### 2014 – 2015 OFFICERS

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**VP - Student Liaison**  
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**Webmaster**  
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Bradley Jensen, Microsoft Corp.  
Khaled A. Alshare, Qatar University  
Eugenie Ardoin, University of Louisiana at Monroe  
Francis Kofi Andoh-Baidoo, University of Texas – Pan American  
June Lu, University of Houston – Victoria  
Rhonda Syler, Louisiana Tech University  
Richard Segall, Arkansas State University  
Sandra Blanke, University of Dallas  
**Past President**  
Janet Bailey, University of Arkansas – Little Rock

### 2014-2015 TRACK CHAIRS

<table>
<thead>
<tr>
<th>Track</th>
<th>Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>Mary Fischer, University of Texas at Tyler</td>
</tr>
<tr>
<td>Big Data</td>
<td>Triss Ashton, University of Texas – Pan American</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>Xiuli He, University of North Carolina at Charlotte</td>
</tr>
<tr>
<td>DSS/ES/KM</td>
<td>Lai Liu, University of Texas – Pan American</td>
</tr>
<tr>
<td>Eco., Health Care &amp; Quality</td>
<td>Barbara A. Hewitt, Texas A&amp;M University – San Antonio</td>
</tr>
<tr>
<td>E-Commerce and Mobile</td>
<td>June Lu, University of Houston – Victoria</td>
</tr>
<tr>
<td>Enterprise Resource Plan</td>
<td>Thiagarajan Ramakrishnan (Ram), Prairie View A&amp;M Univ.</td>
</tr>
<tr>
<td>Finance</td>
<td>Francis Kofi Andoh-Baidoo, Univ. of Texas – Pan American</td>
</tr>
<tr>
<td>Globalization</td>
<td>Wai Kwan Lau, Marshall University</td>
</tr>
<tr>
<td>Innovative Education</td>
<td>Kai Koong, University of Texas – Pan American</td>
</tr>
<tr>
<td>Info. Security &amp; Privacy</td>
<td>Khaled Al-Share, Qatar University</td>
</tr>
<tr>
<td>International Business</td>
<td>Mark McMurtrey, University of Central Arkansas</td>
</tr>
<tr>
<td>Management Info. Systems</td>
<td>Binshan Lin, Louisiana State University at Shreveport</td>
</tr>
<tr>
<td>Mgt. and Org. Behavior</td>
<td>Murad Moqbel, University of Kansas Medical Center</td>
</tr>
<tr>
<td>Marketing</td>
<td>John Seydel, Arkansas State University</td>
</tr>
<tr>
<td>Online Learning</td>
<td>Ravi Nath, Creighton University</td>
</tr>
<tr>
<td>Op. &amp; Supply Chain Mgt.</td>
<td>Trevor Hale, University of Houston-Downtown</td>
</tr>
<tr>
<td>Project Management</td>
<td>Matthew Lindsay, Stephen F. Austin State University</td>
</tr>
<tr>
<td>Quan. Methods &amp; Quality</td>
<td>Robert Pavur, University of North Texas</td>
</tr>
<tr>
<td>Social Media</td>
<td>Babajide Osatuyi, University of Texas – Pan American</td>
</tr>
<tr>
<td>Social Networking</td>
<td>Gina M. Harden, Stephen F. Austin State University</td>
</tr>
<tr>
<td>Student Track</td>
<td>Victor R. Prybutok, Univ. of N. Texas Toulouse Graduate School</td>
</tr>
<tr>
<td>Proceedings Editor</td>
<td>Mohan Rao, Texas A&amp;M University-Corpus Christi</td>
</tr>
<tr>
<td>Proceedings Prod. Coord.</td>
<td>Carl M. Rebman, Jr., University of San Diego</td>
</tr>
</tbody>
</table>
SPECIAL EVENTS, WORKSHOPS & PANELS

Microsoft Windows 8 Workshop  Wednesday, March 11, 2015, 1:00 p.m. - 5:00 p.m.
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.
Paul DeCarlo, Technical Evangelist, Microsoft Corporation
Janet Bailey, University of Arkansas Little Rock

Explosion of Analytics in the Business Curriculum  Friday, March 13, 2015, 10:30 a.m. – 12:00 p.m.
The popular integration of analytics into the undergraduate and graduate curriculum
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

Health Informatics and E-health  Thursday, March 12, 2015, 8:30 a.m. - 10:00 a.m.
Gayle Prybutok, University of North Texas

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

Using Teradata University Network Resources For Teaching  Friday, March 13, 2015, 1:30 p.m. – 3:00 p.m.
Summer E. Bartczak, University of Central Arkansas

Doctoral Consortium  Friday, March 13, 2015, 12:00 p.m. – 5:00 p.m.
By Invitation Only

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.
Wynne Chin, University of Houston

PAPERS & MEETINGS

SWDSI 2015 Business Meeting  Thursday, Mar 12, 2015 3:30 p.m. - 5:00 p.m.
CONGRATULATIONS!!!

