

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**2012 – 2013 OFFICERS**

<b>President</b>	<b>Carl Rebman, Jr.</b> , University of San Diego
<b>President-Elect</b>	<b>Janet Bailey</b> , University of Arkansas – Little Rock
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<b>Program Chair-Elect</b>	<b>Peggy Lane</b> , Emporia State University
<b>Secretary</b>	<b>Mary Fischer</b> , University of Texas at Tyler
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<b>VP – Member Services</b>	<b>Robert Pavur</b> , University of North Texas
<b>DSI Regionally-Elected VP</b>	<b>Paul Cronan</b> , University of Arkansas
<b>Regional Archivist</b>	<b>Paul Cronan</b> , University of Arkansas
<b>Publications Coordinator</b>	<b>Carl Rebman, Jr.</b> , University of San Diego
<b>Webmaster</b>	<b>John Seydel</b> , Arkansas State University
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<b>Past President</b>	<b>Roderick Posey</b> , University of Southern Mississippi

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**2012-2013 TRACK CHAIRS**

<b>Accounting</b>	<b>Erick Valentine</b> , Grambling State University
<b>Business Environment, Law, Ethics and Cross-Cultural Studies</b>	<b>Jiaqin Yang</b> , Georgia College and State University
<b>Digital Media Management</b>	<b>Nick Flor</b> , University of New Mexico
<b>Decision Making/DSS/ES/KM</b>	<b>Binshan Lin</b> , Louisiana State University in Shreveport
<b>Economics, Health Care and Quality</b>	<b>David Douglas</b> , University of Arkansas
<b>E-Commerce</b>	<b>June Lu</b> , University of Houston – Victoria
<b>Entrepreneurship</b>	<b>Rajankumar Mahto</b> , University of New Mexico
<b>E-Government/Non-Profit</b>	<b>Wing Fok</b> , Loyola University
<b>E-Finance/Finance</b>	<b>Manlu Liu</b> , Rochester Institute of Technology <b>Francis Kofi Andoh-Baidoo</b> , University of Texas – Pan American
<b>International Business/ General Business</b>	<b>Mark McMurtrey</b> , University of Central Arkansas
<b>Information Security and Privacy</b>	<b>Clay Posey</b> , University of Alabama
<b>Innovative Education</b>	<b>Kai Koong</b> , University of Texas – Pan American
<b>Management Information Systems</b>	<b>Lai Liu</b> , University of Texas – Pan American
<b>Management and Organization Behavior</b>	<b>John Seydel</b> , Arkansas State University
<b>Marketing</b>	<b>Bala Maniam</b> , Sam Houston State University
<b>Mobile and E-Business</b>	<b>Khaled A. Alshare</b> , Qatar University
<b>Online Learning</b>	<b>Shoreh Hashemi</b> , University of Houston – Downtown
<b>Operations &amp; Supply Chain Management</b>	<b>Mike Hanna</b> , University of Houston – Clear Lake
<b>Quantitative Methods, Quality, and Analytics</b>	<b>Victor Prybutok</b> , University of North Texas <b>Hong Qin</b> , University of Texas – Pan American
<b>Research Pedagogy</b>	<b>Mohan Rao</b> , Texas A&M University – Corpus Christi <b>Jun Sun</b> , University of Texas – Pan American
<b>Special Panels</b>	<b>Brian Reithel</b> , University of Mississippi
<b>Student Track</b>	<b>Nalini Govindarajulu</b> , Creighton University
<b>Proceedings Editor</b>	<b>Robert Luo</b> , University of New Mexico
<b>Proceedings Production Coordinator</b>	<b>Carl Rebman, Jr.</b> , University of San Diego

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**2013 SPECIAL EVENTS**

**WORKSHOPS & PANELS**

*Microsoft Windows 8 Workshop* **Wednesday Mar 13, 2013, 1:00 p.m. - 5:00 p.m.**  
**Bradley K. Jensen**, Principal Academic Relationship Manager, Microsoft Corporation  
**Janet Bailey**, University of Arkansas – Little Rock

*Industry Panel* **Thursday Mar 14, 2013, 10:30 a.m. - 12:00 p.m.**  
**William (Bill) Bellando**, Senior VP, Network Services, Windstream  
**Bradley K. Jensen**, Principal Academic Relationship Manager, Microsoft Corporation  
**Steven Lamey**, IT Global Director, Distribution, Ashley Furniture Company  
**Aaron Rothberg**, Systems Engineer, Accelera Solutions Incorporated

*Journal Editors Panel* **Thursday Mar 14, 2013, 1:30 p.m. - 3:00 p.m.**  
**Jason Chen**, *International Journal of Business and Systems Research*  
**David Chou**, *International Journal of Information Systems and Change Management*  
**Mark Chun**, *The Graziadio Business Review*  
**Mary Fischer**, *Federation of Business Disciplines Journal*  
**Amir Kia**, *Journal of Business Inquiry*  
**Kai Koong**, *International Journal of Services and Standards*  
**Binshan Lin**, *Industrial Management and Data Systems*  
**June Wei**, *International Journal of Mobile Communications*

*Instructional Success Panel* **Friday Mar 15, 2013, 10:30 a.m. - 12:00 p.m.**  
**Nalini Govindarajulu**, Creighton University  
**Randall R. Reid**, University of West Florida  
**Rick Simmon**, Texas A&M University – Central Texas

*Agile Systems Development and Oracle  
Application Express Workshop* **Saturday Mar 16, 2013, 8:30 a.m. - 12:00 p.m.**  
**Jennifer Kreie**, New Mexico State University

**PAPERS & MEETINGS**

**SWDSI 2013 Business Meeting** **Thursday, March 14, 2013 3:30 p.m. - 5:00 p.m.**

**Over one hundred and sixty paper presentations sessions scheduled:**

Thursday, March 14, 2013 from 8:30 a.m. to 3:00 p.m.,  
Friday, March 15, 2013 from 8:30 a.m. to 5:00 p.m., and  
Saturday, March 16, 2013, from 8:30 a.m. to 12:00 p.m.

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**CONGRATULATIONS!!!**

**RECIPIENT OF THE 2013 MCGRAW-HILL DISTINGUISHED PAPER AWARD**

*Consumers' Perceived Privacy, Security and Trust in E-Commerce: How They Impact the  
Consumers' Willingness To Transact Online*

**Ahmad AbuJaber**  
Qatar University

**Rami Zeitun**  
Qatar University

**RECIPIENT OF THE 2013 BEST STUDENT PAPER AWARDS**

**BEST GRADUATE PAPER**

*Estimating Stock Outs in Inventory Modeling with Assumption of Discrete Uniform: The Short  
Cycle Case*

**Junhyuk Kwon**  
University of North Texas

**HONORABLE MENTION GRADUATE PAPER**

*Making Sense of User Resistance in Health Care Organizational Change Management*

**Madison N. Ngafeeson**  
University of Texas – Pan American

DECISION SCIENCES INSTITUTE  
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March 13, 2013  
(Wednesday)

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1:00 p.m. – 5:00 p.m.

