

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

2008-2009 TRACK CHAIRS

Accounting:	Mary Fischer , University of Texas - Tyler
DSS/ES/KM:	Mark McMurtrey , University of Central Arkansas
E-commerce:	Adnan Omar , Southern University of New Orleans
E-Government and Non-Profit:	June Wei , University of West Florida
Economics:	Noel Campbell , University of Central Arkansas
Entrepreneurship:	C. Yu , University of Houston – Victoria
Finance:	Shuming Bai , University of Texas – Permian Basin
Global Business:	Punit Ahluwalia , University of Texas – Pan American
Information Security and Privacy:	Janet Bailey , University of Arkansas – Little Rock
Innovative Education:	Lee Revere , University of Houston – Clear Lake
Management:	Jim Bishop , New Mexico State University
Management Information Systems:	Sung-kwan Kim , University of Arkansas – Little Rock
Marketing:	Maxwell Hsu , University of Wisconsin - Whitewater
Online Learning:	June Lu , University of Houston - Victoria
Operations & Supply Chain Management:	Pedro Reyes , Baylor University
Quantitative Methods and Quality:	Charlotte Jones , Louisiana State University - Shreveport
Research Pedagogy:	Rhonda Syler , University of Arkansas – Little Rock
Student Track:	Donna Davis , University of Southern Mississippi
Special Panels:	Lai C. Liu , University of Texas – Pan American
Proceedings Editor:	Mohan Rao , University of Louisiana – Lafayette

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

2009 Special Events

- ♦ **Two sessions of a new Business Intelligence Workshop by Microsoft specialist, Dr. Bradley Jensen:** Wednesday, February 25, 2009, from 8 a.m. to 12 noon and 1 p.m. to 5 p.m.
- ♦ **One hundred and twenty-eight paper presentations** sessions scheduled: Thursday, February 26, 2009 and Friday, February 27, from 8:30 a.m. to 5 p.m. daily, and on Saturday, February 28, 2009, from 8:30 a.m. to 11:45 a.m.
- ♦ **One Special Panel on Challenges in the Decision Sciences:** 8:30 a.m. through 12:00 p.m. Thursday, February 26, 2009.
 - *“Increasing Enrollments in IS Programs and Courses”*
- ♦ **SWDSI 2008 Business Meeting,** 5 p.m. - 6:30 p.m., Thursday, February 26, 2009.
- ♦ **Three Special Sessions for the Student and New Faculty Mini-Consortium:** 10:30 a.m. through 5 p.m. Friday, February 27, 2009.
 - “From Job Search to Promotion and Tenure – Comments from University Administrators”
 - “Successful Publishing – Comments from Journal Editors”
 - “Curriculum Development and Instructional Innovation”

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



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

THANK YOU !!!

BEST PAPERS SELECTION COMMITTEE MEMBERS:

Gene Hou, Old Dominion University
Ping Lin, California State University – Long Beach
Jeffrey S. Sickpe, Tennessee State University
Haomin Wang, Dakota State University
H. Roland Weistroffer, Virginia Commonwealth University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

CONGRATULATIONS!!!

**RECIPIENT OF THE 2009
OUTSTANDING EDUCATOR AWARD**

DR. CHANG-TSEH HSIEH

UNIVERSITY OF SOUTHERN MISSISSIPPI

CONGRATULATIONS!!!

**RECIPIENT OF THE 2009
MCGRAW-HILL DISTINGUISHED PAPER AWARD**

***VALIDATING DETERMINANTS OF INFORMATION SYSTEMS
DEVELOPMENT MATURITY MODEL***

BRIAN SALMANS

LEON KAPPELMAN

ROBERT PAVUR

UNIVERSITY OF NORTH TEXAS

Presented Thursday, February 26, 2009 at 3:30 p.m. in Session A

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

CONGRATULATIONS!!!

**RECIPIENT OF THE 2009
ALPHA IOTA DELTA INNOVATIVE EDUCATION PAPER AWARD**

***AN EXPERIMENTAL STUDY OF STUDENTS' STYLE
IN USING INTERNET INFORMATION TO ASSIST
THEIR STUDY AND LEARNING***

PHILIP TSANG, OPEN UNIVERSITY OF HONG KONG, SAR

SUI-SANG MOK, OPEN UNIVERSITY OF HONG KONG, SAR

PAUL KWOK, OPEN UNIVERSITY OF HONG KONG, SAR

REGGIE KWAN, CARITAS FRANCIS HSU COLLEGE

Presented Friday, February 28, 2009 at 8:30 a.m.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

CONGRATULATIONS!!