RECIPIENT OF THE 2015 MCGRAW-HILL EDUCATION DISTINGUISHED PAPER AWARD

*MNC Strategies and Corporate Social Responsibility in China*

Jifu Wang, University of Houston, Victoria
Vipin Gupta, California State University, San Bernadino
Ron Salazar, University of Houston, Victoria
Xiuli Wang, Central University of Finance and Economics

RECIPIENT OF THE 2015 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

Victor R. Prybutok, University of North Texas

RECIPIENT OF THE SWDSI 2015 DISTINGUISHED SERVICE AWARD

Carl Rebman Jr., University of San Diego

RECIPIENTS OF THE 2015 BEST STUDENT PAPER AWARDS

*Antecedents of Customer Experience for Mobile Technology Service Providers*

Catalin Dinulescu, University of North Texas

*Tweeting for Fun and to Empower: Exploring the Information Behavior of Saudi Arabian Women*

Marwah Halwani, University of North Texas

*Can an Evolutionary Development Teaching Model Accelerate Programmer Competency for Beginners?*

Jimmy Ball, University of Mississippi
March 11, 2015  
(Wednesday)  

1:00 p.m. – 5:00 p.m.  
Cottonwood  

Microsoft Windows 8 Workshop  

Presenter:  
Paul DeCarlo, Technical Evangelist, Microsoft Corporation  
Janet Bailey, University of Arkansas  

Bring a Windows 8 laptop to this hands-on workshop led by a Microsoft Technical Evangelist and experience how to leverage Windows 8 development in your curriculum. Join the campuses whose students are excited about programming and are making thousands of dollars in the Microsoft Store within months of their first programming experience.  

For a premier publishing opportunity, check out the peer-reviewed FBD Journal at https://www.fbdonline.org/journal/  

◆  

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Make plans to join us in Oklahoma City for our 2016 conference.  

43rd Annual Conference  
March 9 – 12, 2016  
Renaissance Oklahoma City Convention Center Hotel  
Oklahoma City, Oklahoma  

44th Annual Conference  
March 8 - 11, 2017  
Statehouse Convention Center/Marriott  
Little Rock, Arkansas
MEETING: Officers and Directors Meeting
Presiding: June Wei, University of West Florida
Agenda: Officers Reports
Old Business – Various Committee Reports
New Business – To be Determined

SESSION A Accounting

Session Chair: Lai Liu, University of Texas - Pan American

Revenue Recognition: The Case of Jordanian Industrial Listed Companies
Ghassan Mardini, Qatar University
Yasean Tahat, Gulf University of Science and Technology
Habibullah Khan, Qatar University

Management of Income Statement Variables to Report Small Positive Earnings Numbers
B. Brian Lee, Prairie View A&M University
Dong Wuk Kim, Jeju National University, Korea
Haeyoung Shin, University of Houston - Clear Lake
William Vetter, Prairie View A&M University

One Course Does Not Fit All: Considering the Impact of Accounting Course Offerings on Student Outcomes
Shani Robinson, Sam Houston State University
Joshua Racca, University of Alabama at Birmingham

Content Coverage in the Accounting Forensic Course
Grace Koong, University of Texas - Pan American
Lai Liu, University of Texas - Pan American
Jerald Hughes, University of Texas - Pan American
SESSION B  Finance

Session Chair: Andre Vianna, University of Texas Pan American

Corporate Dividend Policy: Bush’s Tax Cut vs. Obama’s Tax Increase
Andre Vianna, University of Texas Pan American

Gender Discrimination in Online Peer-to-Peer Lending in China
Dongyu Chen, Soochow University
Weihua Shi, University of Southern Mississippi

A Suggested Model to Evaluate Accounting Software for Small Business?
Sherif Elharrad, MacEwan University
Muhammad Hossain, MacEwan University

The Financial Crisis and Market Discipline: The Effect of Opacity on Charter Value
Chris Brune, Ouachita Baptist University
Kevin Lee, Texas A&M University - Central Texas
Scott Miller, Pepperdine University

SESSION C  DSS/ES/LM

Session Chair: Hamed Majidi Zolbanin, Oklahoma State University

Investigating Cancer Comorbidity: A Data Mining Approach
Hamed Majidi Zolbanin, Oklahoma State University
Dursun Delen, Oklahoma State University

An Analysis of the E-Commerce Data Reports
Haoyu Wen, Xi’an University, China
Kai Koong, University of Texas - Pan American
Lai Liu, University of Texas - Pan American

Are Social Influence and Privacy Protection Critical to Mobile Commerce Continuance?
June Lu, University of Houston-Victoria
June Wei, University of West Florida

An Examination of BYOD System Features and Characteristics
Xiaoping Liu, Zhejiang Agriculture and Forestry University, China
Kai Koong, University of Texas - Pan American
Bin Wang, University of Texas - Pan American
SESSION D  Big Data I

Session Chair: Triss Ashton, University of Texas - Pan American

Benefits of Business Intelligence and Analytics for Patients and Providers of Healthcare  
Joseph Mollick, Texas A&M University - Corpus Christi

An Investigation on Students’ Perceived Participation and Students’ Learning Satisfaction  
Mei Han, University of Texas - Pan American

Cross-listing Cross World  
Hang Yang, University of Texas - Pan American

Logistic Service Quality for e-Retail  
Alejandro Sanchez, University of Texas - Pan American  
Triss Ashton, University of Texas - Pan American

SESSION E  Finance

Session Chair: Delmer Nagy, Tarleton State University

Understanding Enterprise System Innovation: A Belief, Action, Outcome Proposal  
Delmer Nagy, Tarleton State University  
Joseph H. Schuessler, Tarleton State University  
Kevin Fulk, Tarleton State University  
Carolyn Holton, Southeaster University

Pattern Analysis on Financial Ratios and Annual Compensation Costs in the Credit Card Issuance Industry  
Bojun Fan, University of West Florida  
Jiyuan Pan, Pensacola Christian College  
June Wei, University of West Florida

Business Intelligence Applications Using Multifactor Measurement Models  
Mohan Rao, Texas A&M University - Corpus Christi

Capital Structure and Corporate Performance in GCC Countries  
Mohamad Rajeh, Qatar University  
Rami Zeitun, Qatar University
SESSION F DSS/ES/LM I

Internationalization Strategy and Firm Performance: Estimation of Corporate Strategy Effect Based on Big Data of Chinese IT Companies in a Complex Network
Ken Hung, Texas A&M International University
Da Huo, Central University of Finance and Economics