Picuris (West Lower)

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*Microsoft Windows 8 Workshop*

Presenters: **Bradley K. Jensen**,  
Principal Academic Relationship Manager, Microsoft Corporation  
**Janet Bailey**,  
University of Arkansas – Little Rock

Combining the broad reach of Windows, best-in-class developer tools, a re-imagined user experience, support for new chipsets, and a built-in store with industry-leading business terms, Windows 8 is the largest developer opportunity – ever. Led by a Microsoft Executive who is a former faculty member, our Windows 8 Workshop will introduce you to the new platform, cover design issues, and help you identify ways to incorporate Windows 8 into your curriculum.

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 14, 2013  
(Thursday)

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7:00 a.m. – 8:30 a.m.

Dona Ana (East)

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MEETING: **Officers and Directors Meeting**

Presiding: **Carl Rebman Jr.**, University of San Diego

Agenda: Officers Reports

Old Business – Various Committee Reports

New Business – To be Determined

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 14, 2013  
(Thursday)

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8:30 a.m. – 10:00 a.m.

Aztec (East)

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**SESSION A      MOBILE AND E-BUSINESS - I**

Session Chair:      **Habib Ullah Khan**

*Consumers' Perceived Privacy, Security and Trust in E-Commerce: How They Impact the Consumers' Willingness To Transact Online*

**Ahmad AbuJaber**, Qatar University

**Rami Zeitun**, Qatar University

*Factors Affecting the Decision To Forward Online Advertising Messages*

**Jennifer Ziegelmayer**, Qatar University

**Xiaobo Xu**, American University of Sharjah

**Laurie Barfitt**, Western New Mexico University

*The Possible Challenges of Information Technology Adoption in the Framework of Supply Chain Management: A Case Study of Leading Private and Public Based Service Organizations of UAE*

**Habib Ullah Khan**, Qatar University

**Shafiq Ahmed**, RMIT University Melbourne

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8:30 a.m. – 10:00 a.m.

Brazos (East)

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**SESSION B      ECONOMICS, HEALTH CARE AND QUALITY – I**

Session Chair:      **Charles Carter**

*Consumer Behaviour towards Fast Food in Qatar*

**Sara Al-Saai**, Qatar University

**Rami Zeitun**, Qatar University

*The Emotions and Cognitions of Change: Top Management Reflections in the Healthcare Industry*

**Eleanor Lawrence**, Nova Southeastern University

**Cynthia P. Ruppel**, Nova Southeastern University

**Leslie Tworoger**, Nova Southeastern University

*The Last of the Property Rights Compensation Statutes: Arizona's (2006) and Oregon's (2007)*

**Charles Carter**, Texas Wesleyan University

**Kevin McGarry**, Texas Wesleyan University

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 14, 2013  
(Thursday)

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8:30 a.m. – 10:00 a.m.

Galisteo (East)

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**SESSION C      MANAGEMENT AND ORGANIZATION BEHAVIOR - I**

Session Chair:      **Kathleen Utecht**

*Gender and Age Differences in Servant Leadership*

**Alicia Rodriguez de Rubio**, University of the Incarnate Word

*Performance Management: Improving Consistency in 360 Degree Performance Appraisals Using Six Sigma Methodology*

**Kathleen Utecht**, Sam Houston State University

**Claudia Davis**, Sam Houston State University

*The Language of Transformational Leaders: Addressing the Needs of Followers*

**Charles Salter**, Schreiner University

**Mark T. Green**, Our Lady of the Lake University

**Maria N. Hodgson**, University of Texas at Brownsville

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8:30 a.m. – 10:00 a.m.

Cimarron (East)

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**SESSION D      MANAGEMENT AND ORGANIZATION BEHAVIOR – II**

Session Chair:      **Nick Guo**

*Can Borrowing Costs Explain the Consumption Hump?*

**Nick Guo**, Utah State University

*Gender, Assertiveness and Entrepreneurial Orientation: A Four Country Study*

**A. Banu Goktan**, University of North Texas at Dallas

**Vishal K. Gupta**, SUNY Binghamton

**Gonca Gunay**, Istanbul Aydin University

*Job Satisfaction, Job Characteristic and Organizational Commitment of Expatriate Employees in Qatar*

**Refaan Althaiban**, Qatar University

**Rami Zeitun**, Qatar University

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March 14, 2013  
(Thursday)

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8:30 a.m. – 10:00 a.m.

Dona Ana (East)

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**SESSION E          MANAGEMENT INFORMATION SYSTEMS - I**

Session Chair:      **Rhonda Syler**

*Geopolitical Factors Impacting Choice and Success in Offshoring Information Systems Functions:  
Toward Building a Predictive Framework*

**Rhonda Syler**, Louisiana Tech University

*Implementing Wake-On-LAN in Institutional Networks*

**Patrick Luberus**, Abilene Christian University

**Alfandika Nyandoro**, Abilene Christian University

*Students' Perception and Adoption of Course Instant Messaging*

**Qinyu Liao**, University of Texas at Brownsville

**Mark Kroll**, University of Texas at Brownsville

*Development of a Mobile Graduate Assistant*

**Chris Boning**, University of West Florida

**Chris Jefferies**, University of West Florida

**Dustin Lennon**, University of West Florida

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8:30 a.m. – 10:00 a.m.

Estancia (West Lower)

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**SESSION F          RESEARCH PEDAGOGY - I**

Session Chair:      **Miroslaba Torres**

*Comparative Analysis of Segmentation Tools: SAS Enterprise Miner & Alice D'isoft*

**Miroslaba Torres**, University of Texas – Pan American

**Claudia Rios**, University of Texas – Pan American

**Alejandrina Rivas**, University of Texas – Pan American

**Laura Rodriguez**, University of Texas – Pan American

*Learning Outcome Assessment of Andragogy: An Active Learning Perspective*

**Ying Wang**, University of Texas – Pan American

*The Art of Team Teaching in Quantitative Courses: The Case of MBA*

**David Hartmann**, University of Central Oklahoma

**Susanne Rassouli-Currier**, University of Central Oklahoma

*Imagine Cup: Developing Innovative Thinkers*

**Janet Bailey**, University of Arkansas – Little Rock

**Bradley K. Jensen**, Microsoft Corporation



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March 14, 2013  
(Thursday)

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

Ballroom C (West Upper)

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**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.*

**10:00 a.m. – Noon** Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new *Federation of Business Disciplines Journal*. Find out how your participation in this conference opens the door to another publication outlet for your research.

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10:30 a.m. – 12:00 p.m.

Aztec (East)

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**SESSION A      INNOVATIVE EDUCATION – I**

Session Chair:      **Jennifer Kreie**

*Backing into a Meaningful Organization Theory Discussion about Research and Intrinsic Motivation of MBA Students*

**Donald Carpenter**, Colorado Mesa University

*Does MOS Certification Really Count?*

**A. Richard Tarver**, Northwestern State University

**Mary Tarver**, Northwestern State University

**Sarah Wright**, Northwestern State University

*Implementing Collaboration Networks: Applications to Graduation Management Education*

**Owen Hall Jr.**, Pepperdine University

**Mark Chun**, Pepperdine University

*The Efficacy of Teaching Integrated Business Processes & Enterprise Systems Using Reflective Learning Techniques*

**Jennifer Kreie**, New Mexico State University

**James Shannon**, New Mexico State University

**Carlo Mora**, New Mexico State University

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March 14, 2013  
(Thursday)

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10:30 a.m. – 12:00 p.m.

