2011 – 2012 OFFICERS

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2011-2012 TRACK CHAIRS

Accounting: Erick Valentine, Grambling State University
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E-Government and Non-Profit: James Parrish, Nova Southeastern University
Entrepreneurship and Finance: Melissa Melancon, University of Louisiana at Monroe
International Business: Bradley K Jensen, Microsoft
Information Security and Privacy: Joseph Schuessler, Tarleton State University
Innovative Education: Fred L. Kitchens, Ball State University
Management & Organizational Behavior: Clay Posey, University of Arkansas at Little Rock
Management Information Systems: Mark McMurtrey, University of Central Arkansas
Marketing: Susan Chinburg, Rogers State University (emeritus)
Online Learning: Shoreh Hashemi, University of Houston Downtown
Operations & Supply Chain Management: Hong Qin, University of Texas Pan American
Quantitative Methods & Quality: Francis Kofi Andoh-Baidoo, U of Texas Pan American
Student Track: Nalini Govindarajulu, Creighton University
Special Panels: Brian Reithel, University of Mississippi
Proceedings Editor: Mohan Rao, University of Louisiana at Lafayette
Proceedings Production Coordinator: Carl M. Rebman, Jr., University of San Diego
2012 SPECIAL EVENTS

WORKSHOPS & PANELS

Making Money with Windows Phone Development
Wed Feb 29, 2012, 1:00-5:00 p.m.
Dr. Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft
Aaron Rothberg, Microsoft Student Partner

Data Analytics- Industry Speaks
Thurs Mar 1, 2012, 10:30 a.m.-12:00 p.m.
Dr. Jie Cheng, VP, Global Analytics and Consumer Insights, Acxiom
Steven Lamey, ISD Supply Chain and E-Commerce Manager, Walmart
Dr. Bradley Jensen, Principal Academic Relationship Manager, Microsoft
Alex McLeod, Program Manager, University Alliances US Central Region, SAP

Decision Making Using Business Analytics Tools (Microsoft, SAP, IBM, Teradata, & SAS) to Analyze Real-World Enterprise System Datasets (Sam’s Club, Dillard’s, Tyson Foods, Walmart)
Thurs Mar 1, 2012, 1:30-3:00 p.m.
Janet Bailey, University of Arkansas at Little Rock
David Douglas, University of Arkansas
Bradley K. Jensen, Microsoft
Jerry Oglesby, SAS

PAPERS & MEETINGS

SWDSI 2012 Business Meeting.
Thurs, March 1, 2012 3:30 p.m. - 5:00 p.m.

Over one hundred and twenty paper presentations sessions scheduled: Thursday, February 29, and Friday, March 1, 2012 from 8:30 a.m. to 5:00 p.m. daily, and on Saturday, March 3, 2012, from 8:30 a.m. to 12:00 a.m.
CONGRATULATIONS!!!

RECIPIENT OF THE
2012 FEDERATION OF BUSINESS DISCIPLINES OUTSTANDING EDUCATOR AWARD

Kai Koong
University of Texas at Pan American

RECIPIENT OF THE 2012 MCGRAW-HILL/IRWIN DISTINGUISHED PAPER AWARD

The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to the Green Movement

Lillian Y. Fok
University of New Orleans

Susan M. L. Zee
Southeastern Louisiana University

Daisy Fok
University of Southern California

Sandra J. Hartman
University of New Orleans

RECIPIENT OF THE 2012 ALPHA IOTA DELTA INNOVATIVE EDUCATION PAPER AWARD

The Integration of Portable Technology to Enhance Lifelong Learning Skills

Nick-Naser Manochehri
Qatar University

Nicolas Gromik
Qatar University

Swee Liang Aw
Qatar University

RECIPIENT OF THE 2012 BEST STUDENT PAPER AWARDS

User Acceptance of Social Networking: Employees’ Perspective

Murad Moqbel
Texas A&M International University
Making Money with Windows Phone Development