A Distributed Knowledge Approach to Managing Innovation
Dorothy Kirkman, University of Houston - Clear Lake

Social Networking and Institutional Selection: Influencing Future Faculty Applicants
Denise Philpot, University of North Texas

Development of Expert Systems in Healthcare
Lai Liu, University of Texas - Pan American
Kai Koong, University of Texas - Pan American

10:00 a.m. - 10:30 a.m. Market Place Exhibit Hall

FBD Coffee Break

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

Session Chair: Joseph Mollick, Texas A&M University - Corpus Christi

Comparison of users’ perceptions of Business Analytics vs. Database Systems
Joseph Mollick, Texas A&M University - Corpus Christi

Financial and Compensation Predications and Their Relationships in the Credit Card Issuance Industry
Jiyuan Pan, Pensacola Christian College
Fan Bojun, University of West Florida
June Wei, University of West Florida

OLAP with Microsoft SSAS & Jedox
Carlos Cantu, University of Texas - Pan American
Joshua Martinez, University of Texas - Pan American
Eve Pakhomova, University of Texas - Pan American
Francis Andoh-Baidoo, University of Texas - Pan American

Decision Tree Induction in Data Mining
William Barrera, University of Texas - Pan American
Dallas Russell, University of Texas - Pan American

Cloud-based Business Analytics: Bringing the Latest and Greatest to the Classroom
Janet Bailey, University of Arkansas at Little Rock
Bradley Jensen, Microsoft Corp.

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SESSION B  MIS

Session Chair: David Chou, Eastern Michigan University

The Analysis of Demand and Supply in Data Scientists Market  
David Chou, Eastern Michigan University

Big Data, Big Impact?  
Sibylle Mabry, Louisiana State University in Shreveport  
Binshan Lin, Louisiana State University in Shreveport

Drivers of Cloud Computing Implementation in Small Business  
C. Christopher Lee, Central Connecticut State University  
Benjamin Bae, California State University  
Kyudong Kim, Sookmyung Women’s University, Korea

The Persistent “Poverty Divide” in County Level E-government Implementations: A Comparison of 2006 and 2014  
Queen Booker, Minnesota State University, Mankato  
Carl Rebman, University of San Diego

SESSION C  Workshop

An Introduction to PLS with Details on how It Differs to Traditional SEM  
Wynne Chin, University of Houston

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Statehouse Convention Center/Marriott  
Little Rock, Arkansas
SESSION D  Innovation in Education

Session Chair: Chin-Yen Liu, Texas A&M University - San Antonio

Teaching Globalization Online: A Case Study
Pierre Canac, University of St. Thomas
Charles Davis, University of St. Thomas
Sujin Horwitz, University of St. Thomas

Reflections on the Self-regulated Learners in a Blended Learning Environment
Chin-Yen Liu, Texas A&M University - San Antonio

DSI turns 45: Content Analysis of the Decision Sciences Journal
Robert Vinaja, Texas A&M University - San Antonio

“Move out Email!!! Here comes Social Media!!” – Utilizing Social Media as an Alternate Communication Channel for the Higher Education Classroom.
Sarah Wright, Northwestern State University
Begona Perez-Mira, Northwestern State University
Curtis Penrod, Northwestern State University
Thomas Hanson, Northwestern State University
Eddie Horton, Northwestern State University

SESSION E  Economics I

Session Chair: Fereshteh Ghahramani, University of Texas – Arlington

Cloud Research: A Review and Assessment from the Cyber Security Perspective Improving Healthcare in India: Opportunities and Challenges
Sandra J. Blanke, University of Dallas
Brett J.L. Landry, University of Dallas

Role of Age in Adoption and Intention to Use of Mobile Healthcare Technologies
Fereshteh Ghahramani, University of Texas – Arlington

Pay or Drop: What Drives Consumer Reaction to Higher Homeowner Insurance Prices?
Kenneth Lovell, University of Texas – Pan American
Fuad Hasan, University of Texas – Pan American

Influence of Institutional Forces on Data Analytics Adoption among Healthcare Organization
Venugopal Gopalakrishna-Remani, University of Texas at Tyler
Robert Jones, University of Texas at Tyler
Barbara Wooldridge, University of Texas at Tyler
SESSION A Economics II

Session Chair: Rebecca Scott, University of North Texas

Traumatic Brain Injury
Adeti Sengupta, Harvard Medical School, Post Graduate Association

An Exploratory Study of the Psychological Influence of Smoking when Family and Friends Smoke
Rebecca Scott, University of North Texas
Marisa Nowicki, University of North Texas
Victor Prybutok, University of North Texas

Factors Influencing the Progress of Central Asian Economies
Krishan Rana, Alabama A & M University
Shahnaz Abdullah, Alabama A & M University

Comparisons of Union vs Non-union Business Professoriates
Kaye McKinzie, University of Central Arkansas
James Weber, St Cloud State
Ken Griffin, University of Central Arkansas

Cloud Research: A Review and Assessment from the Cyber Security Perspective
Sandra Blanke, University of Dallas
Brett Landry, University of Dallas
SESSION B  International Business

Session Chair: Jifu Wang, University of Houston, Victoria

MNC Strategies and Corporate Social Responsibility in China
Jifu Wang, University of Houston, Victoria
Vipin Gupta, California State University, San Bernardino
Ron Salazar, University of Houston, Victoria
Xiuli Wang, Central University of Finance and Economics

Factors Influencing the Success of High-Skill Mexican Immigrant Entrepreneurs in the Rio Grande Valley
Eduardo Millet, University of Texas Pan American

FDI, Terrorism, and Oil: When Resources Matter
Joseph Simpson, University of Texas - Pan American
Sergio Garcia, University of Texas - Pan American