Brazos (East)

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**SESSION B      INNOVATIVE EDUCATION - II**

Session Chair:      **Jeffrey Hsu**

*Developing a Guided Independent Learning Method for Adult Learners*

**Jeffrey Hsu**, Fairleigh Dickinson University

**Karin Hamilton**, Fairleigh Dickinson University

*Evaluating and Supporting Adult Learner Persistence: Innovative Approaches and Teaching Methods*

**Jeffrey Hsu**, Fairleigh Dickinson University

**Karin Hamilton**, Fairleigh Dickinson University

*Problem-based Learning for a Lean Six Sigma Course*

**Sue Conger**, University of Dallas

**Rich Miller**, University of Dallas

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10:30 a.m. – 12:00 p.m.

Galisteo (East)

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**SESSION C      OPERATIONS & SUPPLY CHAIN MANAGEMENT - I**

Session Chair:      **John Mensah**

*An Integrated Approach to Fare Pricing, Seat Inventory Control, and Fare Class Segmentation in Airline Industry with Demand Leakage*

**Syed Asif Raza**, Qatar University

**Muhammad Tahir Ali**, Qatar University

*Assessing the Impact of Efficient Logistics on Urban Transport Energy Demand – The Case of Accra Metropolis*

**John Mensah**, Kwame Nkrumah University of Science and Technology

**Jonathan Annan**, Kwame Nkrumah University of Science and Technology

**David Asamoah**, Kwame Nkrumah University of Science and Technology

**SESSION C      RESEARCH PEDAGOGY - II**

*Enhancing Student Engagement: The Role of Clickers to Discussion Boards*

**Mohan Rao**, Texas A&M University – Corpus Christi

DECISION SCIENCES INSTITUTE  
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March 14, 2013  
(Thursday)

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10:30 a.m. – 12:00 p.m.

Cimarron (East)

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**SESSION D**      **INDUSTRY PANEL**

Topic:              *Cloud Computing*

Featured Speakers: **William (Bill) Bellando**, Senior VP, Network Services, Windstream  
**Bradley K. Jensen**, Principal Academic Relationship Manager, Microsoft  
**Steven Lamey**, IT Global Director, Distribution, Ashley Furniture Company  
**Aaron Rothberg**, Systems Engineer, Accelera Solutions Incorporated

Coordinator:      **Janet Bailey**, University of Arkansas – Little Rock

According to a study by analyst firm IDC, 14 million jobs will be created worldwide as a result of spending on public and private IT cloud services. The research, commissioned by Microsoft, also found that cloud computing innovations may generate \$1.1 trillion a year in new business revenues. "It's a transformative technology that will drive down costs, spur innovation, and open up new jobs and skillsets across the globe." (Susan Hauser, Microsoft corporate vice-president of the Worldwide Enterprise and Partner Group, 2012)

Come participate in an interactive panel with industry experts as they provide insight into the world of cloud computing and how academia can help prepare students to capitalize on the upcoming opportunities.

**William (Bill) Bellando**, Senior VP of Network Services, Windstream William Bellando is senior vice president of network services for Windstream. Bellando is responsible for network planning and engineering, outside plant, records and capital management. He previously served as vice president of network planning and engineering for Windstream. Prior to joining Windstream in July 2006, Bellando held a variety of management positions with VALOR Telecom, including vice president of planning, engineering and data services. He started his telecommunications career as an advanced networks engineer for CenturyTel in 1998. Bellando holds a master's degree in industrial organizational psychology, a bachelor of science in electrical engineering and a bachelor of arts in secondary education, all from Louisiana Tech University.

**Bradley Jensen, PhD**, Principal Academic Relationship Manager at Microsoft, is the winner of the Microsoft 2011 Circle of Excellence Platinum Award. He is responsible for enabling the use of Microsoft technologies at universities in the Central Region of the United States by working with faculty to provide educational opportunities and support to students that would not be otherwise possible. In addition to his work with universities in the US, Microsoft selected Jensen who is a former professor, for his expertise to work with universities abroad developing a security curriculum for a number of Asian countries, including Singapore and Malaysia. Prior to joining Microsoft, Jensen was a Senior Executive for Xerox and later President of his own company, where he provided consulting services to Fortune 100 companies. He serves as co-chair of the Board of Directors for Texas Business and Education Consortium STEM, co-chair of the Microsoft Enterprise Consortium Board of Directors, and member of numerous MIS, CS, and industry Advisory Boards. He has expertise in security, cloud computing, business intelligence, mobile development, and, of course, Windows 8.

**Steven Lamey** is the IT Global Director of Distribution of Ashley Furniture Company with responsibility for Warehouse and Transportation, where he divides his time between offices in Wisconsin and Shanghai. Prior to joining Ashley Furniture, Lamey served as Senior Manager of Supply Chain and Order Management Systems at Walmart. He has extensive experience managing IT Systems for Store Layout, Real Estate, Supply Chain and Order Management Systems. Lamey started his IT management career in Little Rock as MIS Director of a National Health Care software company. He is an active member of AITP and the Lions Club.

**Aaron Rothberg** is a Systems Engineer at Accelera Solutions Inc., based in Charleston, SC. He brings a wealth of knowledge on public sector virtualization and the challenges meeting government regulations in virtual environments. During his academic career, Rothberg was selected as one of 125 Microsoft Student Partners in the United States and, in this role, presented on Microsoft technologies to a wide range of audiences including CIO's, Academic Conference attendees, and high school students in addition to developing training materials for Windows Phone that Microsoft used at universities across the United States. Rothberg also served as the Corporate Director of Technical Operations for Equity Media Holdings Corporation where he was responsible for running and maintaining over 120 television stations throughout the United States and was pivotal in the creation of the Retro Television Network (RTN), which is now called Retro Television (RTV) and is available in 130 of the 210 markets nationwide.

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March 14, 2013  
(Thursday)

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10:30 a.m. – 12:00 p.m.

Dona Ana (East)

**SESSION E INFORMATION SECURITY & PRIVACY – I**

Session Chair: **Clay Bandy**

*A Vulnerability Assessment of Netbeans*  
**Clay Bandy**, Nova Southeastern University

*Multidimensional Evaluation of IT Ethical Scenarios: Privacy & Security*  
**Jacob Young**, Louisiana Tech University  
**Selwyn Ellis**, Louisiana Tech University  
**James Courtney**, Louisiana Tech University  
**Tom Roberts**, Louisiana Tech University

*Visual Network Intrusion Detection System*  
**Clay Bandy**, Nova Southeastern University

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10:30 a.m. – 12:00 p.m.

Estancia (West Lower)

**SESSION F DECISION MAKING/DSS/ES/KM - I**

Session Chair: **Tod Sedbrook**

*A Fuzzy Linguistic Approach to Managing Uncertainty in REA-EO Models*  
**Tod Sedbrook**, University of Northern Colorado

*Data Warehousing Tools: Data Extraction, Transformation and Load (ETL) Tools*  
**Sylvia Williams**, University of Texas – Pan American  
**Enedelia Aleman**, University of Texas – Pan American  
**Lisa M. Watts**, University of Texas – Pan American

*Overall Equipment Effectiveness (OEE) Upgraded*  
**Matjaz Novak**, University of Primorska  
**Egon Zizmond**, University of Primorska

DECISION SCIENCES INSTITUTE  
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March 14, 2013  
(Thursday)

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1:30 p.m. – 3:00 p.m.