**RECIPIENT OF THE 2009
BEST STUDENT PAPER AWARDS**

BEST GRADUATE PAPER

***RELATIONSHIP BETWEEN ICT MATURITY AND GLOBAL COMPETITIVENESS:
A TWO-WHEEL CAUSALITY MODEL***

MANAL M. YUNIS, UNIVERSITY OF TEXAS – PAN AMERICAN

HONORABLE MENTION GRADUATE PAPERS

***AN EXAMINATION OF USER'S RELIANCE ON FINANCIAL STATEMENT IN CONNECTION
WITH THE FASB CONCEPTUAL FRAMEWORK FOR ACCOUNTING***

**LAWRENCE CHUI, UNIVERSITY OF NORTH TEXAS
BYRON J. PIKE, UNIVERSITY OF NORTH TEXAS**

and

MULTI-PERSPECTIVE, MULTI-CRITERIA ORGANIZATIONAL ATTRACTION

ROSEMOND A. MOORE, UNIVERSITY OF TEXAS – PAN AMERICAN

Presented Saturday, February 28, 2009 at 10:15 a.m. and 11:45 a.m. in Session C

BEST UNDERGRADUATE PAPER

DEVELOPMENT OF A MOBILE TAX SYSTEM WITH USABILITY FEATURES

**KRYSTLE ESCARFULLET, UNIVERSITY OF WEST FLORIDA
CHRISTINA JANTZEN, UNIVERSITY OF WEST FLORIDA
SHARI TUCKER, UNIVERSITY OF WEST FLORIDA**

HONORABLE MENTION UNDERGRADUATE PAPER

SKILLS REQUIRED OF IT PROJECT MANAGERS

**HECTOR CORNEJO, UNIVERSITY OF TEXAS – PAN AMERICAN
BRUCE GRIFFITHS, UNIVERSITY OF TEXAS – PAN AMERICAN
NILS SCHMIDT, UNIVERSITY OF TEXAS - PAN AMERICAN**

Presented Saturday, February 28, 2009 at 8:30 a.m. and 10:00 a.m. in Session C

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 25, 2009
(Wednesday)**

8:00 a.m. – 12:00 noon.

Kincade

SESSION A: Business Intelligence Pre-Conference Workshop I

Presenter: **Bradley Jensen**, Microsoft Corporation

Co-presenter: **Janet Bailey**, University of Arkansas at Little Rock

To participate in this special workshop, all delegates must have their own laptops. Internet access may be purchased from the Renaissance Hotel using a credit card. Approximate cost for 24 hours is \$13.00 plus applicable taxes. Delegates who desire a Certificate of Participation will receive one after the conference. Cost is a modest \$5 (separate check made payable to SWDSI for certificate generation and postage). Maximum capacity is limited to 40 participants per session. Registrations will be on a first-come first served basis. Late and onsite registrations will be available only if there are no-shows or capacity left. This is a full 4-hour workshop.

1:00 p.m. – 5:00 p.m.

Kincade

SESSION A: Business Intelligence Pre-Conference Workshop II

Presenter: **Bradley Jensen**, Microsoft Corporation

Co-presenter: **Janet Bailey**, University of Arkansas at Little Rock

This is a repeat of Session A. Again, to participate in this special workshop, delegates must have their own laptops. Internet access may be purchased from the Renaissance Hotel using a credit card. Approximate cost for 24 hours is \$13.00 plus applicable taxes. Delegates who desire a Certificate of Participation will receive one after the conference. Cost is a modest \$5 (separate check made payable to SWDSI for certificate generation and postage). Maximum capacity is limited to 40 participants per session. Registrations will be on a first-come first served basis. Late and onsite registrations will be available only if there are no-shows or capacity left. This is a full 4-hour workshop.

Please make plans to visit the exhibits to receive information on the latest
books and newest education technologies.



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continued support!

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

7:30 a.m. – 8:30 a.m. **Breakfast Meeting**

Ballroom B

MEETING: Officers and Directors Meeting

Presiding: **Bonnie Daily**, New Mexico State University

Agenda: Continental Breakfast

Officers Reports

Old Business – Various Committee Reports

New Business – To be Determined

8:30 a.m. – 10:00 a.m.

Kincade

SESSION A MANAGEMENT INFORMATION SYSTEMS - I

Session Chair: **James P. Downey**, University of Central Arkansas

A Theoretical Knowledge Creation Process in Virtual Teams: A Socio-Technical Perspective

Kamphol Wipawayangkool, University of Texas - Arlington

Information Systems Characteristics and Social Network Software Adoption

Amy Y. Chou, Illinois State University

David C. Chou, Eastern Michigan University

Four-Dimensional Computer-Aided Drafting – Current Status and Potential Business Applications

Chang-tseh Hsieh, University of Southern Mississippi

Critical Skills for New MIS Graduates

James P. Downey, University of Central Arkansas

Mark E. McMurtrey, University of Central Arkansas

Steven M. Zeltmann, University of Central Arkansas

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

8:30 a.m. – 10:00 a.m.

Huchins

SESSION B OPERATION AND SUPPLY CHAIN MANAGEMENT - I

Session Chair: **Mary Margaret Rogers**, University of New Mexico

Will Reducing CO₂ Emissions in Truck Transport Increase Traffic Fatalities? Evidence from Eleven Countries

Mary Margaret Rogers, University of New Mexico

William L. Weber, Southeast Missouri State University

Using Customer Integration to Improve Supply Chain Performance

Kanchan Das, East Carolina University

An Empirical Investigation of the Influence of Critical Factors on ERP Information Quality

Arun Madapusi, Drexel University

Daniel Cernas Ortiz, University of North Texas

An Inventory Model with Split Orders and Random Lead Times

Esmail Mohebbi, University of West Florida

8:30 a.m. – 10:00 a.m.

