## 2015 – 2016 OFFICERS

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Institution</th>
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<tbody>
<tr>
<td>President</td>
<td>Peggy Lane</td>
<td>Missouri Western State University</td>
</tr>
<tr>
<td>President-Elect</td>
<td>Hong Qin</td>
<td>University of Texas - Rio Grande Valley</td>
</tr>
<tr>
<td>Program Chair</td>
<td>Mohan Rao</td>
<td>Texas A&amp;M University - Corpus Christi</td>
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<tr>
<td>Program Chair-Elect</td>
<td>Mark McMurtrey</td>
<td>University of Central Arkansas</td>
</tr>
<tr>
<td>Secretary</td>
<td>Pamela Rogers</td>
<td>Cameron University</td>
</tr>
<tr>
<td>VP - Finance</td>
<td>Michael Lane</td>
<td>Missouri Western State University</td>
</tr>
<tr>
<td>VP - Student Liaison</td>
<td>Victor Prybutok</td>
<td>University of North Texas</td>
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<tr>
<td>VP – Member Services</td>
<td>Matt Lindley</td>
<td>Stephen F. Austin State University</td>
</tr>
<tr>
<td>Regional Archivist</td>
<td>Mike Hanna</td>
<td>University of Houston-Clear Lake</td>
</tr>
<tr>
<td>Publications Coordinator</td>
<td>Carl M. Rebman, Jr.</td>
<td>University of San Diego</td>
</tr>
<tr>
<td>Webmaster</td>
<td>Brian Reithel</td>
<td>University of Mississippi</td>
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<tr>
<td>Council Members</td>
<td>Khaled A. Alshare</td>
<td>Qatar University</td>
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<td>Francis Kofi Andoh-Baidoo</td>
<td>Univ. of Texas – Rio Grande Valley</td>
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<td>Eugenie Ardoin</td>
<td>University of Louisiana at Monroe</td>
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<td></td>
<td>Sandra Blanke</td>
<td>University of Dallas</td>
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<td></td>
<td>Barbara Hewitt</td>
<td>Texas A&amp;M University – San Antonio Campus</td>
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<td>Bradley Jensen</td>
<td>Microsoft Corp.</td>
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<td></td>
<td>June Lu</td>
<td>University of Houston – Victoria</td>
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<td>James Parrish</td>
<td>Nova Southeastern University</td>
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<td></td>
<td>Rhonda Syler</td>
<td>Louisiana Tech University</td>
</tr>
<tr>
<td>Past President</td>
<td>June Wei</td>
<td>University of West Florida</td>
</tr>
</tbody>
</table>