Aztec (East)

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**SESSION A      JOURNAL EDITORS PANEL**

Session Chair:    **June Wei**, *International Journal of Mobile Communications*

Topic:            *Successful Publishing Strategies – Insights from Editors*

Panelists:        **Jason Chen**, *International Journal of Business and Systems Research*  
**David Chou**, *International Journal of Information Systems and Change Management*  
**Mark Chun**, *The Graziadio Business Review*  
**Mary Fischer**, *Federation of Business Disciplines Journal*  
**Amir Kia**, *Journal of Business Inquiry*  
**Kai Koong**, *International Journal of Services and Standards*  
**Binshan Lin**, *Industrial Management and Data Systems*  
**June Wei**, *International Journal of Mobile Communications*

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1:30 p.m. – 3:00 p.m.

Brazos (East)

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**SESSION B      INFORMATION SECURITY AND PRIVACY - II**

Session Chair:    **Mark Huson**

*Factors Impact the Success of Social Engineering*

**Setareh Raeisi**, Qatar University

**Adam Fadlalla**, Qatar University

**Khaled A. Alshare**, Qatar University

*Health Care Risk: Loss of Ephi on Portable Devices*

**Sandra Blanke**, University of Dallas

**Elizabeth McGrady**, Appalachian State University

**Chad Barker**, Student – Alumni

*Securing Electronic Health Records in Private Practices, Small Clinics, and Large Clinics*

**Joyce Wander**, Texas A&M University – San Antonio

**Barbara Hewitt**, Texas A&M University – San Antonio

**Mark Huson**, Texas A&M University – San Antonio

DECISION SCIENCES INSTITUTE  
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March 14, 2013  
(Thursday)

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1:30 p.m. – 3:00 p.m.

Galisteo (East)

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**SESSION C      QUANTITATIVE METHODS, QUALITY, AND ANALYTICS - I**

Session Chair:      **Suzy Landram**

*Risk Assessment and Its Managerial Applications*

**Jeh-Nan Pan**, National Cheng Kung University

**Sheau-Chiann Chen**, National Chiayi University

*Croston's Method Adapted for Two Distinct Demand Levels*

**Matthew Lindsey**, Stephen F. Austin State University

**Robert Pavur**, University of North Texas

*Simplifying ANOVA Operations: A GLM Approach*

**Suzy Landram**, University of Northern Colorado

**Frank Landram**, West Texas A&M University

**Robert Pavur**, University of North Texas

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1:30 p.m. – 3:00 p.m.

Cimarron (East)

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**SESSION D      E-FINANCE/FINANCE - I**

Session Chair:      **Charles Danso**

*Effect of Sarbanes-Oxley Act on Dividend Payout*

**Charles Danso**, University of Texas – Pan American

*Efficiency of Conventional Banks and Islamic Banks in GCC Countries: Using DEA Analysis*

**Khalid Abdulqader**, Qatar University

**Rami Zeitun**, Qatar University

**Khaled A. Alshare**, Qatar University

*Islamic Venture Capital and Its Role in Development of Islamic Finance*

**Elsayed Elsiefy**, Faculty of Islamic Studies – Hamad Bin Khalifa, Alexandria University

**DECISION SCIENCES INSTITUTE  
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**March 14, 2013  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

Dona Ana (East)

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**SESSION E      QUANTITATIVE METHODS, QUALITY, AND ANALYTICS - II**

Session Chair:      **Ching-Chung Kuo**

*A Structural Equation Model That Examines the Quality of the Relationship among Individual Characteristics and Student Debt*

**Benjamin George**, University of North Texas

**Victor Prybutok**, University of North Texas

*Efficient Solutions of the Deterministic and Probabilistic Bottleneck Assignment Problems*

**Ching-Chung Kuo**, University of North Texas

*Factors Affecting Students Online Behavior on Social Networking Sites*

**Guruprasad Gadgil**, Neoprism Solutions

**Victor Prybutok**, University of North Texas

**Daniel Peak**, University of North Texas

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1:30 p.m. – 3:00 p.m.

Estancia (West Lower)

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**MEETING: Microsoft Enterprise Consortium Board Meeting**

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!

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 14, 2013  
(Thursday)**

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

Ballroom C (West Upper)

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**FBD Coffee Break Sponsored by Texas A&M University – Central Texas**

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.*

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!

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

Brazos (East)

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**BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE**

Presiding: **Carl Rebman Jr.**, University of San Diego

**Decision Sciences Institute – Southwest Region  
Business Meeting**

**Officers and Committee Reports**

**Announcements and Presentation of Awards**

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5:30 p.m. – 7:00 p.m.

Ballroom C (West Upper)

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**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 historic Old Town.



DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 15, 2013  
(Friday)

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8:30 a.m. – 10:00 a.m.

Aztec (East)

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

Session Chair:      **Peggy Lane**

*A Comparative Study of Business Analytics and Guanxi Based Decision Making Philosophy*

**Bo Han**, University of the Incarnate Word

**Shih Yung Chou**, University of the Incarnate Word

*Internet-Based Legal Software: Free Speech or Unauthorized Practice of Law?*

**David Griffith**, Austin College

**Bryan Mckimney**, Ouachita Baptist University

*Undergraduate Perceptions of Information Systems Ethics: What Has Changed and What Has Not  
(1991-2012)?*

**Peggy Lane**, Emporia State University

**Michael Lane**, Emporia State University

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8:30 a.m. – 10:00 a.m.

Brazos (East)

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**SESSION B      BUSINESS ENVIRONMENT, LAW, ETHICS AND CROSS-CULTURAL  
STUDIES - II**

Session Chair:      **Joyceia Banner**

*Yikes, Yelp! Small Business Response Strategies to Customer Complaints on Yelp*

**Joyceia Banner**, Huston – Tillotson University

*Enhancing Leadership Integrity Effectiveness Strategy through the Institutionalization of an  
Organizational Management Integrity Capacity Systems*

**José G. Vargas-Hernández**, University Center for Economic Managerial Sciences, University of  
Guadalajara

*Maestas*

**Issac Roybal**, New Mexico Highlands University

**Ronald Maestas**, New Mexico Highlands University

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SOUTHWEST REGION

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(Friday)

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8:30 a.m. – 10:00 a.m.

Galisteo (East)

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**SESSION C      E-GOVERNMENT/NON-PROFIT - I**

Session Chair:      **Fred Kitchens**

*A Nonprofit Organization Continuity Planning Readiness Scorecard to Assess Compliance with 12 Best Practices and Planning Needs*

**Elizabeth McGrady**, Appalachian State University

**Sandra Blanke**, University of Dallas

*Adoption Roman Style: Adult Adoption as an Estate Planning Technique*

**John Karayan**, Woodbury University

**Ashley Burrowes**, Woodbury University

*An Analysis of E-Services Emphasis of U. S. County Level ICT E-Government Implementations: Taxation or Representation*

**Queen Booker**, Minnesota State University

**Cooper Johnson**, Minnesota State University

**Fred Kitchens**, Ball State University

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8:30 a.m. – 10:00 a.m.