Lee

SESSION C DSS/ES/KM - I

Session Chair: **Sam Y. Sung**, South Texas College

Integrating Data Mining into Human Decision Making

Sam Y. Sung, South Texas College

Robert Ho, South Texas College

Web Conferencing as an Enabler for Knowledge Management System

Danielle Gordillo, California State University – East Bay

Svetlana Yankina, California State University – East Bay

Hongwei Du, California State University – East Bay

Strategic Project Management: The IQ-Meter Approach

Mahesh S. Raisinghani, Texas Women University

Anshu Saxena, Indian Institute of Foreign Trade

Roberto Vinaja, Texas A & M University - Commerce

Web-Based Text Mining of Hotel Customer Comments Using Sas® Text Miner and Megaputer Polyanalyst®

Richard S. Segall, Arkansas State University

Qingyu Zhang, Arkansas State University

Mei Cao, University of Wisconsin – Superior

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

8:30 a.m. – 10:00 a.m.

Threadgill

SESSION D INNOVATIVE EDUCATION - I

Session Chair: **Charles R. Johnson**, Midwestern State University

The Role of Employment in Academic Performance

Guoying Zhang, Midwestern State University

Charles R. Johnson, Midwestern State University

Innovative Pedagogy: The Effects of Virtual Tutor on MIS Student's Learning Outcomes

Joselina Cheng, University of Central Oklahoma

Have Math Skills Been Outsourced?

Thomas W. Jones, University of Arkansas

Writing the Operations Management Mystery Manual

Scott T. Young, DePaul 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.

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

Drawing for complimentary FBD registration next year (\$150 value).

Must be present to win.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Kincade

SESSION A MANAGEMENT – I

Session Chair: **Yvette N. Essounga**, Long Island University – Brooklyn Campus

Generation Y and Generation Z: Significantly Contributing to the Decline of a Lack of Respect in Society

James E. Pittman, Southern University at New Orleans

Sonia K. Boone, Southern University at New Orleans

Boston Scientific Corporation: The Medical Device Industry

Hanzel Hutchinson, St. John's University

Robert J. Mockler, St. John's University

Marc Gartenfeld, St. John's University

The Americans with Disabilities Act Amendments: New Developments in the Protection of the Disabled

Amy Oakes Wren, Louisiana State University – Shreveport

John Vassar, Louisiana State University – Shreveport

Leadership Style Effectiveness and Accountability in Times of Crisis: The Moderating Effect of National Culture

Yvette N. Essounga, Long Island University – Brooklyn Campus

10:30 a.m. – Noon

Huchins

SESSION B QUANTITATIVE METHODS AND QUALITY - I

Session Chair: **William Pinney**, Alcorn State University

Application of Simulation Modeling for Streamlining Operations in Hospital Emergency Departments

Igor Georgievskiy, Alcorn State University

Zhanna Georgievskaya, Alcorn State University

William Pinney, Alcorn State University

Commercial Software Application Specifically Designed for Patient Flow Simulation

Cliff King, Flexsim Software Products, Inc.

Roger Hullinger, Flexsim Software Products, Inc.

Queuing Theory: A Cure for Hospital Waiting Lists?

Gouri Gupte, University of Alabama at Birmingham

Philip F. Musa, University of Alabama at Birmingham

Susan Key, University of Alabama at Birmingham

Integration of Clinical Information Systems by Ontology Annotation for Relational Databases

Ching-Song D. Wei, City University of New York

Simon J. Doong, China University of Technology – Taiwan

Peter A. Ng, Indiana University-Purdue University Fort Wayne

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Lee

SESSION C

ACCOUNTING - I

Session Chair: **Dennis F. Togo**, University of New Mexico

Corporate International Diversification and Firm Value: Empirically Testing the Relevance of Segment Reporting

Kingsley O. Olibe, Kansas State University

Bob Strawser, Texas A & M University

Synthetic Leases: Uses, Abuses, Benefits and the Future

Mary Fischer, University of Texas at Tyler

Mark Washburn, University of Texas at Tyler

Capital Budgeting Decisions Using Simulation and Binary Linear Programming

Dennis F. Togo, University of New Mexico

Consequentialism, Deontology, and Virtue Ethics: Can Businessman Realistically Use Them to Determine what is Moral and Ethical?

David Satava, University of Houston - Victoria

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

10:30 a.m. – Noon

Threadgill

SESSION D SPECIAL PANEL SESSION I

Chairs: **Khaled Alshare**, Emporia State University
 Peggy Lane, Emporia State University
Panelists: **David Nickels**, University of North Alabama
 Obyung Kwun, Southern University at New Orleans

Topic: “*Increasing Enrollments in IS Programs and Courses*”

As enrollments in information systems start to level off from the steady decline over the past recent years, how do we as Information Systems professors increase interest in our programs (majors and minors) and courses? The panel is comprised of information systems professors from various institutions who have been addressing this issue. Audience participation will be encouraged. Questions to be addressed include:

1. What is the current status of enrollment in information systems programs and courses– are we still decreasing, are we leveling off, or are we increasing? What is it about the information systems major or careers that students are positive and negative about?
2. When should recruiting start – junior high, high school, and incoming freshmen? Should we and how can we make the information systems major and careers “sexy” to the students? Do students understand what the major is about? If not, what can be done about it and by whom?
3. How well do we use our industry connections and listen to them when it comes to making curriculum decisions? What are the predictions about the information systems career?

