

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**2015 – 2016 OFFICERS**

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

**2015-2016 TRACK CHAIRS**

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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**SPECIAL EVENTS, WORKSHOPS & PANELS**

*Business Analytics Workshop* **Wednesday, March 9, 2016, 1:00 p.m. - 5:00 p.m.**  
*using SAP Predictive Analytics* **Meeting Room 16**  
**Nitin Kale**, University of Southern California

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

**PAPERS & MEETINGS**

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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**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 Amirkiace**, 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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 9, 2016  
(Wednesday)**

---

1:00 p.m. – 5:00 p.m.

Meeting Room 16

---

***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.**



**48<sup>th</sup> Annual Conference**

March 8 - 11, 2017

Statehouse Convention Center/Marriott  
Little Rock, Arkansas

**49<sup>th</sup> Annual Conference**

Albuquerque Convention Center/Hyatt Regency  
Albuquerque, New Mexico  
March 7-10, 2018

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 10, 2016  
(Thursday)**

7:00 a.m. – 8:30 a.m.

Meeting Room 16

**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

8:30 am - 10:00 am

Meeting Room 9

**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 Politécnica 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&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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**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.*

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 10, 2016  
(Thursday)**

10:30 am - 12:00 pm

Meeting Room 9

**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

10:30 am - 12:00 pm

Meeting Room 10

**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



**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 10, 2016  
(Thursday)**

10:30 am - 12:00 pm

Meeting Room 11

**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

10:30 am - 12:00 pm

Meeting Room 12

**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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 10, 2016  
(Thursday)**

1:30 pm - 3:00 pm

Meeting Room 19

**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

1:30 pm - 3:00 pm

Meeting Room 9

**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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 10, 2016  
(Thursday)**

1:30 pm - 3:00 pm

Meeting Room 10

**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

1:30 pm - 3:00 pm

Meeting Room 11

**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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 10, 2016  
(Thursday)**

1:30 pm - 3:00 pm

Meeting Room 12

**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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 10, 2016  
(Thursday)**

---

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
-------------------

Ballroom B
------------

**SWDSI 2016 Business Meeting**

---

5:30 p.m. – 7:00 p.m.

Ballroom C

---

**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.

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

---

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**

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

8:30 am - 10:00 am

Meeting Room 10

**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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

8:30 am - 10:00 am

Meeting Room 11

**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

*Examining the Level of adoption of Environmental Sustainability Initiatives in U.S. Hospitals: Influence of Absorptive capacity, Institutional Pressures, Top Management Beliefs and Top Management Participation.*

**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

8:30 am - 10:00 am

Meeting Room 12

**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



**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

---

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.

10:30 am - 12:00 pm	Biltmore
---------------------	----------

**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

10:30 am - 12:00 pm	Meeting Room 9
---------------------	----------------

**SESSION A Student Track-I**

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

*Linear Regression Applied to Race Car Performance Predictions*

**Dwight Southerland**, University of Central Arkansas

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

10:30 am - 12:00 pm

Meeting Room 10

**SESSION B      Student Track-II**

*Session Chair:* **Kim Tran**, University of Arkansas at Little Rock

*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

10:30 am - 12:00 pm

Meeting Room 11

**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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

10:30 am - 12:00 pm

Meeting Room 12

**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

12:30 am - 5:00 pm

Egbert

***Doctoral Consortium***                      **by Invitation Only**

Light lunch provided and open to doctoral students only.

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

1:30 pm - 3:00 pm

Meeting Room 9

**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

1:30 pm - 3:00 pm

Meeting Room 10

**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.

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

1:30 pm - 3:00 pm

Meeting Room 11

**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

1:30 pm - 3:00 pm

Meeting Room 12

**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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

3:30 pm - 5:00 pm

Meeting Room 10

**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

3:30 pm - 5:00 pm

Meeting Room 11

**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

**DECISION SCIENCES INSTITUTE  
SOUTHWEST REGION**

**March 11, 2016  
(Friday)**

3:30 pm - 5:00 pm

Meeting Room 12

**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

3:30 pm - 5:00 pm

Meeting Room 18

**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