Cimarron (East)

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**SESSION D      DECISION MAKING/DSS/ES/KM - II**

Session Chair:      **Lynn Heinrichs**

*Awarding Scholarships: There's an App for That!*

**John Seydel**, Arkansas State University

**Qian Qian Yu**, Arkansas State University

*Key Factors Affecting Consumer Perception of E-Payment*

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

*Graduate Degree Programs in Analytics: An Exploratory Study*

**Lynn Heinrichs**, Elon University

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(Friday)

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8:30 a.m. – 10:00 a.m.

Dona Ana (East)

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**SESSION E          DECISION MAKING/DSS/ES/KM - III**

Session Chair:      **John Vassar**

*Deep Versus Broad Knowledge Aspirations: An Empirical Test of Generational Differences*

**Michael Meeks**, Louisiana State University in Shreveport

**Tami Knotts**, Louisiana State University in Shreveport

**Felice Williams**, Louisiana State University in Shreveport

*The Impact of Seating Assignment on Student Performance*

**Michael Meeks**, Louisiana State University in Shreveport

**John Vassar**, Louisiana State University in Shreveport

**Amy Oakes Wren**, Louisiana State University in Shreveport

*What Is the "Proper" Role of Professor in the Student Advisory Process?*

**John Vassar**, Louisiana State University in Shreveport

**Amy Oakes Wren**, Louisiana State University in Shreveport

**Michael Meeks**, Louisiana State University in Shreveport

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8:30 a.m. – 10:00 a.m.

Estancia (West Lower)

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**SESSION F          MANAGEMENT INFORMATION SYSTEMS - II**

Session Chair:      **Jason Chen**

*An Update on Internet Fraud Occurrences in the United States*

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

**Jason Chen**, Gonzaga University

*Going Green in University Computer Labs*

**Patrick Luberus**, Abilene Christian University

**Alfandika Nyandoro**, Abilene Christian University

*Who Knows What the Cloud Is? Examining the End-user Perceptions and Adoption of Cloud Computing*

**Carl Rebman Jr.**, University of San Diego

**Cynthia Nitsch**, University of San Diego

**Deborah Kelly**, University of San Diego

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(Friday)

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

Ballroom C (West Upper)

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**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.*

**10:00 a.m. – Noon** Join us for coffee at the FBD booth and meet Mary Fischer, Editor of the new *Federation of Business Disciplines Journal*. Find out how your participation in this conference opens the door to another publication outlet for your research.

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10:30 a.m. – 12:00 p.m.

Aztec (East)

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**SESSION A      OPERATIONS & SUPPLY CHAIN MANAGEMENT - II**

Session Chair:      **Rajat Mishra**

*Optimization Models for Operations Strategy: Research in Progress*

**Rajat Mishra**, University of Texas at Arlington

**Randall Napier**, University of Texas at Arlington

*The Influence of Technical Competence Factors in ERP System Implementations*

**Arun Madapusi**, Drexel University

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

*Using Automatic Identification and Data Capture Technology for Improving Efficiency in Virtual Organizations Created by Tourism Supply Chains*

**John Seydel**, Arkansas State University

**Xiaobin Wang**, Shandong University of Finance & Economics

**Yan Ge**, Shandong University of Finance & Economics

**Farhad Moeeni**, Arkansas State University

**Qingyu Zhang**, Arkansas State University

**Ahmad Syamil**, Arkansas State University

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10:30 a.m. – 12:00 p.m.

Brazos (East)

**SESSION B**      **INSTRUCTIONAL SUCCESS PANEL**

Session Chair:    **Nalini Govindarajulu**

Topic:            *Instructional Success Strategies and Online Teaching*

Panelists:        **Nalini Govindarajulu**, Creighton University  
                      **Randall R. Reid**, University of West Florida  
                      **Rick Simmons**, Texas A&M University – Central Texas

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10:30 a.m. – 12:00 p.m.

Galisteo (East)

**SESSION C**      **E-FINANCE/FINANCE - II**

Session Chair:    **Khaled Abdou**

*An Investigation of Stock Repurchase Plans*

**Pia Gupta**, California State University – Long Beach  
**Khaled Abdou**, Penn State University Berks Campus

*Predicting Bank Failure Using Artificial Neural Networks and other Statistical Methods*

**Ata Yesilyaprak**, Alabama A&M University

*The Anatomy of Reverse Mergers: Why Foreign Firms Target the U.S. Market?*

**Khaled Abdou**, Penn State University  
**Ujjal Chatterjee**, University of Wisconsin – Milwaukee  
**Sudip Ghosh**, Penn State University

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(Friday)

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10:30 a.m. – 12:00 p.m.

Cimarron (East)

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**SESSION D          MANAGEMENT INFORMATION SYSTEMS - III**

Session Chair:      **Punit Ahluwalia**

*A Content Analysis of the Research in IT in Emerging Economies*

**Punit Ahluwalia**, University of Texas – Pan American

**Jacquelyn Foncerrada**, University of Texas – Pan American

**Maria Garza**, University of Texas – Pan American

**Alexander Rodas**, University of Texas – Pan American

*Introduction of System Quality Requirement and Evaluation Method Based on the Three Dimensional Integrated Models*

**Esaki Kazuhiro**, HOSEI University

*A Stakeholder-based Framework for IT Portfolio Decisions*

**Richard Woolridge**, University of Arkansas – Little Rock

**James Parrish**, Nova Southeastern University

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10:30 a.m. – 12:00 p.m.

Dona Ana (East)

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**SESSION E          E-FINANCE/FINANCE - III**

Session Chair:      **Sinan Yildirim**

*Does Industry Influence CEO Pay?*

**Prasad Vemala**, McNeese State University

**Banamber Mishra**, McNeese State University

*The Effect of Investor Sentiment on Chinese Closed-End Funds*

**Sinan Yildirim**, Texas Wesleyan University

**Shengxiong Wu**, Texas Wesleyan University

**Bing Yu**, Meredith College

*The Effects of Mergers and Acquisitions on Acquirer Performance: Evidence from Closed-end Funds*

**Sinan Yildirim**, Texas Wesleyan University

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**March 15, 2013  
(Friday)**

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1:30 a.m. – 3:00 p.m.

Aztec (East)

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**SESSION A      DECISION MAKING/DSS/ES/KM - IV**

Session Chair:      **Sam Yuan Sung**

*An Integrated Approach to Optimal Product Selection, Inventory, and Pricing Strategy*

**Syed Asif Raza**, Qatar University

**Syed Hasan Adil**, Qatar University

*Mining Chinese Mobile Customer Data for Churn Analysis: An Interpretable Approach*

**Chuanren Liu**, Rutgers University

**Tianming Hu**, Dongguan University of Technology

**Sam Yuan Sung**, South Texas College

**Huaien Li**, South Texas College

*The DSS Concept and Decisions Related to Global Warming*

**James Courtney**, Louisiana Tech University

**Jacob Young**, Louisiana Tech University

**Sandra Richardson**, University of Memphis

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1:30 a.m. – 3:00 p.m.

Brazos (East)

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**SESSION B      DECISION MAKING/DSS/ES/KM - V**

Session Chair:      **Juan Chavarria**

*Decision Tree Analysis of Piracy Intention: An Exploratory Analysis of Data from Central America*

**Juan Chavarria**, University of Texas – Pan American

**Francis Kofi Andoh-Baidoo**, University of Texas – Pan American

*The Impact of ERP Implementation on Business Process Outcome: An Exploratory Study in Sub-Saharan Africa*

**David Asamoah**, KNUST School of Business

**Francis Kofi Andoh-Baidoo**, University of Texas – Pan American

**Babajide Osatuyi**, University of Texas – Pan American

*Using Data Mining To Predict Internet Banking Adoption*

**Samer Takieddine**, University of Texas – Pan American

**Francis Kofi Andoh-Baidoo**, University of Texas – Pan American

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March 15, 2013  
(Friday)

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1:30 p.m. – 3:00 p.m.