Presenters: Bradley K. Jensen, Principal Academic Relationship Manager, Microsoft Corporation
            Aaron Rothberg, Microsoft Student Partner, University of Arkansas at Little Rock

Want to get students interested in coding or perhaps just recruit them for your major? An informal poll showed 75% of students are interested in learning how to write applications for their mobile devices. Why not use this interest to get them hooked on a technology degree and provide them a way to supplement their income at the same time? This hands-on workshop will take attendees through the process of creating a Phone 7 application ready for deployment to the Marketplace. Provided classroom-ready instructions can be used stand-alone in an introductory class or as a first assignment in a mobile-development class. Links to free downloadable development ebooks and information on Microsoft support for mobile-development coursework will be provided.

Registrations will be on a first-come first served basis. Space is limited. Late and onsite registrations will be available only if there are no-shows or capacity left. This is a full 4-hour workshop.

March 1, 2012
(Thursday)

Meeting: Officers and Directors Meeting

Presiding: Roderick Posey, University of Arkansas

Agenda: Officer’s Reports

Old Business – Various Committee Reports

New Business – To be Determined
SESSSION A  MANAGEMENT INFORMATION SYSTEMS – I

Session Chair: Daniel Peak

*Information Systems as a Reference Discipline for Visual Design*
- Daniel Peak, University of North Texas
- Victor Prybutok, University of North Texas
- Michael Gibson, University of Houston
- Chenyan Xu, University of North Texas

*Information Technology Credential Value – from the Perspective of Industry Employers*
- David Wierschem, Texas State University-San Marcos
- Guoying Zhang, Midwestern State University
- Charles Johnston, Midwestern State University

*Innovation’s Role as a Boundary Between Cognitive Schemas*
- Sameer Dutta, Grambling State University

SESSSION B  E-COMMERCE – I

Session Chair: Lu, June

*An Empirical Investigation of Online Word-of-Mouth Dynamics in Different Online Communities*
- Li Qin, Fairleigh Dickinson University

*Does Social Presence On E-Commerce Web Sites Influence The Initial Trust Of Asian Online Shoppers?*
- Quy Dang, Texas A&M University – Corpus Christi
- Robert Cutshall, Texas A&M University – Corpus Christi

*Mobile Commerce in the Eyes of Mobile Users*
- June Lu, University of Houston-Victoria
SESSION C  DSS/EXPERT SYSTEMS/KNOWLEDGE MANAGEMENT – I

Session Chair:  Joyce Jackson

A Study on the Comparative Advantages Of Concept Map Construction and Self-Explanation
Sungwoo Cho, Korea Telecom
Mun Yi, Korea Advanced Institute of Science & Technology
Joyce Jackson, University of Texas - Pan American

Banamber Mishra, McNeese State University
Matiur Rahman, McNeese State University

Tracking the Eye to Uncover Unconscious Preference
Abhishek Dalvi, University of Houston
Michael Gibson, University of Houston
Bhavin Sheth, University of Houston
Robert Zant, University of Houston

SESSION D  ONLINE LEARNING – I

Session Chair:  James Wilbanks

E-Mentoring: Examining the Feasibility of Electronic, Online, or Distance Mentoring
James Wilbanks, University of Arkansas at Little Rock

Hybrid Approach for Automatic Short Answer Marking
Shaha Alotaibi, Princess Nora Bint Abdul Rahman University
Abdulrahman Mirza, King Saud University

Student Podcast Adoption: An Empirical Study
Mohammad I. Merhi, University of Texas Pan American
March 1, 2012
(Thursdays)

8:30 a.m. – 10:00 a.m.  SALON 821

SESSION E  ENTREPRENEURSHIP & FINANCE - I

Session Chair:  Sid Ewer

*An Examination of the Financial Results of the Consolidated Financial Reports of the United Government for the Fiscal Years 1995 Through 2010*

Sid Ewer, Missouri State University

*Going Backwards: Would a Mexican Company Relocate to the U.S and Even Export to China?*

