

Southwest Decision Sciences Institute 2015

Workshops, Panels, and Doctoral Consortium Schedule

Journal Editors Panel

Thursday, March 12, 2015, 1:30 p.m. - 3:00 p.m.

Room: Conference 8

Khaled A. Alshare, Studies in Business and Economics
Mary Fischer, Federation of Business Disciplines Journal
Kai S. Koong, International Journal of Services and Standards
Binshan Lin, Expert Systems with Applications
June Wei, International Journal of Mobile Communications

Microsoft Windows 8 Workshop

Wednesday, March 11, 2015, 1:00 p.m. - 5:00 p.m.

Room: Cottonwood

Paul DeCarlo, Technical Evangelist, Microsoft Corporation
Janet Bailey, University of Arkansas Little Rock

The Internet of Things Workshop

Saturday, March 14, 2015, 8:30 a.m. – 10:00 a.m.

Room: Conference 2

Paul DeCarlo, Technical Evangelist, Microsoft Corporation
Janet Bailey, University of Arkansas Little Rock

Explosion of Analytics in the Business Curriculum

The popular integration of analytics into the undergraduate and graduate curriculum

Friday, March 13, 2015, 10:30 a.m. – 12:00 p.m.

Room: Conference 8

Paul Cronan, University of Arkansas
Janet Bailey, University of Arkansas Little Rock
Robert Pavur, University of North Texas
Mike Hanna, University of Houston Clear Lake

The new face of quantitative and technology business degree programs is: Data Analytics, Data Science, Business Analytics, Predictive Analytics, and Big Data Analytics. A panel of longtime professors of “analytics” will address the growing shift in undergraduate and graduate degree programs toward “analytics.” Practically every business school has relabeled or introduced an “analytics” component into their degree programs. The panel will address trends in the analytics curriculum as well as innovative steps that their universities have used in marketing their programs using analytics.

Health Informatics and E-health

Thursday, March 12, 2015, 1:30 p.m. – 3:00 p.m.

Room: Conference 9

Gayle Prybutok, University of North Texas

Consumer health informatics (CHI) includes the development and implementation of Internet based systems to deliver information about health risk management and disease prevention, and health interventions to the public. The application of consumer health informatics to educational and interventional efforts directed at health risk reduction and disease prevention in targeted populations has recently garnered attention from both consumers and eHealth researchers. This workshop will discuss the evolution of the Internet as a health communication channel. The presentation will offer theoretical perspectives on the effective design of health information messages, a review of recent health education efforts using the Internet, and will examine research efforts directed at using the Internet/social media to reach targeted populations with engaging and relevant health messages.

Using Teradata University Network Resources For Teaching

Friday, March 13, 2015, 1:30 p.m. – 3:00 p.m.

Room: Conference 3

Summer E. Bartczak, University of Central Arkansas

This workshop will introduce attendees to Teradata University Network (TUN) which is a faculty-led, free, web-based portal that provides extensive teaching resources and student learning tools. Used by more than 45,000 students and 3,700 registered faculty members across 1,700 universities in 98 countries, this powerful resource provides support for a variety of academic majors to include information systems, management, computer science, finance, marketing, and accounting. More specifically, the workshop will explore TUN resources and demonstrate to attendees how Teradata University Network (TUN), in conjunction with Teradata (NYSE: TDC), can be used by faculty to give students a taste of corporate reality by offering hands-on software experiences, case study materials on some of the world's largest companies, videos, and white papers. Emphasis will be placed on how professors of many academic disciplines can successfully use the resources especially to design assignments focusing on big data and analytics using a portfolio of the most popular business intelligence/data visualization software on the market today.

An Introduction to PLS with Details on how It Differs to Traditional SEM

Thursday, March 12, 2015, 10:30 a.m. – 12:00 p.m.

Room: Conference 7

Wynne Chin, University of Houston

Partial Least Squares based path modelling (i.e., PLS) is now a standard tool among business researchers since the introduction of PLS-Graph by Chin in 1990 and presentations at ICIS in Vancouver and Brisbane (1994, 2000). Recently, a new group of naysayers have begun to write papers questioning the value and use of this technique. In contrast to other disciplines (e.g., chemometrics and genomics), the business discipline seems unaware of the ontological, epistemological, and pragmatic aspects of PLS. As such, this talk will present the essence of a paper that the presenter is currently developing. It will highlight how PLS has positive value when it comes to higher dimensional analysis, examining PLS components, and modelling complexity for researchers and practitioners. Attendees of this session should come away with the following:

- an understanding of where PLS stands in relation to other multivariate techniques with an initial brief introduction to regression and factor analysis.
- an understanding of the conditions when PLS is appropriate for analyses.
- the general algorithm by which PLS generates its results and implications for sample size, data distributions and epistemological relationships between measures and concepts.
- Time permitting, a demonstration of the PLS-Graph and XL-Stat software package.

Doctoral Consortium

Friday, March 13, 2015, 12:00 p.m. – 5:00p.m.

Room: Arboretum 4

Victor R. Prybutok, University of North Texas

By Invitation Only

Please make a reservation with Dr. Victor R. Prybutok at victor.prybutok@unt.edu by March 7th if you are interested in the Doctoral Consortium.

Agenda:

- 12:30 – 1:30 Lunch for participants only
- 1:30 – 2:10 Lessons learned on getting the dissertation done and looking for your first position.
- Rebecca Scott**, University of North Texas
Ben George, University of North Texas
Gayle L. Prybutok, University of North Texas
- 2:30 – 3:30 Now that you have a faculty position how do you meet the demands of teaching and service and still continue to publish.
- Lucian Visinescu**, Texas State University
Thiagarajan (Ram) Ramakrishnan, Prairie View A&M University
- 3:30 – 4:45 Tips on being a good colleague from a master's program director, who was a department chair, and a dean.
- Michael R. Lane**, Missouri Western State University
Peggy L. Lane, Missouri Western State University