1:30 p.m. – 3:00 p.m.

Kincade

SESSION A MANAGEMENT INFORMATION SYSTEMS - II

Session Chair: **Ernst Bekkering**, Northeastern State University

IT Competency, Intellectual Capital and Innovation for Knowledge-intensive Manufacture Industry in Taiwan

Chi-Min Wu, Chia Nan University of Pharmacy & Science – Taiwan

Yuan-Duen Lee, Chang Jung Christian University

Chang –Ruey Ay, National Chung Cheng University

The Micro and Macro of ECM/BPM Technologies

Anil Singh, University of Texas at Brownsville

Sunil Singh, ContentSilo, Inc.

Vikram S. Bhadauria, Southern Arkansas University

User Acceptance of Remote Desktop Applications

Ernst Bekkering, Northeastern State University

Dan Hutchison, Northeastern State University

Bill Rosener, Northeastern State University

Change Auditing in Information Systems Consulting

David C. Chou, Eastern Michigan University

Amy Y. Chou, Illinois State University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

1:30 p.m. – 3:00 p.m.

Huchins

SESSION B INFORMATION SECURITY AND PRIVACY – I

Session Chair: **James L. Parrish**, University of Arkansas – Little Rock

A Personality Based Model for Determining Susceptibility to Phishing Attacks

James L. Parrish, University of Arkansas – Little Rock

Janet L. Bailey, University of Arkansas – Little Rock

James F. Courtney, Louisiana Tech University

Getting the Most Out of Security Policies Through the Use of Color

Bradley K. Jensen, Microsoft Corporation

Amanda A. Jensen, Accenture

Janet L. Bailey, University of Arkansas at Little Rock

Robert B. Mitchell, University of Arkansas at Little Rock

Knowledge Retention in Information Assurance Training: A Case Study of Security Awareness Training in University Environment

Jing Yang, Oklahoma State University

David Biros, Oklahoma State University

Michael Haas, Oklahoma State University

Securing Electronic Health Records in a Dynamic Environment

Barbara Hewitt, Texas A & M University – Kingsville

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**DECISION SCIENCES INSTITUTE
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**February 26, 2009
(Thursday)**

1:30 p.m. – 3:00 p.m.

Lee

SESSION C FINANCE I

Session Chair: **Stephen M. Black**, University of Central Oklahoma

*Firm-specific Variations in Returns and Fundamentals in Emerging Asian Stock Markets
Equity market returns and volatility: Evidence from India and Japan.*

Md. Arifur Rahman, University of Western Sydney

M. Kabir Hassan, University of New Orleans

The Impact of Personal Finance Courses on Student's Financial Decisions

Stephen M. Black, University of Central Oklahoma

Julie Cumbie, University of Central Oklahoma

Allen Arnold, University of Central Oklahoma

Performance Analysis: The Case of a Medium-Sized Oil and Gas Exploration and Production Company

Roger Minner, University of Texas-Permian Basin

Denise Gibson, University of Texas-Permian Basin

Sheng Pulse, University of Texas-Permian Basin

Shuming Bai, University of Texas-Permian Basin

Systematic Risk and International Diversification: Does International Expansion Reduce a Firm's Risk?

Kingsley O. Olibe, Kansas State University

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

1:30 p.m. – 3:00 p.m.

Threadgill

SESSION D E-COMMERCE

Session Chair: **Obyung Kwan**, Southern University – New Orleans

Credit Card Junkies: Buy Now Pay Later, the Generation of Instant Gratification

Pamela Stratton, Sam Houston State University

Balasundram Maniam, Sam Houston State University

Development of a Value Increasing Model for Movie Industry

Faustine Casassus, University of West Florida

June Wei, University of West Florida

Factors that Influence Strategic Value in E-Commerce among Small Businesses

Obyung Kwun, Southern University at New Orleans

Ghasem S. Alijani, Southern University at New Orleans

Adnan Omar, Southern University at New Orleans

Daniel Gentry, Southern University at New Orleans

Attitude, Behavioral Intention and Usage: An Empirical Study of Taiwan Railway's Internet Ticketing System

Wen-Hung Wang, National Taiwan Ocean University

Yi-Jyun Liu, National Taiwan Ocean University

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.

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Drawing for complimentary 2-night regular hotel room at 2010 FBD conference (\$250 value)

Must be present to win.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

3:30 p.m. – 5:00 p.m.

Kincade

SESSION A MANAGEMENT INFORMATION SYSTEMS - III

Session Chair: **Cindy Meyer Hanchey**, Oklahoma Baptist University

Validating Determinants of Information Systems Development Maturity Model

Brian Salmans, University of North Texas

Leon Kappelman, University of North Texas

Robert Pavur, University of North Texas

OpenOffice.org: When will it be ready for Prime Time?