Sergio Palacios, Transnational Minds

*The Impact of Metacognition and Cultural Value on Entrepreneurial Orientation*

Young Sik Cho, University of Texas - Pan American

10:00 a.m. - 10:30 a.m.  Napoleon Exposition Hall

FBD Coffee Break

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

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

10:30 a.m. – 12:00 p.m.  NAPOLEON B-1

SESSION A  INNOVATIVE EDUCATION – I

Session Chair:  James Parrish

*Cloud Computing: Should We Use It, Teach It, Or Let It Drift Away?*

Jim Larsgaard, Eastern Kentucky University

*Graduate Student Retention Modeling In A Large Public University*

Chao Wen, chao.wen@unt.edu University of North Texas

James Meernik, University of North Texas

Victor Prybutok, University of North Texas

*The Imagine Cup Software Development Invitational: Implications For Use In The IS Capstone Course*

James Parrish, Nova Southeastern University

Janet Bailey, University of Arkansas at Little Rock

Bradley Jensen, Microsoft
SESSION B  EMTREPRENEURSHIP AND FINANCE - II

Session Chair:  Mohammed Safa

AIG’s Announcements, Fed’s Innovation, Contagion and Systemic Risk in the Financial Industry
Mohammad F. Safa, University of New Orleans
M. Kabir Hassan, University of New Orleans
Neal C. Maroney, University of New Orleans

LP Product-Mix Models Including Financing Costs
Dennis Togo, University of New Mexico

Reform of Consumer Credit Protection: An Examination of The Credit Card Accountability Responsibility and Disclosure Act of 2009
S. Keith Lowe, Jacksonville State University

SESSION C  INTERNATIONAL BUSINESS- I

Session Chair:  Taichiro Sahara

A Case of the Bangalore Machine Tool Equipment Industry
Dn Murthy, University of Washington
Mohammed Khurrum Bhutta, Ohio University
Adnan Omar, SUNO New Orleans

A Research on International Tourism In Japan - Cultivating Inbound Tourism
Taichiro Sahara, Senshu University

Do Improved Accounting Rules in Korea Deter Earning Management?
B. Brian Lee, Prairie View A&M University
Dong Wuk Kim, Jeju National University, Korea
Michael Lacina, University of Houston – Clear Lake
SESSION D MANAGEMENT INFORMATION SYSTEMS - II

Session Chair: Summer Bartczak

Green IT/IS Education and Training an Assessment of Curriculum Content
Summer Bartczak, University of Central Arkansas
Ellen England, University of Central Arkansas

Level of SNS Use: Effect of Perceived Risk and Benefit
Gina Harden, Univ of north Texas
Alaa Al Beayeyz, University of North Texas
Anna Sidorova, University of North Texas

Surviving the Tides: The Need for Effective Program Accreditation for Information Systems Programs
Amjad Abdullat, west texas A&M University
Jeff Babb, West Texas A&M University

SESSION E INFORMATION SECURITY & PRIVACY - I

Session Chair: Francis Andoh-Baidoo

A Framework to Analyze Intrusion Detection Systems in Academic Institutions
Tanus Sacin, University of Houston
Edward Crowley, University of Houston
Cheryl Willis, University of Houston
Michael Gibson, University of Houston

Password Security: Exploring Factors that Influence Good Password Practices
Troy Touchette, San Antonio College
Barbara Hewitt, Texas A&M University-San Antonio
Mark Huson, Texas A&M University-San Antonio

Understanding the Impact of Internet Security Breach on Market Value: Management Deterrence Policies Perspective
Francis Andoh-Baidoo, University of Texas-Pan American
SESSION F BUSINESS ENVIRONMENT, LAW, ETHICS & CROSS CULTURAL STUDIES- I

Session Chair: Lillian Fok

Exploring The Impact of IT on Learning and Teaching Styles: A Cross Cultural Study
  Khaled Alshare, Qatar University
  Peggy Lane, Emporia State University