Galisteo (East)

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**SESSION C            DECISION MAKING/DSS/ES/KM - VI**

Session Chair:        **Lesjak Dusan**

*A Study of the Compensatory and Non-Compensatory Decision Support on the Top-100 US E-Commerce Websites*

**Naveen Gudigantala**, University of Portland

*Decision Trees with Smartdraw and Treeage Pro*

**Christopher Garza**, University of Texas – Pan American

**Irene Fransita**, University of Texas – Pan American

**Margit Houston**, University of Texas – Pan American

*Public and/or Private Higher Education in Slovenia*

**Lesjak Dusan**, UP FM and ISSBS

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1:30 p.m. – 3:00 p.m.

Cimarron (East)

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**SESSION D            MANAGEMENT INFORMATION SYSTEMS - IV**

Session Chair:        **Randall R. Reid**

*A Study of Internship Opportunities on usajobs.gov*

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

**Evelyn Ramirez**, University of Texas – Pan American

*Cloud-Based Development and Deployment to a Fuzzy Expert System for the Risk Assessment of Coronary Heart Disease*

**Ruey Kei Chiu**, Fu Jen Catholic University

**Sheng Jen Jian**, Fu Jen Catholic University

**Shin-An Wang**, Fu Jen Catholic University

*SMEs' IT Planning Capability: Antecedent of IT Alignment and Infrastructure Flexibility*

**Jie Zhang**, Midwestern State University

**Han Li**, Minnesota State University Moorhead

*Use of a Secured Testing Facility to Reduce Academic Misconduct in an Introductory MIS Course*

**Esmail Mohebbi**, University of West Florida

**Randall R. Reid**, University of West Florida

**Jonathon D. Holladay**, University of West Florida



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1:30 p.m. – 3:00 p.m.

Dona Ana (East)

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**SESSION E      MANAGEMENT AND ORGANIZATION BEHAVIOR - III**

Session Chair:      **Bonnie Daily**

*A Conceptual Model to Explain How Citizenship Behaviors Mediate the Role of Support on Perceived Environmental and Quality Performance*

**Bonnie Daily**, New Mexico State University

**Nalini Govindarajulu**, Creighton University

**James Bishop**, New Mexico State University

**Sergio Palacios-Wulschner**, New Mexico State University

*Gender and Organization Attributes Preference*

**Olga Chapa**, University of Houston – Victoria

**Tammi Redd**, The Anisfield School of Business

**Grace Dagher**, Lebanese American University

*International Business Students in the American Workforce: Corporate Responses to English Language Challenges*

**Jean West**, California State University – Bakersfield

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

Ballroom C (West Upper)

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**FBD Coffee Break**

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

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3:30 p.m. – 5:00 p.m.

Aztec (East)

**SESSION A      ONLINE LEARNING - I**

Session Chair:      **Rick Simmon**

*Does E-Readiness Affect Student Performance in a BI Course? A Case Study*  
**Anil Aggarwal**, University of Baltimore

*Effect of Technology, Student, and Instructor Characteristics on Learning Outcomes and Student Satisfaction*

**Dhanila Parboteeah**, Eastern New Mexico University  
**Rolando Marquez**, Eastern New Mexico University

*Foundations of Business Statistics: Online VS Face-to-Face VS Blended Learning*  
**Rick Simmon**, Texas A&M University – Central Texas

*Online Coaching and Career Advising: A Review of the Evidence of Effectiveness*  
**James Wilbanks**, University of Arkansas – Little Rock

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3:30 p.m. – 5:00 p.m.

Brazos (East)

**SESSION B      ECONOMICS, HEALTH CARE AND QUALITY - II**

Session Chair:      **Ryan Jessup**

*Choosing Irrationally: Robust and Transparent Violations of Stochastic Dominance*  
**Ryan Jessup**, Abilene Christian University  
**Lily Assaad**, Abilene Christian University

*Meeting Information Needs of Rural Farmers: A Case of Rural Telecenter Development in Vietnam*  
**Purnendu Mandal**, James Cook University Australia  
**John Vong**, James Cook University Australia

*Optimizing Patient Flow and Resource Utilization in Out-Patient Clinic: A Comparative Study of Nkawie Government Hospital and Aniwaa Health Center*

**Akua Amponsaa Tawiah**, University of Science & Technology  
**David Asamoah**, University of Science & Technology  
**Jonathan Annan**, University of Science & Technology  
**John Mensah**, University of Science & Technology

*Tax Revenue Volatility: Louisiana in Review*  
**Robert Eisenstadt**, University of Louisiana at Monroe  
**Melissa Melancon**, University of Louisiana at Monroe  
**John Francis**, University of Louisiana at Monroe

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**March 15, 2013  
(Friday)**

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3:30 p.m. – 5:00 p.m.

Galisteo (East)

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**SESSION C      INTERNATIONAL BUSINESS/GENERAL BUSINESS - I**

Session Chair:      **Olga Chapa**

*Impact of Globalization on Foreign Direct Investment*  
**Banamber Mishra**, McNeese State University

*National and Gender Differences in Consumer Complaint Behavior*  
**Olga Chapa**, University of Houston – Victoria  
**Donna Stringer**, University of Houston – Victoria

*Strategic Positioning of Big Pharma in BOP Markets*  
**Isaac Wanasika**, University of Northern Colorado

*The Impact of Academic Inflation on The Labor Market: If Everyone Has a Ph.D., Who Will Be the Custodian?*  
**Gon Yi**, Acxiom Corporation  
**Mark McMurtrey**, University of Central Arkansas

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3:30 p.m. – 5:00 p.m.

Cimarron (East)

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**SESSION D      ECONOMICS, HEALTH CARE AND QUALITY - III**

Session Chair:      **Florin IoniTĂ**

*Strategic Planning in Romanian Healthcare Services*  
**Florin IoniTĂ**, Bucharest Academy of Economic Studies

*The Carbon Footprint and Sustainable Policy in Sea Transport for Natural Environments*  
**Chang Ching-Chih**, National Cheng Kung University  
**Wang Chih-Min**, National Cheng Kung University

*The Future of US Home Mortgage Finance: Covered Bonds, Adjustables, or Government Loans?*  
**Warren Matthews**, LeTourneau University  
**Robert Driver**, LeTourneau University

*The Impact of Transparency of Financial Reporting and Corporate Governance on FDI Inflows*  
**Vijay Vemuri**, Prairie View A&M University  
**Brian Lee**, Prairie View A&M University

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(Friday)

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3:30 p.m. – 5:00 p.m.