Use of Electronic Commerce in the World and in Turkey: An Investigation of Using E-Commerce Sites in Turkey
Selda Ene, Marmara University, Istanbul
Neslihan Celik, Marmara University, Istanbul
Cem Canel, University of North Carolina at Wilmington

MNCs Incentives to Invest in Vietnam: New Empirical Findings
Thi Lan Anh Nguyen, Vietnam National University
Ali Salman Saleh, Qatar University
Denis Vinen, Swinburne University of Technology

SESSION C  Big Data

Session Chair: Ajaya Swain, St. Mary's University

Personality Traits of Winter Texans
Sergio Robles, University of Texas - Pan American

The Qualitative Logistics Service Quality Instruments
Triss Ashton, University of Texas - Pan American

Risk Profile Analysis for Obesity: A Case Study of the United States using Data Mining Approach
Ajaya Swain, St. Mary's University

Data Structure of a Quadratic Program Model of Document Clustering
Bart Garner, University of Mississippi
Brian Reithel, University of Mississippi
Bahram Alidaee, University of Mississippi
**DECISION SCIENCES INSTITUTE**  
**SOUTHWEST REGION**  
March 12, 2015  
(Thursday)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
</table>
| 1:30 p.m. – 3:00 p.m. | Conference 8 |                                  | **SESSION D**  
**Workshop**  
*Journal Editors Panel*  
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 |
| 1:30 p.m. – 3:00 p.m. | Conference 9 |                                  | **SESSION E**  
**Workshop**  
*Health Informatics and E-health*  
Gayle Prybutok, University of North Texas |
| 3:00 p.m. - 3:30 p.m. | Market Place Exhibit 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!  
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SESSION A  Finance III

Session Chair: Abdelhamid Riani, University of Texas Pan American

Economic Factors and Seasonal Effects on Overall Momentum Return
Shahil Sharma, University of Texas Pan American

Innovation in Venture Capital Versus Non-Venture Capital Backed Companies
Abdelhamid Riani, University of Texas Pan American

Analysis of the Bovespa Futures and Spot Indexes with High Frequency Data
Edimilson C. Lucas, Getulio Vargas Foundation
Danilo Braun Santos, Getulio Vargas Foundation
Vinicius Augusto Brunassi Silva, Getulio Vargas Foundation
Bruno Nunes Medeiro, Getulio Vargas Foundation

The Health of Successful Investor Performance
Corey Shank, University of Texas Pan American

SESSION B  Finance IV

Session Chair: Chu-Sheng Tai, Texas Southern University

On the Sustainability of Electricity Market Development Strategies: Evidence from an Emerging Market
Ezgi Avcisurucu, Bilkent University
A. Kursat Aydo˘Gan, Bilkent University
Doganbey Akgul, Ministry of Energy and Natural Resources

Investor Sentiment and Contagion during the 1997 Asian Crisis
Chu-Sheng Tai, Texas Southern University

Computing Bond Values to Teach Time Value of Money Principles
Carl McGowan, Norfolk State University

Information Clustering Effect in Fast Growing SME
Wonseok Choi, University of Texas Pan American
Kwan Cheon, University of Texas Pan American
SESSION C  Quantitative Methods and Quality

Session Chair: Dennis Richardson, University of North Texas

*Case Study: Streamlining the Receiving Process Using Lean Six Sigma*
Eduardo Materan, University of Houston
Jamison Kovach, University of Houston

*A Case Study Using Lean Six Sigma to Achieve Customer Service Excellence in a Navy Command*
Donna Lohr, University of North Texas
Dennis Richardson, University of North Texas

*Validating Decision Rule for Selecting Either Croston's Method of Single Exponential Smoothing with Industrial Data*
Matthew Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

*The Effect of Dichotomization and Trichotomization*
Mohammed Alkhars, University of North Texas
Robert Pavur, University of North Texas

SESSION D  Globalization

Session Chair: Aurore Kamssu, Tennessee State University

*Teaching Mobile Apps with SAP: Applied Learning in Action*
Peggy Lane, Missouri Western State University

*The Relationship between Diversification Strategy and Organizational Performance: A Research Intended For Comparing USA and Turkey*
Ihsan Yigit, Marmara University
Cem Canel, University of North Carolina Wilmington

*Environmental Sustainability and Vision of Turkey*
Begum Oktem, Marmara University

*Market Power Distribution in the Global Shipping Market*
Qing Liu

FBD Presidential Welcome Reception - 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 sites.
March 13, 2015
( Friday)

7:30 a.m. – 8:00 a.m. 
Dogwood

Light Continental Breakfast

8:30 a.m. – 10:00 a.m. (note the beginning time) 
Conference 8

SESSION A ERP

Session Chair: Robert Burdwell, Texas A&M University San Antonio

Assurance of Learning: Embedded Assessment with ERPsim
Mark Lewis, Missouri Western State University
Peggy Lane, Missouri Western State University
Michael Lane, Missouri Western State University

Factors Influencing the Migration of Enterprise Systems to Cloud Platform
Thiagarajan Ramakrishnan, Prairie View A&M University

University Ratings: Public Perception or Actual Performance
Aurore Kamssu, Tennessee State University

ERP Simulation and Mobile Dashboards: An Extended Time Implementation
Robert Burdwell, Texas A&M University San Antonio
Robert Vinaja, Texas A&M University San Antonio
Richard Green, Texas A&M University San Antonio

Capability Development and Knowledge Transfer during ERP Implementation Project
Noufou Ouedraogo, Grant MacEwan University

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SESSION B  Information Security I
SESSION B  Operations and Supply Chain Management

Session Chair: Krishan Rana, Alabama A & M University

A Review of Production-distribution Models with Emphasis on Multi-stage Supply Chains
Yavuz Acar, Bogazici University
Sukran Atadeniz, Yeditepe University, Turkey