## 2015-2016 TRACK CHAIRS

<table>
<thead>
<tr>
<th>Track</th>
<th>Chair</th>
<th>Institution</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>Mary Fischer</td>
<td>University of Texas at Tyler</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>Joseph Mollick</td>
<td>Texas A&amp;M University-Corpus Christi</td>
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<tr>
<td>DSS &amp; ES</td>
<td>Binshan Lin</td>
<td>Louisiana State University at Shreveport</td>
</tr>
<tr>
<td>E-Commerce &amp; Mobile</td>
<td>Robert Vinaja</td>
<td>Texas A&amp;M University-San Antonio</td>
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<tr>
<td>Enterprise Systems (ERP)</td>
<td>Alex Mcleod</td>
<td>Texas State University, San Marcos</td>
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<tr>
<td>Finance</td>
<td>Alexandra Theodossiou</td>
<td>Texas A&amp;M University-Corpus Christi</td>
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<tr>
<td>Healthcare &amp; Econ</td>
<td>Venugopal Gopalakrishna-Remani</td>
<td>University of Texas Tyler</td>
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<tr>
<td>Info Security and Privacy</td>
<td>Khaled Al-Share</td>
<td>Qatar University</td>
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<tr>
<td>In-memory Data Management</td>
<td>Ajay Katangur</td>
<td>Texas A&amp;M University-Corpus Christi</td>
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<tr>
<td>Innovative Education</td>
<td>Kai Koong</td>
<td>Xidian University</td>
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<tr>
<td>International Business</td>
<td>Balaji Janamanchi</td>
<td>Texas A&amp;M International University</td>
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<tr>
<td>Internet of Things &amp; Big Data</td>
<td>John Seydel</td>
<td>Arkansas State University</td>
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<tr>
<td>Management &amp; Org Behavior</td>
<td>Olga Chapa</td>
<td>University of Houston-Victoria</td>
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<tr>
<td>Management Info Systems</td>
<td>Lai Liu</td>
<td>University of Texas – Rio Grande Valley</td>
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<tr>
<td>Marketing</td>
<td>Thiagarajan Ramakrishnan</td>
<td>Prairie View A&amp;M University</td>
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<tr>
<td>Operations Management</td>
<td>Purnendu Mandal</td>
<td>Lamar University</td>
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<tr>
<td>Quality and Lean Six Sigma</td>
<td>Matthew Lindsey</td>
<td>Stephen F. Austin State University</td>
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<tr>
<td>Quantitative Methods</td>
<td>Robert Pavur</td>
<td>University of North Texas</td>
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<tr>
<td>Social Media &amp; Networking</td>
<td>Monica Hernandez</td>
<td>Texas A&amp;M University-Corpus Christi</td>
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<tr>
<td>Supply Chain, Logistics UAVs</td>
<td>Krishan Rana</td>
<td>Alabama A&amp;M University</td>
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<tr>
<td>Sustainability &amp; TBL</td>
<td>Mark McMurtrey</td>
<td>University of Central Arkansas</td>
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<tr>
<td>Student Track</td>
<td>Victor Prybutok</td>
<td>University of North Texas</td>
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<tr>
<td>Proceedings Editor</td>
<td>Mohan Rao</td>
<td>Texas A&amp;M University - Corpus Christi</td>
</tr>
<tr>
<td>Proceedings Prod. Coord.</td>
<td>Carl Rebman</td>
<td>University of San Diego</td>
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</table>
SPECIAL EVENTS, WORKSHOPS & PANELS

Business Analytics Workshop
using SAP Predictive Analytics
Nitin Kale, University of Southern California

Wednesday, March 9, 2016, 1:00 p.m. - 5:00 p.m.
Meeting Room 16

Journal Editors’ Panel
Thursday, March 10, 2016, 1:30 p.m. - 3:00 p.m.
Meeting Room 19

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

Explosion of Analytics in University Curricula
Friday, March 11, 2016, 10:30 a.m. – 12:00 p.m.
The popular integration of analytics into the undergraduate and graduate curriculum
Biltmore

David Douglas, University of Arkansas
Nitin Kale, University of Southern California
Robert Pavur, University of North Texas
Mike Hanna, University of Houston Clear Lake

Doctoral Consortium
By Invitation Only
Friday, March 11, 2016, 12:30 p.m. – 5:00 p.m.
Egbert

PAPERS & MEETINGS

SWDSI 2016 Business Meeting
Thursday, Mar 12, 2016 3:30 p.m. - 5:00 p.m.
Ballroom B
CONGRATULATIONS!!!

RECIPIENT OF THE 2016 MCGRAW-HILL EDUCATION DISTINGUISHED PAPER AWARD

Managing Expatriate Adjustment through Meta-Analysis: An Integration of Expatriate-related, Family-related, and Social Capital Perspective

Li-Yueh Lee, Kun Shan University
Alfiyatul Qomariyah, Chinese Culture University

RECIPIENT OF THE 2016 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

Dr. June Wei, University of West Florida

RECIPIENT OF THE SWDSI 2016 DISTINGUISHED SERVICE AWARD

Dr. Vivek Shah, Texas State University

RECIPIENTS OF THE 2016 BEST STUDENT PAPER AWARDS

Linear Regression Applied to Race Car Performance Predictions
Dwight Southerland, University of Central Arkansas

Dominance Analysis: A Necessity of Paying Attention to Relative Importance of Predictors in Decision Making Problems
Seyede Yasaman Amirkiaee, University of North Texas

An Exploratory Study of the Relationships Among Proactive Personality, Environmental Social Responsibility Attitudes and Beliefs, and Intention to Work at “Green” Companies
Lu Xu, University of North Texas
Business Analytics Workshop using SAP Predictive Analytics

Presenter: Nitin Kale, University of Southern California

Bring a laptop to this hands-on workshop led by Nitin Kale. He frequently conducts this workshop at SAP-organized conferences and workshops. As the demand for Analytics is exploding, learn the state-of-the-art technology from SAP. This workshop could be very useful if you are contemplating integrating new Analytics software into your curriculum.