  Gary Poe, Grambling State University
  Berkita Bradford, Grambling State University

The Impact of Culture, Gender, and Age on Employee Perceptions of Individual and Organizational Commitment to The Green Movement
  Lillian Fok, University of New Orleans
  Susan Zee, Southeastern Louisiana University
  Daisy Fok, University of Southern California
  Sandra Hartman, University of New Orleans

SESSION A  E-GOVERNMENT/NON-PROFIT- I

Session Chair: Jim Courtney

Creating Singerian Inquiring Organizations Through Employee Empowerment
  Jim Courtney, Louisiana Tech University
  Kristen Brewer, Eastern Kentucky University
  Bryan Fuller, Louisiana Tech University

Public Privatization: An Examination Of Reinventing Government On Organizational Climate And Job Satisfaction
  Somporn Khunwisit, University of North Texas
  Josh Daspit, University of North Texas

Web-Based Accountability In The Nonprofit Sector: A Literature Review
  Lise Anne Slatten, University of Louisiana at Lafayette
  Brandi Guidry Hollier, University of Louisiana at Lafayette
1:30 p.m. – 3:00 p.m.            SALON 801

SESSION B  MANAGEMENT INFORMATION SYSTEMS - II

Session Chair:  Cynthia Barnes

A Successful Curriculum Strategy to Increase MIS Enrollment
Cynthia Barnes, Lamar University
Kakoli Bandyopadhyay, Lamar University

M-Commerce and the Elderly: The Current State of Affairs
Ronald McGaughey, University of Central Arkansas
Steven Zeltmann, University of Central Arkansas
Mark McMurtrey, University of Central Arkansas,
James Downey, University of Central Arkansas

Web Design Skills for the 21st Century
Randall McCoy, Morehead State University

1:30 p.m. – 3:00 p.m.            SALON 820

SESSION C  INNOVATIVE EDUCATION- II

Session Chair:  David Dearman

Toward a Decision Making Framework for IT Portfolio Decisions
James Parrish, Nova Southeastern University
Richard Woolridge, University of Arkansas at Little Rock

Are Your Students Job Ready? Presenting the SAP University Alliances Program
Alex McLeod, SAP

Cross-Referencing Organizational Processes Specified by Baldrige Award Criteria and Suggested by AACSB Standards
David Dearman, University of Arkansas at Little Rock
SESSION D  INFORMATION SECURITY & PRIVACY- II

Session Chair:  Joseph H. Schuessler

Data Mining for Private Treasure: Successful Business Policies Incorporate Ethics
Dinah Payne, University of New Orleans
Brett Landry, University of Dallas

Public Key Infrastructure Features: A Cross-Vendor Comparison
Kai Koong, University of Texas - Pan American
Lai Liu, University of Texas - Pan American
Jun Sun, University of Texas - Pan American

Threats And Countermeasures of the Realm in 2011
Joseph H. Schuessler, Tarleton State University

3:00 p.m. - 3:30 p.m.  Napoleon Exposition Hall

FBD Coffee Break

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

Great Door Prize Drawings take place at 3:15 p.m. in the Exhibit Area.  Must be present to win.
March 1, 2012  (Thursday)

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

BUSINESS MEETING: SOUTHWEST DECISION SCIENCES INSTITUTE

Presiding:  Roderick Posey, University of Arkansas

Decision Sciences Institute – Southwest Region
Business Meeting
Officer’s and Committee Reports
Announcements and Presentation of Awards

5:30 p.m. – 7:00 p.m.  Napoleon Exposition Hall

FBD Meet and Greet Social

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 the historic French Quarter.