Transportation in Kazakhstan and its Economic Implications
Krishan Rana, Alabama A & M University

The Effect of Supply Chain Integration on a Reinforcing Feedback in the Transmission of Disruptions
Artur Swierczek, University of Economics

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Little Rock, Arkansas
SESSION C       Information Security II

Session Chair: **Brandon Phillips**, Southwestern Oklahoma State University

*Users Security Perceptions and Antecedents to Security Intention*
**Brandon Phillips**, Southwestern Oklahoma State University

*Phishing Awareness and Education of University Students via an In-course ‘Fake’ Phishing Project*
**Paula Crouse**, Mount Saint Vincent University
**Robert Farmer**, Mount Saint Vincent University

*Data Breach Laws: Do They Work? An Exploratory Study*
**Joseph H. Schuessler**, Tarleton State University
**Delmer Nagy**, Tarleton State University
**Art Dearing**, Tarleton State University
**H. Kevin Fulk**, Tarleton State University

*Is Mobile Recruiting Strategy Effective?*
**Donna Stringer**, University of Houston-Victoria
**June Lu**, University of Houston-Victoria

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SESSION D  E-Commerce I

Session Chair: Simon Lee, Eastern Illinois University

The Factors Influencing M-Shopping Use
Simon Lee, Eastern Illinois University

TripAdvisor: Intention to Use and Impact of Reading Reviews on TripAdvisor with Use of a Service or Purchase of a Product
Joshua Fogel, Brooklyn College
Kathleen K Murphy, Brooklyn College

Exponentially Weighted Moving Average Control Chart Performance with Estimated Parameters and Non-normal Observations
R. Noorossana, Iran University of Science and Technology
M. R. Nayebpour, DeVry University
S. Fathizadan, Iran University of Science and Technology

Why Consumers Participate in Online Review Through Post-purchase Email Solicitation
Qinyu Liao, University of Texas at Brownsville

SESSION E  E-Commerce II

Session Chair: Xiaotong Liu, University of North Texas

Cloud Computing Technology Lowers the Use of PC
Victor Prybutok, University of North Texas
Xiaotong Liu, University of North Texas

Mobile Business Solutions for Pharmaceutical Industry
Chia Ying Tsai, University of West Florida
June Wei, University of West Florida

Factors Affecting Intention to Avoid Binge Drinking as a Result of E-Messaging on YouTube
Gayle Prybutok, University of North Texas
Alexandra Ruuska, University of North Texas
Lu Xu, University of North Texas
Victor Prybutok, University of North Texas

Application of Learning Science to Improve Student Learning in the MBA Decision Science Course
Edward Sim, Hardin-Simmons University
SESSION F  

 Session Chair: **Russell Torres**, University of North Texas

*Nolan’s Stage Level Measurement of Information and Communication Technology in Modern Organizations*

Jose Eduardo Ricciardi Favaretto, Fundacao Getulio Vargas
Fernando De Souza Meirelles, Fundacao Getulio Vargas

*Journal Impact Factor Distribution Modeling: A Critical Review*

Binshan Lin, Louisiana State University in Shreveport
Michael Brendler, Louisiana State University in Shreveport

*Are There Differences Between Men and Women in Information Technology Innovation Adoption Behaviors: A Theoretical Study*

Sameer Dutta, McKendree University
Olu Omolayole, Grambling State University

*An Experimental Examination of Award Visualization and Competition in Workflow Automation Systems*

Russell Torres, University of North Texas

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SESSION G  

 Session Chair: **Summer Bartczak**, University of Central Arkansas

*Investigating SCADA Threats, Impacts, & Possible Mitigations in Waste Water Treatment*

Basia Bartczak, University of Tulsa
Keenan Bonds, University of Tulsa
Summer Bartczak, University of Central Arkansas

*Readiness to Reveal Personal Information on Social Media: A Cross-cultural Analysis of Nigeria, United States, Saudi Arabia, and Qatar.*

Abdullahi I. Musa, Ahmadu Bello University
Mohammed Algarni, Institute of Public Administration
Khaled A. Alshare, Qatar University

*Critical Skills Required of Health Information Technology Professionals - Revisited*

Andrea Diaz, University of Texas - Pan American
Catalina Cantu, University of Texas - Pan American

*A Content Analysis of IT Degree Programs: A Global Approach*

Robert Vinaja, Texas A&M University - San Antonio

*From Student to Professional: Collaborating with Industry to Benefit Students*

Janet Bailey, University of Arkansas at Little Rock
Paul Decarlo, Microsoft
FBD Coffee Break - Please let our exhibitors know how much we appreciate their presence and continued support! Great Door Prize Drawings take place at 10:15 a.m. *Must be present to win.*

10:30 a.m. – 12:00 p.m.  
**Conference 8**

**SESSION A  Analytics in the Curriculum Workshop**

*Explosion of Analytics in the Business Curriculum: The Popular Integration of Analytics into the Undergraduate and Graduate Curriculum*

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

10:30 a.m. – 12:00 p.m.  
**Conference 9**

**SESSION B  Media**

*Session Chair: Samaneh Torkzadeh, University of Texas-Pan American*

*Alcohol Use Promotion on Social Networking Sites among College Students*

Babajide Osatuyi, University of Texas-Pan American  
Samaneh Torkzadeh, The University of Texas-Pan American

*Use of Snowball Sampling to Investigate How the Structure of Incentive Plans Impact Business and IT Alignment*

Vess Johnson, University of the Incarnate Word

*To Claim or Not To Claim: Promoting Patient-Centered Engagement through Social Media*

Babajide Osatuyi, University of Texas-Pan American  
Alexander Pimentel, University of Texas-Pan American

*Metric-Sensitive High-Dimensional Clustering with Applications to Financial Statement Analysis*