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

◆

All FBD conference participants are eligible to have their work considered for the low submission fee of $40.

Make plans to join us in Little Rock for our 2017 conference.

♦♦♦

48th Annual Conference
March 8 - 11, 2017
Statehouse Convention Center/Marriott
Little Rock, Arkansas

49th Annual Conference
Albuquerque Convention Center/Hyatt Regency
Albuquerque, New Mexico
March 7-10, 2018
MEETING: Officers and Directors Meeting  
Presiding: Peggy Lane, Missouri Western State University  
Agenda: Officers Reports  
Old Business – Various Committee Reports  
New Business – To be Determined

SESSION A  
Operations Management-I

Session Chair: Pinyarat Sirisomboonsuk, University of Massachusetts Dartmouth  
The Role of Team Reflexivity as a Mediator between Regulatory Focus, Project Orientation and Product Performance.  
Tien-Shang Lee, Department of International Trade, Kun Shan University  
Team Reflexivity on New Product Development: The Role of Regulatory Focus and Project Orientation  
Les Tien-Shang Lee, Kun Shan University  
Adriana Amaya, Escuela Superior Politénica del Litoral  
Understanding the Dynamics of High-Performing Project Teams as Driven by Governance, Organizational Structure and Organizational Culture  
Pinyarat Sirisomboonsuk, Charlton College of Business, U Massachusetts-Dartmouth  
James Burns, Rawls College of Business, Texas Tech University  
Vicky Ching Gu, School of Business, University of Houston - Clear Lake  
Ray Qing Cao, College of Business, University of Houston - Downtown
DECISION SCIENCES INSTITUTE
SOUTHWEST REGION

March 10, 2016
(Thursday)

8:30 am - 10:00 am  Meeting Room 10

SESSION B           Big Data

Session Chair: Marwah Halwani, University of North Texas

Big Data Professions
- Marwah Halwani, University of North Texas
- Daniel Peak, University of North Texas
- Victor Prybutok, University of North Texas

Copula Models for Big Data using Data Shuffling
- Krish Muralidhar, Price College of Business, University of Oklahoma
- Rathindra Sarathy, Oklahoma State University

8:30 am - 10:00 am  Meeting Room 11

SESSION C           Innovative Education-I

Session Chair: Mark McMurtrey, University of Central Arkansas

A Proposal to Enhance Relevance in the Business Curriculum
- Gus Gordon, UT Tyler

Assessing Cognitive and Affective Learning Outcomes of an Introductory Global Business Course
- Ru-Shiun Liou, Texas A&amp;M University-Central Texas
- Han-Huei Crystal Tsay, University of Greenwich

Students and Employers: Are They Together On What Skills Are Important?
- Ken Griffin, University of Central Arkansas
- Joe Cangelosi, University of Central Arkansas
- Mark McMurtrey, University of Central Arkansas
- Laci Lyons, University of Central Arkansas
March 10, 2016
(Thursday)

8:30 am - 10:00 am Meeting Room 12

SESSION D    Accounting

Session Chair: Zane Swanson, University of Central Oklahoma

Predicting the Impact of Adopting Principles-Based Accounting Standards in the US: The Case of Leases

Konrad Gunderson, Missouri Western State University
Zane Swanson, University of Central Oklahoma

Y0Neg: Are Our Systems Ready for the Year of Zero and Negative Interest Rates?

Eugenie Ardoin, ULM
Michelle McEacharn, ULM

Whistleblower Protection: Adequate or Inadequate?