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

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Please let exhibitors know how much we appreciate their presence and continued support!
### SESSION A  INNOVATIVE EDUCATION III

**Session Chair:** Richard Woolridge

- **Lecture Capture Technology: Does it Help in Student Performance**
  - David Lewis, University of Massachusetts Lowell
  - Thomas Sloan, University of Massachusetts Lowell

- **Project Management Rubric: Measuring Project Management Student Outcomes**
  - Richard Woolridge, University of Arkansas at Little Rock

- **The Integration of Portable Technology to Enhance Lifelong Learning Skills,**
  - Nick-Naser Manochehri, Qatar University
  - Nicolas Gromik, Qatar University
  - Swee Liang Aw, Qatar University

### SESSION B  MANAGEMENT AND ORGANIZATIONAL BEHAVIOR - I

**Session Chair:** Ola Al Laymoun

- **A Critical Analysis of Internal Social Capital and Its’ Effect on Labour Turnover in the Hospitality Industry**
  - Felicity Asiedu-Appiah, Kwame Nkrumah University of Science And Technology
  - David Asamoah, Kwame Nkrumah University of Science And Technology
  - Jonathan Annan, Kwame Nkrumah University of Science And Technology

- **The Mediating Effect of Investment in Commitment Level Prediction (Student Paper)**
  - Kwabena Boakye, University of North Texas
  - Charles Blankson, University of North Texas
  - Victor Prybutok, University of North Texas

- **Developing a Unified Stage-Theoretical Framework for Diffusion of Innovation**
  - Ola Al Laymoun, University of Texas at Arlington
  - Philip L. Bond, University of Texas at Arlington
  - James T.C. Teng, University of Texas at Arlington
SESSION C  MANAGEMENT INFORMATION SYSTEMS - IV

Session Chair:  Obyung Kwun

An Empirical Investigation of the Link Between Performance and Corporate Social Responsibility in the Information Technology and Telecommunications Industry

Monica Parzinger, St. Mary's University
Adrain Cowan, St. Mary's University
Sandra Welch, University of Texas San Antonio
Orion Welch, St. Mary's University

Explaining User Acceptance of Social Networking: Employees’ Perspective (Student Paper)

Murad Moqbel, Texas A&M International University

Help-Seeking Behaviors by Small Businesses for IT Problems

Obyung Kwun, Southern University at New Orleans
H. Kevin Fulk, Southern University at New Orleans
Ghasem Alijani, Southern University at New Orleans

SESSION D  OPERATIONS & SUPPLY CHAIN MANAGEMENT - I

Session Chair:  Matthew Keblis

Capacity Planning in a Virtual Call Center Using Auctions to Perform Rostering

Matthew Keblis, University of Dallas

Impact Of RFID and Information Sharing on JIT, TQM, and Operational Performance

Pamela Zelbst, Sam Houston State University
Kenneth Greenk, Southern Arkansas University
Victor Sower, Sam Houston State University
Roger Abshire, Sam Houston State University

Quality, Queueing and Capacity

Matthew Keblis, University of Dallas
March 2, 2012
(Friday)

8:30 a.m. – 10:00 a.m.  CRESCENT BOARD ROOM

SESSION E  QUANTITATIVE METHODS & QUALITY I

Session Chair: Robert Pavur

A forecasting Intermittent Demand with Seasonality: A Simulation Study
Matthew Lindsey, Stephen F Austin State University
Robert Pavur, University of North Texas

Control Charts for Customer Comments: A Case Study and a Research Agenda
Triss Ashton, University of North Texas
Nick Evangelopoulos, University of North Texas

Impact of Service and Food Quality on Customer Behavioral Intentions at Ethnic Fast Food Restaurants in the USA
Subramaniam Ponmaniyan, University of North Texas
Chao Wen, University of North Texas
Victor Prybutok, University of North Texas

10:00 a.m. - 10:30 a.m.  Napoleon Exposition Hall

FBD Coffee Break

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

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

Session Chair: Kim Troboy

*A Decision Support Framework for Business Coursework*
John Seydel, Arkansas State University

*Broken Trust: Control Breakdowns in a Governmental Setting*
Constance A. McKnight, University of Central Arkansas
Kim Troboy, Arkansas Tech University
Tracy S. Manly, University of Tulsa