John Seydel, Arkansas State University

Business Technology: A Curricular Infusion

Cindy Meyer Hanchey, Oklahoma Baptist University

Dale Hanchey, Oklahoma Baptist University

Salary Trends of IT Staff

Lai C. Liu, University of Texas Pan American

Jun Sun, University of Texas Pan American

May Hou, Norfolk State University

3:30 p.m. – 5:00 p.m.

Huchins

SESSION B GLOBAL BUSINESS

Session Chair: **John A. Parnell**, University of North Carolina at Pembroke

The Impact of Institutional Transitions on Corporate Knowledge Transfer in Emerging Economies

Huy Q. Tran, University of Texas – Pan American

The Competitive Strategy-Performance Nexus: An Exploratory Assessment of Turkey and the United States

John A. Parnell, University of North Carolina at Pembroke

Mehmet Ali Koseoglu, Menderes EDAS - Turkey

Next phase for the competitiveness of trade in services-referring to analyses in Japan

Kanji Sahara, Nakamura Gakuen University

Unified Metropolitan Technology Market of the Yangtze River Delta in China and its Operational Mechanism

Fuji Xie, Shanghai Jiao Tong University

Hongwei Du, California State University East Bay

Yetao Pang, Shanghai Jiao Tong University

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

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

Lee

SESSION C MARKETING

Session Chair: **Hong Qin**, University of North Texas

Store Image, Customer Satisfaction and Behavioral Intentions: Grocery Shopping in a Typical American College Town

Maxwell K. Hsu, University of Wisconsin – Whitewater

Yinghua Huang, Xiamen University, China

Scott Swanson, University of Wisconsin – Eau Claire

The Brand Preference to Search Relationship: An Empirical Investigation

Carol F. Gwin, Pepperdine University

Perceived Service Quality in the Urgent Care Industry

Hong Qin, University of North Texas

Victor R. Prybutok, University of North Texas

The Impact of Trust and Brand Relationship Quality on Perceived Value and Loyalty in a Consumer Goods Environment

Carol F. Gwin, Pepperdine University

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

Threadgill

SESSION D RESEARCH PEDAGOGY AND ENTREPRENEURSHIP

Session Chair: **Mike Unuakhalu**, Kentucky State University

Teaching versus Research: From a Principal-Agency Perspective

David Satava, University of Houston - Victoria

An Empirical Investigation of Visual Computer Programming Language Effects on HBCU Student's Problem Solving Capabilities

Mike Unuakhalu, Kentucky State University

Chi Shen, Kentucky State University

Cheating: Not a New Phenomena

Vincent Johnson, Southern University at New Orleans

Executive Risk Behaviors Influence on the Decision Making Process

Marco Villarreal, The University of Texas Pan American

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 26, 2009
(Thursday)**

5:00 p.m. – 6:30 p.m.

Ballroom D

MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE - BUSINESS MEETING

Presiding: **Bonnie Daily**, New Mexico State University

Decision Sciences Institute – Southwest Region

Business Meeting

Officer's and Committee Reports

Announcements and Presentation of Awards

5:30 p.m. – 7:30 p.m.

Ballroom C

FBD Swap Meet

Entertainment and fun

Bring something from your school (T shirt, coffee mug, etc.) to trade

Cash bar (with first drink free)

7:30 p.m. – 8:30 p.m.

Ballroom D

MEETING: Southwest Decision Sciences Institute, Social and Networking Meeting

**Decision Sciences Institute – Southwest Region
SOCIAL AND NETWORKING MEETING**

7:30 p.m. – 8:30 p.m., Thursday, February 26, 2009

SPONSOR:

**DR. TEOFILO OZUNA, DEAN
COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF TEXAS PAN AMERICAN**

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Kincade

SESSION A ECONOMICS AND FINANCE

Session Chair: **Mary L White**, Louisiana State University – Shreveport

An Alternative Method for Measuring the Inequality of Educational Attainment: A Suggested Application

Michael D. Brendle, Louisiana State University – Shreveport

Mary L. White, Louisiana State University – Shreveport

State Regulatory Spending: Boon or Brake for New Enterprise Creation and Income?

Noel D. Campbell, University of Central Arkansas

Kirk C. Heriot, Columbus State University

Andres Jauregui, Columbus State University

Understanding Religious Choice: A Product Attributes Model Application

Carl R. Gwin and Carol F. Gwin, Pepperdine University

Charles M. North, Baylor University

Knock Out Discount Accumulator (KODA): A Case Study of Hong Kong Shanghai Bank Accumulator Contract

Thomas Kwong, University High School

Daisy Fok, Academy of the Sacred Heart

K. Kern Kwong, California State University – Los Angeles

Wing Fok, Loyola University of New Orleans

8:30 a.m. – 10:00 a.m.

Huchins

SESSION B E-GOVERNMENT AND NON-PROFIT ADMINISTRATION

Session Chair: **Seungjae Shin**, Mississippi State University

What's Wrong with City Wireless Infrastructure?