Shana Hellinger, Texas Wesleyan University
Thomas Tolleson, Texas Wesleyan University

Web-Based Social Reporting In The Arab Middle East Countries: Insights from Public Listed Banks in Egypt and UAE

Mohamed Osman, Qatar University

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

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.
SESSION A          DSS & ES

Session Chair: Binshan Lin, LSU Shreveport

Adaptive Production Modeling and Setting Achievable Targets Using DEA-Neural Network
He-Boong Kwon, Colorado State University-Pueblo

Development of a Regional Mobile Commerce Assessment Model for Mobile Engagement
Tan Nguyen, University of West Florida
June Wei, University of West Florida
Yuan Liu, Zhejiang University

Determinants of Users’ Trust on Intention to Use Mobile Medical Records
June Wei, University of West Florida
Yuan Liu, Zhejiang University
June Lu, University of Houston-Victoria

Text Classification Using Zipf’S Law: A Critical Review
Binshan Lin, LSU Shreveport

SESSION B          Info Security and Privacy-I

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

Medical Data: Is Traditional Infrastructure Really More Secure Than the Cloud?
Victoria Clark, University of Arkansas at Little Rock
Donna Chachere, University of Arkansas at Little Rock
Janet Bailey, University of Arkansas at Little Rock
Kun-Hee Kim, University of Arkansas at Little Rock

Impact of privacy-consciousness on prices, profits, market share and consumer welfare
Ferdi Eruysal, Texas A&M University Central Texas
Aris Ouksel, University of Illinois at Chicago

Agent-based Simulation of Health Information Security Threats: A Cybersecurity Perspective
A. J. Burns, The University of Texas at Tyler
Tom Roberts, The University of Texas at Tyler
Leonard Brown, The University of Texas at Tyler
James Courtney, The University of Texas at Tyler
### SESSION C  Innovative Education-II

#### Session Chair: Kakoli Bandyopadhyay, Lamar University

**Factors Affecting the College-Student Graduation Rate**  
**Latasha Reese, Alabama A&M University**  
**Krishan Rana, Alabama A&M University**

**The Importance of Instructor Traits: Instructors Perspective**  
**Khaled Alshare, Qatar University**

**An Investigation of Student Perceptions of Learning Effectiveness and Satisfaction of Online Versus Face-to-Face Courses**  
**Cynthia Barnes, Lamar University**

**The Success of Proctoring in an Online Class**  
**Sandip Sarkar, Lamar University**  
**Kakoli Bandyopadhyay, Lamar University**

### SESSION D  Finance

#### Session Chair: Banamber Mishra, McNeese State University

**Do “100 Best Companies to Work for in America” make good investments?**  
**Banamber Mishra, McNeese State University**

**The effect of listed companies’ equity structure on information asymmetry:**  
**Xi Yang, University of Texas Rio Grande Valley**  
**Pengfei Gu, University of Texas Rio Grande Valley**  
**Haicheng Gu, University of Texas Rio Grande Valley**

**Value Relevance of Segmental Reporting: The Case of Qatari and Jordanian Listed Companies**  
**Ghassan Mardini, Qatar University**  
**Yasean Tahat, Gulf University for Science and Technology**  
**David Power, University of Dundee**

**Forecasting Opening Stock Prices by Integrating Signal Processing and Artificial Neural Network**  
**Queen Booker, Minnesota State University, Mankato**  
**Carl Rebman, University of San Diego**  
**Fred Kitchens, Ball State University**
Journal Editors’ Panel

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

SESSION A  Marketing-I

Session Chair: Thiagarajan Ramakrishnan, Prairie View A&M University

The Effects of Website Personality and Human Personality on Expectations and Predictions of Service Quality
Elizabeth Dunn, Tarleton State University
Chris Shao, Tarleton State University

The Role of Privacy Expectations on Cloud Computing
Thiagarajan Ramakrishnan, Prairie View A&M University
Gin Chong, Prairie View A&M University

A Study of Cross Cultures on Online Service Recovery Expectations
Yi-Chia Wu, Tarleton State University

Production Strategic Considerations in ASEAN Countries
Purnendu Mandal, Lamar University
Angappa Gunasekaran, University of Massachusetts Dartmouth
SESSION B  Info Security and Privacy-II