*Data Mining Across the Business Curriculum*
Cuong Le, Arkansas State University
John Seydel, Arkansas State University

SESSION B  BUSINESS INTELLIGENCE PANEL

*Data Analytics - Industry Speaks*

Featured Speakers: Dr. Jie Cheng, VP, Global Analytics and Consumer Insights, Acxiom
Steven Lamey, ISD Supply Chain and E-Commerce Manager, Walmart
Dr. Bradley Jensen, Principal Academic Relationship Manager, Microsoft
Alex McLeod, Program Manager, University Alliances US Central Region, SAP

Coordinators: Frank Landram, West Texas A&M
Janet Bailey, University of Arkansas at Little Rock
Robert Pavur, University of North Texas
Paul Cronan, University of Arkansas, Fayetteville

Today’s businesses use “business analytics” to empower management to stay informed about the business, populate dashboards, determine prices, forecast demand, make predictions, and much more. Business Analytics is the application of technology, operations research, and statistics to solve problems in business and industry. It is concerned with extracting useful properties about the data using statistical methods & data mining and typically involves extracting properties from large datasets. Common methods used include regression, logistic regression, decision trees, neural networks, cluster analysis, market basket, and forecasting. Companies expect business graduates to have the tools necessary to analyze data, interpret the data revealed, and make strategic decisions accordingly. Everyone agrees business analytics is important but few understand the necessary interaction of all the components.

Joining us for this interactive panel are leaders from two of the largest consumers of business intelligence, Acxiom and Walmart. Come and hear first hand from these industry executives what skill sets students need to have in today’s fast-paced environment. Also represented are two of the largest corporations providing subsidized or free support to academia as we work to prepare students for industry, SAP and Microsoft. Questions from the audience are welcome.
SESSION C  ONLINE LEARNING II

Session Chair: Barbara Hewitt

An Adoption Model To Predict Student Acceptance Of E-Books
Barbara Hewitt, Texas A&M University -- San Antonio
Tracy Hurley, Texas A&M University-San Antonio

Digital Versus Print: Which Is Winning The Information Battle? (Student Paper)
Marlena Crenshaw, UWM

Perceptions And Acceptance Of Online Education: Do Online Classes Pass The Muster?
Deborah Kelly, University of San Diego
Carl Rebman, University of San Diego

SESSION D  OPERATIONS & SUPPLY CHAIN MANAGEMENT II

Session Chair: June Wei

Business To Business Relationship Management in E-Investment Management
Raisa Overstreet, University of West Florida
June Wei, University of West Florida

Contemporary Issues in Forecasting and Planning
Pavel Bondarev, Telus Telecommunications
Andrey Fendyur, University of Calgary

Trade Offs in Operations
Rajat Mishra, University of Texas at Arlington
SESSION A  QUANTITATIVE METHODS & QUALITY II

Session Chair: Binshan Lin

Effects of Tacit and Explicit Knowledge Signaling on Perceived Product Quality
Benjamin George, University of North Texas
Nick Evangelopoulos, University of North Texas

Enhancing Decision Making of Critical Information Systems Through Optimization Models and the Improved Parallel Conjugate Method Algorithm
Babajide Osatuyi, New Jersey Institute of Technology
Francis Andoh-Baidoo, University of Texas-Pan American
Leigh Little, The College at Brockport: State University of New York

Relationships Among TQM Practices, Role Conflict, and Role Ambiguity: A Review and Empirical Study
Binshan Lin, LSU Shreveport

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

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Please let exhibitors know how much we appreciate their presence and continued support!
SESSION B    BUSINESS ANALYTICS WORKSHOP

Decision Making Using Business Analytics Tools (Microsoft, SAP, IBM, Teradata, & SAS) to Analyze Real-World Enterprise System Datasets (Sam's Club, Dillard’s, Tyson Foods, Wal-Mart)