Dona Ana (East)

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**SESSION E            QUANTITATIVE METHODS, QUALITY, AND ANALYTICS - III**

Session Chair:        **John Windsor**

*A Simple P-value Adjustment Procedure for Group Sequential Test*

**Yonggang Lu**, University of Alaska Anchorage

**Qiuji Zheng**, University of Alaska Anchorage

*A Stepwise PLS Procedure for Theory Comparison: A Case Study of the User's Social Network Sites Continuance Intention Research*

**Bo Han**, University of the Incarnate Word

**John Windsor**, University of North Texas

**Victor Prybutok**, University of North Texas

*Factors Influencing the Perception of College Website Quality*

**Thiagarajan Ramakrishnan**, Prairie View A&M University

**Victor Prybutok**, University of North Texas

*Why Would Someone Recommend a Smartphone App? An Examination of Mobile Application Preferences*

**Chenyan Xu**, University of North Texas

**Daniel Peak**, University of North Texas

**Victor Prybutok**, University of North Texas

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3:30 p.m. – 5:00 p.m.

Estancia (West Lower)

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**SESSION F            MOBILE AND E-BUSINESS - II**

Session Chair:        **Junwei Ma**

*Cloud Computing Empowered Mobile Algorithmic Trading Services - Coping with the Challenges from Automatic Security Trading*

**Junwei Ma**, Southwest University of Finance and Economy

**Chaoran Zhou**, Southwest University of Finance and Economy

**Xubin Cao**, Southwest University of Finance and Economy

*Factors Influencing Knowledge Sharing Behaviour in Virtual Network Communities in Organizational Context*

**Aisha Yousif Al Muzaffar**, Qatar University

**Khaled A. Alshare**, Qatar University

*Qatari Consumer Online Shopping Intention Model: An Empirical Examination*

**Shahid Bhuian**, Qatar University

**Aisha Yousif Al Muzaffar**, Qatar University

**Hayfa Ahmed**, Qatar University

**Rania Abou Ghaida**, Qatar University

**Rehab Dorgham**, Qatar University

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8:30 a.m. – 10:00 a.m.

Acoma (West Lower)

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**SESSION A      DIGITAL MEDIA MANAGEMENT - I**

Session Chair:      **Robert Pepper**

*Accounting for Opportunity: Using ALEKS*  
**Robert Pepper**, University of New Mexico

*Designing Instruction Outside of Your Expertise: A Study of Distributed Cognition Applied to 3-D Figure Modeling*  
**Nick Flor**, University of New Mexico

*The Design of a Financial Literacy Social Media Site for College Students: Towards a Science of Social Media Education*  
**Monica Merker**, University of New Mexico  
**Haile Shannon**, University of New Mexico  
**Nick Flor**, University of New Mexico

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8:30 a.m. – 10:00 a.m.

Apache (West Lower)

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**SESSION B      ENTREPRENEURSHIP - I**

Session Chair:      **Taek Kang**

*Formal Axiology as a Lens through Which To Investigate Entrepreneurial Cognition and Metacognition*  
**Clifford Hurst**, Westminster College

*How Camera Makers Knit Their Social Networks to Become More Innovative*  
**Lei Xu**, Louisiana State University

*The Investigation of Supplier Behavior under Long-Term Relationship*  
**Taek Kang**, University of Texas at Arlington

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(Saturday)

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8:30 a.m. – 10:00 a.m.

Cochiti (West Lower)

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**SESSION C      DIGITAL MEDIA MANAGEMENT - II**

Session Chair:      **James He**

*Digital Marketing: The Self-Organization of an Interdisciplinary Team*

**Laurie Schatzberg**, University of New Mexico

**Nick Flor**, University of New Mexico

*Efficacy of Functional User Impact on Information System Development*

**James He**, Fairfield University

**Myron Sheu**, Fairfield University

*Overview of Current Research in Global Supercomputing*

**Richard Segall**, Arkansas State University

**Qingyu Zhang**, Arkansas State University

**Jeffrey Cook**, Independent Researcher

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8:30 a.m. – 10:00 a.m.

Isleta (West Lower)

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**SESSION D      ACCOUNTING - I**

Session Chair:      **Fred Raafat**

*Are Financial Fundamentals Used to Value Investments, or do Investors Simply Follow the Market?*

*Pre And Post Accounting*

**Robert Jinkens**, Woodbury University

*Converting Unused Vacation Days to Retiree Medical Benefits: Funding the Medicare Gap*

**Donald Saxon**, Westminster College

*The Value of Marginal Income: The Case for Including this Critical Parameter When Making Social Security Benefits Timing Decisions*

**Fred Raafat**, San Diego State University

**Kamal Haddad**, San Diego State University

**James Williamson**, San Diego State University

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(Saturday)

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8:30 a.m. – 10:00 a.m.

Jemez (West Lower)

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**SESSION E      ACCOUNTING - II**

Session Chair:      **Mary Doucet**

*A Survey of CPAs Opinions of Recommendations One and Two of the Pathways Commission on Accounting Higher Education: Charting a National Strategy for the Next Generation of Accountants*

**Mary Doucet**, California State University – Bakersfield

**Thomas Doucet**, California State University – Bakersfield

*Professional Tax Judgment and Conflicts of Interest*

**J. David Mason**, University of Alaska Anchorage

*Segmental Disclosures by Qatar Listed Companies*

**Ghassan Mardini**, Qatar University

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8:30 a.m. – 10:00 a.m.

Nambe (West Lower)

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**SESSION F      STUDENT TRACK - I**

Session Chair:      **Junhyuk Kwon**

*Estimating Stock Outs in Inventory Modeling with Assumption of Discrete Uniform: The Short Cycle Case*

**Junhyuk Kwon**, University of North Texas

*Evaluation Data Mining Tools Focusing on Segmentation*

**Daniel Espinoza**, University of Texas – Pan American

**Eddie Urbano**, University of Texas – Pan American

**Abraham Castro**, University of Texas – Pan American

*Making Sense of User Resistance in Health Care Organizational Change Management*

**Madison Ngafeeson**, University of Texas – Pan American

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8:30 a.m. – 10:00 a.m.

Navajo (West Lower)

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**SESSION G      E-COMMERCE - I**

Session Chair:      **Hailah Albalaa**

*A Business-to-Business Model for the Fast Food Restaurant Industry*

**Sumaiya Zabeen**, University of West Florida

**June Wei**, University of West Florida

*Factors Influencing Online Word-of-Mouth in Virtual Communities in Saudi Arabia*

**Hailah Albalaa**, King Saud University

**Abdulrahman Mirza**, King Saud University

*Is Social Media a Viable Business Tool? Story from China Using a System Success Perspective*

**June Lu**, University of Houston – Victoria

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8:30 a.m. – 10:00 a.m.

Laguna (West Lower)

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**SESSION H      E-COMMERCE - II**

Session Chair:      **Rose Sebastianelli**

*The Influence of Product and E-Tailer Characteristics on the Likelihood of Online Purchase: An Experimental Study*

**Rose Sebastianelli**, University of Scranton

**Nabil Tamimi**, University of Scranton

*Customer Relationship Management in the E-Lodging*

**Michael Davidson**, University of West Florida

**June Wei**, University of West Florida

*Electronic Customer Relationship Model in the Waste Collection Services Industry*

**Anna Covington**, University of West Florida

**June Wei**, University of West Florida



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(Saturday)**

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8:30 a.m. – 12:00 p.m.