Session Chair: Sandra J. Blanke, University of Dallas

Using a Cyber Insurance Framework to Assist the Business Owner in Understanding the Policy Coverage, Caps, and Exclusions
- Sandra J. Blanke, University of Dallas
- Christian Nielsen, University of Dallas
- Bruce Evans, University of Dallas

Examining Password Security through the Lens of Rainbow Tables
- Brett Landry, University of Dallas

Sense of Community, Privacy Management and Self-Disclosure on Facebook
- Anitha Chennamaneni, Texas A&M University - Central Texas
- Aakash Taneja, Stockton University

An Evaluation of Past Stage Models of Information Systems Security
- Joseph H. Schuessler, Tarleton State University
- Delmer Nagy, Tarleton State University
- H. Kevin Fulk, Tarleton State University
- Carolyn Holton, Southeastern University

SESSION C  Management and Org Behavior-I

Session Chair: Veena Prabhu, California State University Los Angeles

Turnover Intention of Self-Initiated Expatriates: The Effects of Self-Determination and Person-Environment Fit
- Shih Yung Chou, The University of Texas of the Permian Basin
- Tree Chang, Tatung Institute of Technology

Organizational Climate and Employee Engagement: the Moderating Impact of Powerlessness
- Leila Messarra, Lebanese American University
- Grace Dagher, Lebanese American University
- Bilal Sidani, Lebanese American University

Behavioral gap and overlap analyses amongst junior and senior management in under-developed, fast developing and developed economies
- Khurram Sharif, Qatar University

Creativity And Motivation: Does Leadership Style Matter?
- Veena Prabhu, California State University Los Angeles
SESSION D          International Business-I

Session Chair: Ali Salman Saleh, Qatar University

Long-term studies of board composition in Polish joint-stock companies
  Marek Pawlak, The John Paul II Catholic University of Lublin

Decisions in Interplay between Product Diversification Strategy and Internationalization Strategy Based on Performance of Chinese Companies
  Da Huo, Central University of Finance and Economics
  Ken Hung, Texas A & M International University

Managing Expatriate Adjustment through Meta-Analysis: An Integration of Expatriate-related, Family-related, and Social Capital Perspective
  Li-Yueh Lee, Kun Shan University
  Alfiyatul Qomariyah, Chinese Culture University

The Impact of Government Policies on MNCs’ Locational Decision: The Vietnam case
  Thi Lan Anh Nguyen, University of Economics and Law, Vietnam National University
  Ali Salman Saleh, Qatar University
  Denis Vinen, Swinburne University of Technology
FBD Coffee Break

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**SWDSI 2016 Business Meeting**

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.
7:00 am. - 8:30 am.  Meeting Room 15

Light Continental Breakfast

8:30 am - 10:00 am  Meeting Room 9

SESSION A  Social Media & Social Networking

Session Chair: Aurore Kamssu, Tennessee State University

Reveal of Technology Intensity and Student Sentiments on Course Delivery
Aurore Kamssu, Tennessee State University

Investigating the Antecedents and Consequences of Cyberloafing in the Classroom
Jeffrey Siekpe, Tennessee State University

Experience as an Antecedent to Trust in Social Network Sites
Bo Han, Texas A&M University Commerce
Alma Mintu-Wimsatt, Texas A&M University – Commerce

YouTube: An Effective Health Education Venue for Safe Sex in a Target Population
Gayle Prybutok, University of North Texas
Victor Prybutok, University of North Texas
SESSION B  Management Information Systems-I
Session Chair: Rhonda Syler, Louisiana Tech University

Data Collection in Remote Field-Based Environments with Alternative Mobile Devices Using Mobile Geographic Information Systems and Services for Quality Flexible Platforms
  Scott Wood, University of Central Arkansas
  Brooks Pearson, University of Central Arkansas

Mitigation of Hazardous Materials Risk Based on DOT PHMSA Data Analytics
  Parvateesh Gutti, TAMIU
  Kumaraguru Neyvelimah, TAMIU
  Naveen Kumar, TAMIU
  Navneel Kuppilli, TAMIU

Project Rescue: Building a Framework for Successful Implementation in the Face of Disaster through the Lens of the Healthcare.gov Recovery
  Bruce Herniter, Louisiana Tech University
  Rhonda Syler, Louisiana Tech University