Workshop Coordinator:  **Timothy Paul Cronan**, University of Arkansas

Workshop Leaders:  
- **Janet Bailey**, University of Arkansas at Little Rock
- **David Douglas**, University of Arkansas
- **Bradley Jensen**, Microsoft Enterprise Consortium
- **Jerry Oglesby**, SAS

This practical workshop includes a presentation and use of examples and exercises related to University of Arkansas Sam M. Walton College of Business Enterprise Systems resources which include Microsoft, SAS Enterprise Miner, and IBM SPSS. Industry partners of the Enterprise Systems program at the Sam M. Walton College of Business have donated computing systems and multiple, large-scale datasets for instructional use – Sam’s Club (6 tables and over 250 million rows of POS transactions for 18 stores), Dillard’s Department Stores (5 tables with a transactions table of 120 million rows), Tyson Foods, and Walmart RFID data sets. UA Enterprise Systems is a member of and shares resources with the Microsoft Enterprise Consortium, SAP University Alliance, SAS Institute, IBM Academic Initiative, and Teradata University Network.

The workshop provides faculty with a forum to discuss (as well as utilize) enterprise-level skills and understand what will be needed for knowledge workers into the future. Participants will not only learn about available resources for their classes and students, but will be given access to these resources for their future-oriented, enterprise-oriented classes. Workshop leaders will describe various faculty developed networks and resources (business problems, tutorials, and data warehouse infrastructures built using these datasets) as well as their availability for use in a variety of courses. Also included are such topics as data analysis and data mining. Finally, access to these resources by faculty and students worldwide will be described.

This workshop is intended for faculty teaching business analytics who wish to have access to real-world systems and data. Faculty interested in enhancing their courses and curricula with enterprise-level business analytics resources for business intelligence, business objects, data warehouses, SAS, and/or MS applications as well as hands-on opportunities with large, real dataset are encouraged to attend.
SESSION C  ENTREPRENEURSHIP AND FINANCE II

Session Chair: Tamela Ferguson

An Historical Look at Entrepreneurial Savvy and the Organizational Legitimacy Development of Hadacol
Tamela Ferguson, University of Louisiana at Lafayette
Hans Heinen, Heinen Construction

Small Business Sustainability: What is the CPA’s Role?
Thomas Hodge, University of Louisiana at Monroe
Kimberly Webb, Texas Wesleyan University

The Role of National Culture in the Transnational Entrepreneurship Process
A. Banu Goktan, University of North Texas at Dallas
Isaura Flores, University of North Texas at Dallas

SESSION D  INTERNATIONAL BUSINESS I

Session Chair: Eugenie Goodwin

Eugenie Goodwin, University of Louisiana at Monroe
Virendra Chhikara, University of Louisiana at Monroe

Financial Crisis of 2007 and Co-integration of Global Markets (Student Paper)
Ali Ashraf, University of New Orleans

Role of Market Microstructure in the Relationship Between Market Co-Movement and Market Efficiency
Xiaofei Zhang, University of Lethbridge
Ebenezer Asem, University of Lethbridge
3:00 p.m. - 3:30 p.m. Napoleon Exposition Hall

FBD Coffee Break

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

3:30 p.m. – 5:00 p.m. SALON 801

SESSION A OPERATIONS & SUPPLY CHAIN MANAGEMENT III

Session Chair: Craig Williams

*A Many-To-Many (M:N) Relational Model to Improve Requirements Traceability*  
Craig Williams, St. Edwards University

*ISO 14001 Research Streams in Operations and Supply Chain Management: An Overview*  
Randall Napier, The University of Texas at Arlington  
Rajat Mishra, The University of Texas at Arlington

*The Relationship Between Buyer’s Financial Stability and Supplier’s Performance for Innovative Development*  
Taeuk Kang, The University of Texas at Arlington  
Gurkan Akalin, The University of Texas at Arlington