Seungjae Shin, Mississippi State University

Jack E. Tucci, Mississippi State University

Determinants of E-government Readiness: An Application of Canonical Correlation and SEM Analysis Techniques

Manal M. Yunis, University of Texas – Pan American

Jun Sun, University of Texas – Pan American

Design of Creative E-Government Website

June Wei, University of West Florida

Meiga Loho-Noya, University of West Florida

Progress in E-filing at Tax Processing Centers

Shuming Bai, University of Texas at Permian Basin

Jun Sun, University of Texas Pan American

Kai S. Koong, University of Texas Pan American

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Lee

SESSION C ONLINE LEARNING

Session Chair: **Joselina Cheng**, University of Central Oklahoma

Internet-based System for Advanced Distributed Learning

Xue Bai, Virginia State University

A Comparative Study: E-Learning Motivators and Deterrents of Graduate and Undergraduate Students

Joselina Cheng, University of Central Oklahoma

An Experimental Study of Students' Style in Using Internet Information to Assist Their Study and Learning

Philip Tsang, Open University of Hong Kong, SAR

Sui-Sang Mok, Open University of Hong Kong, SAR

Paul Kwok, Open University of Hong Kong, SAR

Reggie Kwan, Caritas Francis Hsu College

Continuing Medical Education for Medical Practitioners Through the Use of ICT

Alfred Tang, Hong Kong Doctors' Union, SAR

Philip Tsang, Open University of Hong Kong, SAR

Paul Kwok, Open University of Hong Kong, SAR

M. W. Tsang, United Christian Hospital of Hong Kong, SAR

H. S. Ho, Hong Kong Doctors' Union, SAR

Sandy Tse, Hong Kong Web Symposium Consortium, SAR

G. Tang, School of Medicine at University of Hong Kong, SAR

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

8:30 a.m. – 10:00 a.m.

Threadgill

SESSION D DSS/ES/KM – II

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

An Empirical Assessment of the Impact of ERP Task-Technology Fit on Decision Quality

Arun Madapusi, Drexel University

Daniel Cernas Ortiz, University of North Texas

A Comparative Usability and End-User Satisfaction Analysis of Two Geographic Information Systems (GIS) Applications

Mark E. Barner United States Air Force Academy

Summer E. Bartczak, University of Central Arkansas

Kevin Lee Elder, Georgia Southern University

Jim Downey, University of Central Arkansas

Enhancing Knowledge Management Process in Academic Tutoring: The use of Domain Memory and Scenarios Academic Tutoring

Babajide Osatuyi, New Jersey Institute of Technology

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

Jon Blue, University of Delaware

A Comparison Study of the Financial Factors Affecting the Valuation and Return of Internet versus Traditional Firms

Jaehan Koh, University of Texas Pan American

Bin Wang, University of Texas Pan American

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.

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Drawing for complimentary FBD registration next year (\$150 value).

Must be present to win.

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

10:30 p.m. – Noon

Kincade

SESSION A MINI-STUDENT AND NEW FACULTY CONSORTIUM - I

Session Chair: **Wing Fok**, Chairman, Loyola University in New Orleans

Topic: “From Job Search to Promotion and Tenure”

Panelists:

Bonnie Daily, Chair, New Mexico State University

Adnan Omar, Chair, Southern University at New Orleans

Charlotte Jones, Dean, Louisiana State University – Shreveport

Reggie Kwan Ching Ping, President, Caritas Francis Hsu College, Hong Kong

10:30 p.m. – Noon

Huchins

SESSION B QUANTITATIVE METHODS AND QUALITY – II

Session Chair: **Frank G. Landram**, West Texas A & M University

Teaching Multiple Regression in Elementary Statistics

Frank G. Landram, West Texas A & M University

Francis Mendez, Texas State University

Digital Supply Chain Management and Implementation: A Research Review

Binshan Lin, Louisiana State University – Shreveport

Charlotte Jones, Louisiana State University – Shreveport

Comparing an Improved Croston Method to More Traditional Methods for Forecasting Intermittent Demands

Stephen A. De Lurgio, University of Missouri Kansas City

The Effects of Individual-Level Random Measurement Error on Group-Level Correlations

Dmitriy A. Nesterkin, University of Arkansas

Daniel C. Ganster, University of Arkansas

Thomas W. Jones, University of Arkansas

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Lee

SESSION C INNOVATIVE EDUCATION – II

Session Chair: **Queen Esther Booker**, Minnesota State University.

A Review of Risk Management and Insurance Academic Programs

Christine T. Berry, University of Louisiana – Monroe

Cindy Strickler, University of Louisiana – Monroe

Ronald Berry, University of Louisiana – Monroe

Daily Quizzes and Effects on Student Learning of Statistics

Jesus Tanguma, University of Texas Pan American

Lai C. Liu, University of Texas Pan American

Kai S. Koong, University of Texas Pan American

Does a Technology Intensive Program Improve Student Comfort Towards Using Information Technology?