The United States Information Technology Trade: A Global View
  Anmin Wang, Xidian University
  Kai Koong, Xidian University
  Haoyu Wen, Xidian University
  Lai Liu, UTRGV
  Hong Qin, UTRGV
SESSION C  Healthcare

**Session Chair:** Venugopal Gopalakrishna-Remani, The University of Texas at Tyler

*Health Literacy Case*

- **Donna Stringer**, University of Houston - Victoria
- **Olga Chapa**, University of Houston Victoria

*Improving the Operational Efficiencies of Small Health Clinics*

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

*A Study to Understand Communication Preferences of Medicare and Medicaid Patients with Chronic Conditions*

- **Kaushik Ghosh**, Lamar University
- **Eileen Curl**, Lamar University
- **Patti Moss**, Lamar University
- **Mary Goodwin**, Lamar University


- **Venugopal Gopalakrishna-Remani**, The University of Texas at Tyler
- **Barbara Wooldridge**, The University of Texas at Tyler
- **Robert Paul Jones**, The University of Texas at Tyler

SESSION D  Enterprise Systems (ERP)

**Session Chair:** Robert Vinaja, Texas A&M University - San Antonio

*International ERP software projects: A survey to differentiate critical implementation barriers and related risk management techniques*

- **Kirill Yurov**, Missouri Western State University
- **Peggy Lane**, Missouri Western State University

*Re-examining role of Critical Success Factors in ERP Success - a training and education perspective*

- **Vikram Bhadauria**, Southern Arkansas University
- **Sheila Pearson**, Southern Arkansas University
- **Ronnie Watson**, Southern Arkansas University

*Business Readiness: Ensuring Information System Project Success*

- **Ryan Bailey**, University of Tulsa
- **Janet Bailey**, University of Arkansas at Little Rock

*Team Collaboration in ERP Simulations*

- **Robert Burdwell**, Texas A&M San Antonio
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.*

Explosion of Analytics in University Curricula Panel

- **David Douglas**, University of Arkansas
- **Nitin Kale**, University of Southern California
- **Robert Pavur**, University of North Texas
- **Mike Hanna**, University of Houston Clear Lake

**Session Chair: Seyede Yasaman Amirkiaee,** University of North Texas

- *An Exploratory Study of the Relationships Among Proactive Personality, Environmental Social Responsibility Attitudes and Beliefs, and Intention to Work at “Green” Companies*
  - **Lu Xu**, University of North Texas

- *Dominance Analysis: A Necessity of Paying Attention to Relative Importance of Predictors in Decision Making Problems*
  - **Seyede Yasaman Amirkiaee**, University of North Texas

- *Linear Regression Applied to Race Car Performance Predictions*
  - **Dwight Southerland**, University of Central Arkansas
<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>10:30 am</td>
<td><strong>SESSION B</strong> Student Track-II</td>
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<tr>
<td></td>
<td><strong>Session Chair:</strong> Kim Tran, University of Arkansas at Little Rock</td>
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</tbody>
</table>
|              | **Impacts of Big Data: The Long-Term Outlook**  
|              | *Natalie Gerhart*, University of North Texas* |
|              | **Influences of Risk Attitude and Emotional Stability in Newsvendor Decisions**  
|              | *Md Ahasan Uddin Harun*, University of North Texas |
|              | **Laptop Utilization and Student Motivation: Effect on Cumulative GPA**  
|              | *Thomas Dotter*, University of The Incarnate Word |
|              | **Optimizing Data Governance for the Enterprise: Opportunities and Challenge**  
|              | *Kim Tran*, University of Arkansas at Little Rock |
|              | **SESSION C** Innovative Education-III        |
|              | **Session Chair:** Michael Lane, Missouri Western State University |
|              | **Integrated Pedagogy in a Traditional Statistics Classroom**  
|              | *Kaye Mckinzie*, University of Central Arkansas  
|              | *Mark McMurtrey*, University of Central Arkansas |
|              | **Using Python for Introductory Business Programming Classes**  
|              | *Michael Ellis*, University of Central Arkansas |
|              | **Teaching the Gaming Generation Three Different Approaches Accounting, Marketing, Strategy**  
|              | *Hillary Mellema*, Missouri Western State University  
|              | *Susan Montee*, Missouri Western State University  
|              | *Michael Lane*, Missouri Western State University |
|              | **Teaching Strategic Leadership: A Large Teams Approach**  
|              | *Michael Meeks*, Louisiana State University Shreveport  
|              | *Sanjay Menon*, Louisiana State University Shreveport |
SESSION D | E-Commerce & Mobile