Chuanren Liu, Rutgers University  
Tianming Hu, Dongguan University of Technology  
Yuan Sung, South Texas Collage
SESSION C  Social Media/MIS

Session Chair: Babajide Osatuyi, The University of Texas-Pan American

**Big Five Personality Traits and Social Technology Use: The Case of Social Networking Sites**
Babajide Osatuyi, The University of Texas-Pan American
Kehinde Ajayi, The University of Texas-Pan American

**Relationship of Social Media and Academic Achievement: A Cultural Perspective**
Vishal Shah, University of Arkansas
Sana Rouis, ESSCA

**Drinking Promotion on Social Media: An Exploration of the Role of Lurking and Compulsive Social Media Use**
Samaneh Torkzadeh, University of Texas-Pan American
Babajide Osatuyi, University of Texas-Pan American

SESSION D  MIS

Session Chair: Veena Prabhu, California State University, Los Angeles

**Some Observations on the Research and Publishing Support Industry in China**
Sixin Ren, Ifugao State University, China
Kai Koong, University of Texas - Pan American

**Educational Institution’s New Avatar: An Incubator for Civic Engagement and Public Good**
Veena Prabhu, California State University, Los Angeles

**Some Observations on the Entrepreneurship and Innovation Curriculum**
Ruizhu Xiong, University of Texas - Pan American
Kai Koong, University of Texas - Pan American
Lai Liu, University of Texas - Pan American

**Can Critical Chain Project Management be Applied to College Students’ Projects?**
Pinyarat Sirisomboonsuk, Texas Tech University
James Burns, Texas Tech University

**An Application of Six Sigma Process Control Methodology for Improving First-Year Undergraduate Student Retention**
Dennis Richardson, University of North Texas
Benjamin George, University of North Texas
Victor Prybutok, University of North Texas
SESSION E  Management Information Systems I

Session Chair: John Vassar, Louisiana State University at Shreveport

Computational Study on Reliability of Wireless Sensor Networks
Haibo Wang, Haibo Wang, Texas A&M International University
Wei Wang, Haibo Wang, Texas A&M International University
Yaquan Xu, Georgia Gwinnett College

The Effects of Information Technology to Enable the Firm Dynamic Capacity and Brazilian Companies' Performance
Adilson Carlos Yoshikuni, Fundação Getulio Vargas
Alberto Luiz Albertin, Fundação Getulio Vargas

Technology Forecasting using a combination of Web Search and Technology Mining Approaches
Cherie Trumbach, University of New Orleans
Sathiadev Mahesh, University of New Orleans

Recent Legal Developments to Consider in Planning for Distant Learning Programs
John Vassar, Louisiana State University in Shreveport
Amy Wren, Louisiana State University in Shreveport
Michael Meeks, Louisiana State University in Shreveport

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43rd Annual Conference
March 9 – 12, 2016
Renaissance Oklahoma City Convention Center Hotel
Oklahoma City, Oklahoma

44th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas
SESSION F  Management Information Systems II

Session Chair: Jeffrey Siekpe, Tennessee State University

Jeffrey Siekpe, Tennessee State University
Gerald Marquis, Tennessee State University

Information Technology Visibility as an Impression Management Factor in Trust Development Within Outsourced Information Systems Development Projects
Jamison Posey, University of Mississippi
Brian Reithel, University of Mississippi

A Derivation of Technology Categories Using the Technology Acceptance Literature
Michael Ellis, University of Central Arkansas
Miguel Aguirre-Urreta, Texas Tech University
Kay Lee, Embry-Riddle Aeronautical University
Nan Sun, Washburn University
Yucong Liu, Mansfield University
Juan Mao, University of Texas at San Antonio
George Marakas, University of Texas at San Antonio

eWOM of Customers and Referral Service of Infomediary in Online Retail Supply Chain
Yuangao Chen, Zhejiang University of Finance and Economics

SESSION A  Doctoral Consortium

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SESSION B  Globalization

Session Chair: Wai Kwan Lau, Marshall University

Ownership Structure, Executive Structure and Firm Performance: Evidence from Turkey and Italy
Ihsan Yigit, Marmara University
Ibrahim Anil, Marmara University
Duygu Anil Keskin, Istanbul University

Institutional Distance Between International Alliance Partners. Does it Matter to Explain Intellectual Capital?
Daniel A. Cernas Ortiz, Universidad Autónoma del Estado del México

The Impact of Age Effects on Employee’s Perception of Effective Leadership: A Cross-Cultural Investigation
Wai Kwan Lau, Marshall University

Alliances and Networks: Limitations of the Transaction Cost Approach in the knowledge and Innovation Era
Uyi Lawani, Marshall University

SESSION C  Management Information Systems IV

Session Chair: Xianghui Peng, University of North Texas

Reflective VS Formative Constructs in Operations Management Research: Using Partial Least Squares
Xianghui Peng, University of North Texas
Victor Prybutok, University of North Texas

Evaluating the Accuracy of Traffic Delay Time Expressions
Huguette Tran, SWDSI
Robert Pavur, SWDSI

Exploring the Promotion of Alcohol Consumption Behavior on Social Networking Sites: The Role of Engagement
Taiye Ajayi, University of Texas-Pan American
Samaneh Torkzadeh, University of Texas-Pan American
Babajide Osatuyi, University of Texas-Pan American

Cross-Cultural Consumer-to-Consumer Interaction: Examining Moderating and Mediating Influences of Acculturation, Locus of Control, and Cultural Distance on Customer Satisfaction in a Hospitality Context
Yasamin Vahdati, University of Texas - Pan American
SESSION D  Workshop
Using Teradata University Network Resources for Teaching
Summer E. Bartczak, University Of Central Arkansas

SESSION E  Organizational Behavior
Session Chair: Yolanda Obaze, University of North Texas