Picuris (West Lower)

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**SESSION I      AGILE SYSTEMS DEVELOPMENT USING ORACLE APPLICATION  
EXPRESS WORKSHOP**

Presenters:      **Jennifer Kreie**, New Mexico State University

Application Express (APEX) is a free Web development tool from Oracle Corporation that can be used for agile systems development. APEX can be used in conjunction with Oracle XE, the free version of the Oracle, to quickly build components of a database-driven web application. Handouts, SQL scripts and online videos developed for classroom use by the presenter will be available to attendees. During the workshop attendees will generate a simple data entry form, a master-detail form, a LOV (list of values/combo box) to use in data entry forms and an interactive report that allows users to customize the data displayed in a report (aggregating, sorting, filtering, etc.). If time permits, the workshop will also show how APEX's Team Development can be used to track progress on deliverables for a project. The initial part of the workshop when the database is built is also applicable to database classes.

The sequence of activities in the workshop will be: Attendees will use the SQL scripts provided and APEX's SQL Workshop tool to build tables in a database and to populate the tables with data. With the database objects in place, the Application Development tool in APEX will be used to create a working, online application that provides forms for data maintenance and a report for viewing data retrieved from the database. Finally, the Team Development tool will be used to record the completion of deliverables.

Equipment requirement:

Attendees must bring their own computers. Internet access is required. APEX and Oracle accounts will be provided via a web browser (Chrome, Firefox, Internet Explorer). If there are technical issues, the attendees will still have handouts and videos to reference.

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10:30 a.m. – 12:00 p.m.

Acoma (West Lower)

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**SESSION A      INFORMATION SECURITY AND PRIVACY - III**

Session Chair:      **John McBrayer**

*Exploiting the Digital Frontier: Hacker Typology and Motivation*

**John McBrayer**, University of Alabama

**Kathryn Seigfried-Spellar**, University of Alabama

*Pre-Employment Screening for Security Risk: An Exploratory Study*

**Joseph Schuessler**, Tarleton State University

**Dwight Hite**, Cameron University

*Technology Deviance: When the Dark Side Turns Technical*

**A. J. Burns**, Louisiana Tech University

**Clay Posey**, University of Alabama

**Rebecca Bennett**, Louisiana Tech University

**Tom Roberts**, Louisiana Tech University

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 16, 2013  
(Saturday)**

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10:30 a.m. – 12:00 p.m.

Cochiti (West Lower)

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**SESSION B      MANAGEMENT AND ORGANIZATION BEHAVIOR - IV**

Session Chair:      **Shih Yung Chou**

*A Conception Analysis of the Effect of Perceived Dissimilarity on Altruistic Behavior*

**Shih Yung Chou**, University of the Incarnate Word

**Bo Han**, University of the Incarnate Word

*The Effect of Using Social Networking Sites at Work on Job Burnout: The Mediating Role of Coworker Support*

**Peerayuth Charoensukmongkol**, Texas A&M International University

**Murad Moqbel**, Our Lady of the Lake University

**Pichet Wongvibulsin**, Thammasat University

*The Influence of Corporate Diversification on the Choice to Build Relational Capital through Joint Ventures*

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

**Arun Madapusi**, Drexel University

**Patricia Mercado Salgado**, Universidad Autónoma del Estado de México

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10:30 a.m. – 12:00 p.m.

Apache (West Lower)

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**SESSION C      INNOVATIVE EDUCATION - III**

Session Chair:      **Laura Phillips**

*Internet Dependency and Academic Performance*

**Randy McCamey**, Tarleton State University

**Brooke Wilson**, Tarleton State University

*Predicting Student Success in a Flipped Classroom Model*

**Laura Phillips**, Abilene Christian University

**Mark Phillips**, Abilene Christian University

*A Call for Immigrant Perceptions, Behaviors, Personality, and Performance in American Professional Businesses: Rethinking Heterogeneity within Diversity in Organizations*

**Marcus Valenzuela**, New Mexico State University

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 16, 2013  
(Saturday)

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10:30 a.m. – 12:00 p.m.

Isleta (West Lower)

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**SESSION D      MARKETING - I**

Session Chair:      **Randall Brown**

*Consumer Behaviour Towards Fast Food in Qatar*

**Sara Al-Saai**, Qatar University

**Rami Zeitun**, Qatar University

*The Influence of Trust in the UTAUT Model*

**Eduardo Esteva-Armida**, ITESM, Campus Guadalajara

**Alberto Rubio-Sanchez**, University of the Incarnate Word

*Twists, Turns, and Transformations: A Teaching Activity on Corporate Strategy, Marketing Strategy, and Tactics*

**Randall Brown**, California State University Stanislaus

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10:30 a.m. – 12:00 p.m.

Jemez (West Lower)

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**SESSION E      BUSINESS ENVIRONMENT, LAW, ETHICS AND CROSS-CULTURAL STUDIES - III**

Session Chair:      **Amy Oakes Wren**

*A Mobile Learning of College Students-A Cross-Nation Comparative Study*

**Jiaqin Yang**, Georgia College & State University

**Lihong Zhang**, Beijing Institute of Technology

*Is the United States Engaged in a Race to the Bottom with Respect to the Taxation of Multinational Corporations?*

**Dale Spradling**, Stephen F. Austin State University

**W. Rhea Clark**, Stephen F. Austin State University

*The National Labor Relations Board and Social Media: New Rules Reveal What Employees Can and Cannot Do on Facebook and Other Social Media Sites*

**Amy Oakes Wren**, Louisiana State University in Shreveport

**John Vassar**, Louisiana State University in Shreveport

**Michael Meeks**, Louisiana State University in Shreveport

DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION

March 16, 2013  
(Saturday)

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10:30 a.m. – 12:00 p.m.

Nambe (West Lower)

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**SESSION F      STUDENT TRACK - II**

Session Chair:      **Sergio Palacios-Wulschner**

*E-Commerce Safety Concerns and its Effect in the Stock Prices of Leader Online Retail Companies*  
**Sergio Palacios-Wulschner**, New Mexico State University

*Online Security Perception and its Influence on Online Shopping Hesitation Among Young Hispanic Adults*

**Sergio Palacios-Wulschner**, New Mexico State University  
**Gabriella Lewis**, New Mexico State University

*Security Perception of the US-Mexico Border Region, Its Effect on the Perception of Mexico and Hispanics in the U.S as a Culture, and Its Ultimate Impact on the Regional Business*

**Marcus Valenzuela**, New Mexico State University  
**Sergio Palacios-Wulschner**, New Mexico State University

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10:30 a.m. – 12:00 p.m.

Navajo (West Lower)

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**SESSION G      E-FINANCE/FINANCE - IV**

Session Chair:      **Amir Kia**

*Emerging Need and New Business among Education and Training to Cultivate Financial Literacy for Securing Retirement in Japan*

**Taichiro Sahara**, Senshu University  
**Nobuhide Fukui**, Project Design Co, Ltd.  
**Hiroshi Nakada**, AOIA Academy

*Ownership Structure and Corporate Performance: Evidence from QATAR*

**Noora Almudehki**, Qatar University  
**Rami Zeitun**, Qatar University

*Revenue Forecasting: An Update from Small and Medium Sized Enterprises (SMES)*

**Melissa Melancon**, University of Louisiana at Monroe  
**Eugenie Goodwin**, University of Louisiana at Monroe  
**Laurie Babin**, University of Louisiana at Monroe

*The Impact of Monetary Policy Transparency on Risk and Volatility of Interest Rates: Evidence from the United States*

**Amir Kia**, Utah Valley University