Session Chair: June Lu, University of Houston-Victoria

Mobile Shopper Perception Comparisons between China and USA
   June Lu, University of Houston-Victoria

Social Presence and Online Initial Trust: A Vietnamese Perspective
   Robert Cutshall, Texas A&M University - Corpus Christi
   Huong Pham, Texas A&M University - Corpus Christi

E-Commerce, Challenges, and Developing Countries
   Stellamaris Uwemi, University of Liverpool
   Habib Ullah Khan, Qatar University

A Study of the Impact of Online Discount Coupon Promotions on the Merchant Reputation
   In Lee, Western Illinois University

Doctoral Consortium | by Invitation Only
Light lunch provided and open to doctoral students only.
SESSION A  Marketing-II

Session Chair: Aurore Kamssu, Tennessee State University

Adaptive Selling and Personality Traits
Eugenie Ardoin, ULM
Henry Cole, ULM

The Mediation Roles of Quality and Value Perception on Brand Loyalty
Wann-Yih Wu, Nanhua University
Nadia Anridho, Chinese Culture University

Social Media Implementation in Disaster Management: An Attribution Theory Perspective
Louis Ngamassi, Prairie View A&M University
Thiagarajan Ramakrishnan, Prairie View A&M University
Shahedur Rahman, Prairie View A&M University

Fitness Trackers: A Theoretical Adoption Model
Tiffany Carroll, University of the Incarnate Word
Alberto Rubio-Sanchez, University of the Incarnate Word

SESSION B  Unmanned Aerial Vehicles (UAVs)

Session Chair: Krishan Rana, Alabama A&M University

Transportation Systems in Central Asia: Issues and Challenges
Krishan Rana, Alabama A&M University

Unmanned Aerial Vehicles (UAVs): An Emerging Technology for Logistics
Krishan Rana, Alabama A&M University
Sarat Praharaj, DMS Technologies, Inc.
Tushar Nanda, DMS Technologies, Inc.

Power and Other Requirements for Unmanned Aerial Vehicles (UAVs)
Krishan Rana, Alabama A&M University
Tushar Nanda, DMS Technologies, Inc.
Sarat Praharaj, DMS Technologies, Inc.
SESSION C  Management and Org Behavior-II

Session Chair: Michael Meeks, Louisiana State University Shreveport

Investor Rights and Corruption
  Thomas Tolleson, Texas Wesleyan University
  Shengxiong Wu, Texas Wesleyan University

Accounting Forensics: A Study of Student Learning Outcomes
  Grace Koong, UTRGV
  Lai Liu, UTRGV
  Kai Koong, Xidian University
  Yuntao Zhang, Xidian University

Building Effective Teams: A Pedagogical Approach
  Michael Meeks, Louisiana State University Shreveport

Strategic Negotiations: An Empathy Focused Experiential Pedagogy
  Michael Meeks, Louisiana State University Shreveport

SESSION D  Supply Chain Management

Session Chair: Mark McMurtrey, University of Central Arkansas

Contracts in buyer-supplier-customer triads
  Catalin Dinulescu, University of North Texas
  Victor Prybutok, University of North Texas

Community Based Participatory Research: Community Based Supply Chain Food Providers
  Yolanda Obaze, University of North Texas
  Victor Prybutok, University of North Texas
  Daniel Peak, University of North Texas

Product Characteristics and Supply Chain Strategic Fit
  Seock-Jin Hong, University of North Texas and Kedge Business School in Bordeaux
  Chi Zhang, KEDGE Business School

