 12:00 p.m.

SALON 820

SESSION D OPERATIONS & SUPPLY CHAIN MANAGEMENT V

Session Chair: **Kimberly Whitehead**

Using Simulated Projects to Teach Project Management Skills

Craig Williams, St. Edwards University

John Loucks, St. Edwards University

Role of Reverse Logistics in Operations

Rajat Mishrar, University of Texas at Arlington

Sustainable Operations Management: Institutional Barriers to Execution

Kimberly Whitehead, University of Texas at Arlington