Queen Esther Booker, Minnesota State University

Carl Rebman, University of San Diego

Fred L. Kitchens, Ball State University

Examining Factors that Influence Student Effort of Learning and Using Class-Related IT: The TAM Approach

Khaled A. Alshare, Emporia State University

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**DECISION SCIENCES INSTITUTE
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**February 27, 2009
(Friday)**

10:30 a.m. – Noon

Threadgill

SESSION D MANAGEMENT – II

Session Chair: **John Vassar**, Louisiana State University – Shreveport

Theoretical Development of a Business Performance Management (BPM) Framework

Muhammad Muazzem Hossain, University of North Texas

Victor R. Prybutok, University of North Texas

How Transformational Leadership Behavior Influences Employee's Knowledge Exchange and Combination: A Mediating Approach

His-An Shih, National Cheng Kung University - Taiwan

Tso-Jen Chen, National Cheng Kung University - Taiwan

Strange, Bizarre or Just Funny: Workers Compensation Cases

Amy Oakes Wren, Louisiana State University - Shreveport

John Vassar, Louisiana State University - Shreveport

Carl Smolinski, Louisiana State University – Shreveport

Schwartz & Co. LLP: The Accounting Services Industry

Brian Pagano, St. John's University

Robert J. Mockler, St. John's University

Marc Gartenfeld, St. John's University

1:30 p.m. – 3:00 p.m.

Kincade

SESSION A MINI-STUDENT AND NEW FACULTY CONSORTIUM - II

Session Chair: **Kai S. Koong**, *International Journal of Services and Standards*

Topic: “*Successful Publishing – Comments from Editors*”

Panelists:

David Chou, *International Journal of Information Systems and Change Management*

Chang-tseh Hsieh, *International Journal of Information Intercultural Management*

Binshan Lin, *Industrial Management & Data Systems*

Lou Pelton, *Journal of Marketing Channels*

June Wei, *Electronic Government: An International Journal*

Lee J. Yao, *International Journal of Accounting and Information Management*

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**Friday 27, 2009
(Friday)**

1:30 p.m. – 3:00 p.m.

Huchins

SESSION B ACCOUNTING – II

Session Chair: **Mark Washburn**, University of Texas - Tyler

Diffusion of Innovation and Adoption Rate of the AICPA Model Tax Curriculum
Mark Washburn, University of Texas – Tyler

Taxpayer's Compliance Decisions: Ethical Perceptions or Personal Characteristics?
Stanley W. Hays, Louisiana State University – Shreveport

Insider Trading from the Internal Auditor's Perspective
Lawrence Chui, University of North Texas
Mary B. Curtis, University of North Texas

Optimizing Subsidies for the Location of Distribution Centers
Joy Bhadury, University of North Carolina at Greensboro
H. A. Eiselt, University of New Brunswick

1:30 p.m. – 3:00 p.m.

Lee

SESSION C INFORMATION SECURITY AND PRIVACY – II

Session Chair: **Gary A. Poe**, Grambling State University

Security Awareness and Security Training: An Attitudinal Perspective
Kamphol Wipawayangkool, University of Texas – Arlington

An Introduction to the DHS EBK: Competency and Functional Framework for IT Security Workforce Development
Wm. Arthur Conklin, University of Houston

Privacy, Relationships and Harm: An Integrated Approach to Security Specification
Gary A. Poe, Grambling State University
Donald Berndt, University of South Florida

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

1:30 p.m. – 3:00 p.m.

Threadgill

SESSION D OPERATION AND SUPPLY CHAIN MANAGEMENT – II

Session Chair: **Pamela J. Zelbst**, Sam Houston State University

Supply Chain Linkages: Power, Benefits, and Risk Reduction

Pamela J. Zelbst, Sam Houston State University

Kenneth Green, Jr., Sam Houston State University

Victor E. Sower, Sam Houston State University

Pedro Reyes, Baylor University

Current State of Operations Research

Greg Frazier, University of Texas at Arlington

Sherry Avery, University of Texas at Arlington

Carol Cagle, University of Texas at Arlington

Paul Ferguson, University of Texas at Arlington

Randy Napier, University of Texas at Arlington

Brad Masters, University of Texas at Arlington

The Impact of Safety Stock in a Supply Chain on Service Level, Schedule Instability, and Cost

Xue Bai, Virginia State University

Steve Davis, Clemson University

*Revised Mean Absolute Percentage Errors (MAPE) on Errors from Simple Exponential Smoothing
Methods for Normal Independent Time Series*

Luh Yu (Louie) Ren, University of Houston – Victoria

Peter Ren, University of North Texas

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

Ballroom C

FBD Coffee Break

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**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 27, 2009
(Friday)**

3:30 p.m. – 5:00 p.m.

Kincade

SESSION A MINI-STUDENT AND NEW FACULTY CONSORTIUM

Session Chair: **Lai C. Liu**, University of Texas – Pan American

Topic: “Assessment, *Curriculum Development and Instructional Innovation*”

Panelists:

David Alijani, Southern University at New Orleans

Ronald Berry, University of Louisiana – Monroe

Jesus Tanguma, University of Texas Pan American

Jack E. Tucci, Mississippi State University

3:30 p.m. – 5:00 p.m.

Huchins

SESSION B MANAGEMENT INFORMATION SYSTEMS – III

Session Chair: **K. Niki Kunene**, University of Louisville

An Evaluation of CASE Tools as Pedagogical Aids in Software Development Courses

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

K. Niki Kunene, University of Louisville

Ross E. Walker, State University of New York

Examining Solutions to the Challenges in Offshore Software Development: The Perspective of a SME with a Captive Development Office in India

Jeremy Bellah, Texas Tech University

James R. Burns, Texas Tech University

Study of Motivating Factors in Online Advertising

Ghasem S. Alijani, Southern University at New Orleans

Adnan Omar, Southern University at New Orleans

Louis C. Mancuso, Southern University at New Orleans

Tiffiney Victor, Southern University at New Orleans

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 28, 2009
(Saturday)**

8:30 a.m. – 10:00 a.m.