Corporate Survival, Quality Initiative
  Amber Alderson, University of Central Arkansas
  Mark McMurtrey, University of Central Arkansas
March 11, 2016  
(Friday)

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

FBD Coffee Break

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

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

3:30 pm - 5:00 pm  
Meeting Room 9

SESSION A  Operations Management-II

Session Chair: Cenk Caliskan, Utah Valley University

New Algorithms for the Minimum Flow Problem  
Cenk Caliskan, Utah Valley University

Case Study of Retail Store Branch Location Selection  
Zhi Tao, Arkansas Tech University

Two-stage Operational Performance of Bank with Added Second Stage Inputs Using Neural Networks  
He-Boong Kwon, Colorado State University-Pueblo  
Minji Kwon, Colorado State University-Pueblo

Understanding and Mitigating Supply Risks: A Literature Review and Directions for Future Research  
Willis Mwangola, University of Central Oklahoma
SESSION B  Management Information Systems-II

Session Chair: Brandon Phillips, Texas A & M University Central Texas

The Impact of Learning Style on Task Performance in a Decision Making Model
Brandon Phillips, Texas A & M University Central Texas
Daniel Peak, University of North Texas
Victor Prybutok, University of North Texas

Redesigning the Introductory Information Systems Course for the College of Business
Gina Harden, Stephen F. Austin State Univ
Kelly Noe, Stephen F. Austin State Univ
Robert M. Crocker, Stephen F. Austin State Univ

Extending the TAM2 Model: Card Swiping and Academic Librarians
Susan Smith, University of North Texas
Sian Brannon, University of North Texas

User Resistance to IT: What Managers may Need to Know
Madison Ngafeeson, Northern Michigan University
Blaise Tintong, Oral Roberts University

SESSION C  Quantitative Methods

Session Chair: Matt Lindsey, Stephen F. Austin State University

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

A Unique Approach to Predicting Slowing in the Purchasing Managers’ Index
Matt Lindsey, Stephen F. Austin State University
Robert Pavur, University of North Texas

“Insensitivity to Prior Probability” Bias in Operations Management Context
Mohammed Alkhars, University of North Texas
Robert Pavur, University of North Texas
Nicholas Evangelopoulos, University of North Texas

Entropy-Based Estimation Applications for Business
Huguette Tran, University of North Texas
Robert Pavur, University of North Texas
SESSION D  International Business-II
Session Chair: Kendra Harris, Alabama A&M University

Situational Influence: Impact of Acculturation on Entrepreneurial Opportunity
Michelle Ruiz, University of Houston Victoria
Santiago Ibarreche, The University of Texas at El Paso
Lori Peterson, Louisiana State University
Laura Guerrero, The University of Texas at El Paso

Entrepreneurial Education in China, Philippines and USA: Exploring Potential Mediators and Testing a Conceptual Model
Veena Prabhu, California State University Los Angeles
Stephen McGuire, California State University, Los Angeles
Kern Kwong, California State University, Los Angeles

To Complain or NOT to Complain: Global Consumers’ Perspectives
Kendra Harris, Alabama A&M University
Jacqueline Williams, North Carolina A&T State University

A Study on the Key Forces in Contemporary Globalization to Promote Cultural Artifacts to be Popular across Different Markets
Dongjun Rew, University of Texas at Rio Grande Valley

SESSION E  Sustainability and Triple Bottom Line
Session Chair: Venugopal Gopalakrishna-Remani, University of Texas at Tyler

Sustainability Initiatives by Countries around the World
Balaji Janamanchi, Texas A&M International University

Does Microfinance Affect Poverty and Income Inequality?
Kevin Lee, Texas A&M University - Central Texas
Adrian Tippit, Texas A&M University - Central Texas

Corporate Social Responsibility on Stock Performance and Volatility
Trisha Anderson, Texas Wesleyan University
Shengxiong Wu, Texas Wesleyan University

Examining the Impact of an Environmental Management System and the Moderating Effect of Statistical Process Control on Firm Performance
Sherry Jackson, University of Texas at Tyler
Venugopal Gopalakrishna-Remani, University of Texas at Tyler
Randall Napier, University of Texas at Arlington