Logistics and Supply Chain Management (LSCM) in Social Service Organizations: A visual Dynamic IC Model
Yolanda Obaze, University of North Texas

Deviance in Nonprofits: An Examination of Organizational Politics and Its Relation to Organizational Performance
John Tarwater, University of Texas Pan American

IT Professionals and their Workplace Learning: Some Preliminary Canadian Evidence
Paula Crouse, Mount Saint Vincent University
Robert Farmer, Mount Saint Vincent University
Wendy Doyle, Mount Saint Vincent University
Jeffrey Young, Mount Saint Vincent University

Yuanqing Li, University of Texas-Pan American
Bohan Fan, University of Wisconsin–Milwaukee

SESSION F  Marketing II
Session Chair: Paul Renaud, University of Texas - Pan American

Do Consumers Accept or Reject "Obamacare"?
Paul Renaud, University of Texas - Pan American

Identification of Marketing Promotional Tools Used by Islami Banks in Bangladesh
Md. Ruhul Amin, University of Texas - Pan American
Lai Liu, University of Texas - Pan American

The Role of the Brand Alliance in Sustainability Marketing
Jeffrey Radighieri, Texas Woman's University
Mark Mulder, Pacific Lutheran University

Big Quality, Value Co-creation, and Customer Satisfaction in Airline Services
Junhyuk Kwon, Colorado State University-Pueblo
Victor Prybutok, Colorado State University-Pueblo
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.

SESSION A Marketing/Online Learning

Session Chair: Karma Sherif, Texas Southern University

A Conversation about Lethal Autonomous Weapons (LAWS)
Anida Duarte, University of the Incarnate Word
Alberto Rubio Sanchez, University of the Incarnate Word

Personality Traits and Small Business Owners
Eugenie Ardoin, University of Louisiana at Monroe
Joseph McGahan, University of Louisiana at Monroe
Henry Cole, University of Louisiana at Monroe

The Use of Mobile Technology to Improve Minority Student Learning in STEM Fields
Karma Sherif, Texas Southern University
Mayur Desai, Texas Southern University

Redesigning an Online Undergraduate Business Statistics Course
Julia Frink, Texas A&M University-Commerce

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SESSION B  Operations and Supply Chain Management I

Session Chair: Yolanda Obaze, University of North Texas

Knowledge-sharing Routines as a Success Factor of the Relational Competitive Advantage of Supply Chains
Artur Świerczek, University of Economics

Delivery of Charitable Products and Services: Logistics and Supply Chain Management in Faith-based Organizations
Yolanda Obaze, University of North Texas
Victor Prybutok, University of North Texas

Examining the Trade-Offs between Driving and Public Transportation to a Metropolitan Area: An Exploratory Study
Rebecca Scott, University of North Texas
Atom Rosales, University of North Texas
Victor Prybutok, University of North Texas

Hospital Dilemma in Purchasing Implants
Vafa Saboori-Deilami, Dominican University of California

SESSION C  Operations and Supply Chain Management II

Session Chair: Balaji Janamanchi, Texas A & M International University

Incorporating Lean Healthcare and RFID Into Medical Institutions
Wendelyn Osborne, Rodan + Fields®
Mark McMurtrey, University of Central Arkansas

Better Performance Modeling Using DEA-Neural Network: Application to the Financial Institutions
He-Boong Kwon, Colorado State University-Pueblo
Changkyon Kim, Colorado State University-Pueblo

Four Echelon Retail Supply Chain Dynamics: A System Dynamics Model Based Study
Balaji Janamanchi, Texas A & M International University
James Burns, Texas Tech University

McDonald’s SCM and the Triple Bottom Line
Ben Rowley, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas
SESSION D  Information Security

Session Chair: Barbara Hewitt, Texas A&M University -- San Antonio

Supply Chain Disruption: Information Technology Security's Hidden Impact on Service Quality
Rebecca Scott, University of North Texas
Benjamin George, University of North Texas
Bartlomiej Hanus, Emporia State University
Victor Prybutok, University of North Texas

Improving Risk Management Practices: Is Regulation the Way?
Barbara Hewitt, Texas A&M University -- San Antonio
Mark Huson, Texas A&M University -- San Antonio
Lewayne Ballard, Texas A&M University -- San Antonio

A Security Model for Internet Banking Adoption: Perceived Security of the Personal Computer, the Internet, and the Bank's IT System
Samer Takieddine, University of Texas - Pan American

Do Security and Privacy have Same Impact on Student’s Intention and Use of Social Media: A Global Perspective
Khaled Alshare, Qatar University
Mohammed Algarni, Institute of Public Administration

SESSION E  Operations and Supply Chain Management IV

Session Chair: Pinyarat Sirisomboonsuk, Texas Tech University

Sustainability from Past to Present and its Size Reflecting to Businesses
Recep Öktem, Marmara University

Empirical and Optimization Studies of the Bullwhip Effect in Supply Chains
Pinyarat Sirisomboonsuk, Texas Tech University

Evaluating Inventory Replenishment Heuristics: A Behavioral View
Randall Napier, University of Texas at Arlington
Rajat Mishra, Stephen F. Austin State University

Improving Supply Chain Performance Through Alliance Formation
Jie Yang, University of Houston-Victoria
SESSION F

Marketing

Session Chair: William Locander, University of Texas Pan American

The Impact of Product Complexity, Product Customization and Rational/Intuitive Thought on Salesperson Adaptiveness
William Locander, University of Texas Pan American

The Effect of Costs in Business on Profits: An Empirical Investigation
Dongjun Rew, Texas A&M University-Commerce

Measuring Consumer Attitudes in the Rio Grande Valley: A Bicultural Context
Ashkan Fatehi, University of Texas Pan American