Kincade

SESSION A DOCTORAL STUDENT PAPERS - I

Session Chair: **Jun Sun**, University of Texas – Pan American

Relationship between ICT Maturity and Global Competitiveness: A Two-Wheel Causality Model

Manal M. Yunis, University of Texas – Pan American

An Examination of User's Reliance on Financial Statement in Connection with the FASB Conceptual Framework for Accounting

Lawrence Chui, University of North Texas

Byron J. Pike, University of North Texas

Multi-perspective, Multi-criteria Organizational Attraction

Rosemond A. Moore, University of Texas – Pan American

University Student Advisor-Assisted Declaration of Business Major: A Data Mining Approach

Joseph Thomas, Oklahoma State University

Michael Hass, Oklahoma State University

Fone Pengnate, Oklahoma State University

Jongsawas Chongwatpol, Oklahoma State University

8:30 a.m. – 10:00 a.m.

Egbert

SESSION B DOCTORAL STUDENT PAPERS - II

Session Chair: **Bin Wang**, University of Texas – Pan American

A Tale of Two Cities: A Retrospective Comparison of Business Programs in Cape Town and Santa Barbara

Hak Tam, University of California – Santa Barbara

Second Life Experience: Preliminary Analysis Regarding Novel Experience as a Necessary Component of Customer Expectation in Second Life

Michael Magro, University of North Texas

Child Influence in Female Headed Single-Parent Households: Agenda for Consumer Research

Sarita Ray Chaudhury, New Mexico State University

To Leave or not Leave that is the Question: Convincing the Latina to Relocate

Olga Chapa, University of Texas – Pan American

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 28, 2009
(Saturday)**

8:30 a.m. – 10:00 a.m.

Lee

SESSION C MASTER STUDENT PAPERS

Session Chair: **Lai Liu**, University of Texas – Pan American.

Why is Integrity Important in the Audit Profession – How Can it be Attained?

Leticia Pena, University of Texas – Pan American

The Responsibility of Auditors to Third Parties Established by Litigation

Fabiola Jacuinde, University of Texas – Pan American.

Integrity and Ethics in Hiring Practices

Alicia Ginez, University of Texas - Pan American

Fraud Type and Auditor Litigation: A Comparison of Pre-Sarbanes Oxley Act (SOX), Post SOX

Ruben Rodriguez, University of Texas – Pan American.

10:15 a.m. – 11:45 a.m.

Kincade

SESSION A DOCTORAL STUDENT PAPERS - III

Session Chair: **Jesus Tanguma**, University of Texas – Pan American

A Comparison of Data Mining Methods for Binary Response Variables in Direct Marketing

John Sparks, University of Illinois - Chicago

An Exploratory Study on Strategic Type and Performance in Supplier Relations: Assessment of Strategic Context

Jung-Hoon Lim, University of Texas – Pan American

Are Lean Organizations Better Prepared for Disaster?

Lisa M Russell, University of North Texas

The Performance Evaluation of Mutual Funds

Sangheon Shin, University of Texas – Pan American

**DECISION SCIENCES INSTITUTE
SOUTHWEST REGION**

**February 28, 2009
(Saturday)**

10:15 a.m. – 11:45 a.m.

Egbert

SESSION B DOCTORAL STUDENT PAPERS – IV

Session Chair: **Kofi Francisco Andohbaidoo**, University of Texas – Pan American

An Assessment of Scholastic Success of MBA Students Using Grade Point Average as a Criterion
Ankur Nandedkar, University of Texas – Pan American

*The Relationships Among Organizational Learning Process, Organizational Learning Facilitators,
Working Environment, and Value Creation*
Long Pham, New Mexico State University

*The Impact of Dominant Logic Orientation (Exploitation versus Exploration) on the Firm's Real Option
Recognition*
Daniel Cernas Ortiz, University of North Texas

The Impact of Sarbanes-Oxley on Audit Fees, Going-Concern Opinions and Auditor Switching
Omar Rodriguez, University of Texas – Pan American

10:15 a.m. – 11:45 a.m.

Lee

SESSION C UNDERGRADUATE STUDENT PAPERS

Session Chair: **Marco Villarreal**, University of Texas – Pan American.

Development of a Mobile Tax System with Usability Features
Krystle Escarfullet, University of West Florida
Christina Jantzen, University of West Florida
Shari Tucker, University of West Florida

Skills Required of IT Project Managers
Hector Cornejo, University of Texas – Pan American
Bruce Griffiths, University of Texas – Pan American
Nils Schmidt, University of Texas - Pan American

Portable Electronic Tallying System (PETS): A Mobile Voting System
Christopher Barton, University of West Florida
Toshia Hasse, University of West Florida
David Kinter, University of West Florida
Peter Tormey, University of West Florida

Planning and IT Project Management Positions
David Garcia, University of Texas – Pan American
Sixto San Martin, University of Texas – Pan American