Possible Development of Agricultural Industry with the Support of Internet Marketing: A Case Study of China
Jimmy Foo Jong Heang, Egenting
Habib Ullah Khan, Qatar University
Rami Zeitun, Qatar University

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Little Rock, Arkansas
SESSION A  Organizational Behavior II

Session Chair: Lars Johnson, University of Houston

Consequence of Unsolicited Subordinate Helping Behavior Directed to The Supervisor
Shih Yung Chou, University of Texas of the Permian Basin
Tree Chang, Tatung Institute of Technology

Path and Arc Based Pseudoflow Algorithms for the Maximum Flow Problem
Cenk Caliskan, Utah Valley University

Effects of Subordinate-Supervisor Speed-Quality Balance Congruence on Job Attitudes
Lars Johnson, University of Houston

Legal Tsunami Expected To Hit Small Businesses
Laurie Babin, University of Louisiana Monroe
Deborah Golemon, University of Louisiana Monroe

SESSION B  Workshop

The Internet of Things Workshop
Paul DeCarlo, Technical Evangelist, Microsoft Corporation
Janet Bailey, University of Arkansas Little Rock

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SESSION C  Organizational Behavior III

Examining the Relationship Between Innovation and Sustainability- A Multi-Country Study  
Dina Abdelzaher, University of Houston – Clear Lake

Common Process Management Based on the TQM Matrix and Three Dimensional Unification Value Model  
Kazuhiro Esaki, HOSEI University

Effects of Goal Congruence and Organizational Support on Job Performance  
Amanda Palmer, University of Houston

The Mediating Role of Citizenship Behaviors on Support and its Impact on Perceived Environmental and Quality Performance  
Bonnie Daily, New Mexico State University  
James Bishop, New Mexico State University  
Nalini Govindarajulu, Creighton University

SESSION D  Organizational Behavior/Project Management

Session Chair: Lai Liu, University of Texas - Pan American

Strategic Planning in Local Governments in Turkey  
Recep Öktem, Marmara University  
Onur Akcakaya, Marmara University

Creativity and Motivation: Does Leadership Style Matter?  
Veena Prabhu, California State University, Los Angeles

An Identification of Project Management Skills  
Yuntao Zhang, Xidian University, China  
Kai Koong, University of Texas - Pan American  
Lai Liu, University of Texas - Pan American

Case Study: A Quality Focused Risk Management Framework for Research and Development Programs  
Carla Oliveira, University of Houston  
Lila Carden, University of Houston  
Jamison Kovach, University of Houston
March 14, 2015
(Saturday)

10:30 a.m. – 12:00 p.m.  Conference 1

SESSION A  Finance/Globalization
Session Chair: Alexandra Theodossiou, Texas A&M University

Long-term Debt Financing and Firm Performance using MLE: Evidence from the GCC Countries
Rami Zeitun, Qatar University
Habibullah Khan, Qatar University

The Link between the Propensity to Pay and the Dividend Premium: Catering Theory or the Cost of Debt?
Alexandra Theodossiou, Texas A&M University

Exchange Rate Pass-Through: Is it Important for India?
Banamber Mishra, McNeese State University

MNC Strategies and Corporate Social Responsibility in China
Jifu Wang, University of Houston, Victoria
Vipin Gupta, California State University, San Bernardino
Ron Salazar, University of Houston, Victoria
Xiuli Wang, Central University of Finance and Economics, China

10:30 a.m. – 12:00 p.m.  Conference 2

SESSION B  Social Network/Student Track
Session Chair: Mehrdad Koohikamali, University of North Texas

A Cross-cultural Study of the Role of Trust in Mitigating Perceptions of Privacy Risk in Online Social Networking
Jennifer Ziegelmayer, Qatar University, Qatar
Vicki Webster, Delta State University
Laurie Barfitt, Western New Mexico University
Amna Mabrouk, Qatar University, Qatar

User Concerns with the Consequences of Sharing Information about Others in Social Media
Mehrdad Koohikamali, University of North Texas
Dan Peak, University of North Texas
Victor Prybutok, University of North Texas

Can an Evolutionary Development Teaching Model Accelerate Programmer Competency for Beginners?
Jimmy Ball, University of Mississippi

Role of IT Opportunism and IT Modularity in Information Standards Adoption
Vishal Shah, University of Arkansas
Rishikesh Jena, University of Arkansas

RFID Technology and Supply Chain Management: Evidence from three Industries
Meagan Castro-Lopez, Northern Michigan University
SESSION C    Student Track I

Session Chair: Tiffany Bisbey, University of Houston

A Case Study: Implementation of Activity Based Costing at a Regional Public University
Kelsey Andrews, University of Texas at Tyler

Technology Addiction: The Relationship with Habit
Natalie Gerhart, University of North Texas

Study to Identify Potential Reasons for Current Adoption Levels of Cloud Computing Services by Large Enterprises
Marcus Jr. Smith, University of the Incarnate Word

Team Situation Awareness as a Predictor of Emotional Exhaustion
Tiffany Bisbey, University of Houston

SESSION D    Student Track II

Session Chair: Allison Boyes, University of Houston

Antecedents of Customer Experience for Mobile Technology Service Providers
Catalin Dinulescu, University of North Texas

Effects of Ethical Leadership and Decision Fairness on Organizational Commitment
Allison Boyes, University of Houston

Overcoming Organizational Politics and Building Resiliency
Sophie Romay, University of Houston

Understanding Rates of Retention of Non-Traditional, Undergraduate Students: Leveraging Transcript Data to Inform Both Strategy and Tactics
David Stein, University of the Incarnate Word
Annette Craven, University of the Incarnate Word

The Effect of Leader Situation Awareness on Employee Withdrawal through Emotional Exhaustion
Allison Boyes, University of Houston
Lars Johnson, University of Houston