3:30 p.m. – 5:00 p.m. SALON 816

SESSION B MARKETING I

Session Chair: Joyceia Banner

*A Comparison of Marketplace Metacognition Between Online and Traditional Retailing Environments.*  
Kenneth Henrie, Texas A&M University-San Antonio  
Christian Gilde, University of Montana Western

*Angry Birds: Corporate Response Strategies to Customer Complaints on Twitter*  
Joyceia Banner, St. Edward's University

*Forecasting Competition Under the Efficient Market*  
Louie Ren, University of Houston-Victoria  
Peter Ren, University of North Texas
SESSION C MOBILE APPLICATIONS I

Session Chair: Eugenie Goodwin

The Role of Mobile Apps in Increasing Small Businesses Sales and Revenue,
Eugenie Goodwin, University of Louisiana at Monroe
Kamal Soan, University of Louisiana at Monroe

The Mobile Phone – An Inevitable Learning Tool for Higher Education (Student Paper)
Fuxin Yu, University of Central Arkansas

Developing Mobile Application Development Course For IS Program Using Disruptive Technologies Paradigm
Amjad Abdullat, West Texas A&M University
Jeffry Babb, West Texas A&M University

SESSION D ECONOMICS, HEALTH CARE AND QUALITY I

Session Chair: Warren Matthews

Financing Home Mortgages in the 21st Century
Warren Matthews, LeTourneau University
Robert Driver, LeTourneau University

Electronic Health Records (EHR) Meaningful Use: Implications on EHR Definition, Implementation and Critical Success Factors (Student Paper)
Madison Ngafeeson, University of Texas-Pan American

Manipulating Medical Images: A Hands-Off Approach (Student Paper)
Aaron Rothberg, University of Arkansas at Little Rock
Janet Bailey, University of Arkansas at Little Rock
SESSION E  
ONLINE LEARNING III

Session Chair:  
Shohreh Hashemi

E-Learning in Rural Environments
Alyne Rothberg, University of Arkansas Division of Agriculture, Research and Extension
Janet Bailey, University of Arkansas-Little Rock
Karen Ballard, University of Arkansas Division of Agriculture, Research and Extension

Data Warehousing Tool Evaluation – ETL Focused (Student Paper)
Kent Lawson, UTPA
Nestor Rodriguez, UTPA
Eddie Molina, UTPA
Jeremiah Gutierrez, UTPA

Microsoft Enterprise Consortium Resources to Enhance Teaching Data Warehouses, Business Intelligence and Dimensional Reporting
Shohreh Hashemi, UHD
Jennifer Kreie, New Mexico State University

SESSION F  
OPERATIONS & SUPPLY CHAIN MANAGEMENT IV

Session Chair:  
Victor Prybutok

Ghana Cocoa Value Chain - Implication for the Smallholder Farmer in Ghana
David Asamoah, Kwame Nkrumah University of Science & Technology
Felicity Asiedu-Appiah, Kwame Nkrumah University of Science & Technology
Dawuni Mohammed, Kwame Nkrumah University of Science & Technology

The Effect of the TPL Supplier’s Information Service Quality on the Online Shopper’s Perception of Supply Chain Performance: Evidences from an Exploratory Study
Bo Han, University of North Texas
Chao Wen, University of North Texas
Victor Prybutok, University of North Texas

Modelling of Simple Relief Supply Chains
David Asamoah, Kwame Nkrumah University of Science & Technology
Francis Tabi Oduro, Kwame Nkrumah University of Science & Technology
Jonathan Annan, Kwame Nkrumah University of Science & Technology
SESSION G  
MANAGEMENT AND ORGANIZATIONAL BEHAVIOR II

Session Chair: Clay Posey

The Influence of Present and Future Time Perspective on Job Satisfaction and Organizational Commitment
Daniel A. Cernas Ortiz, Universidad Autónoma del Estado de México

The Influence of Psychological Capital on Motivating Employees to Perform Protective Motivated Behaviors
A. J. Burns, Louisiana Tech University
Clay Posey, University of Arkansas at Little Rock
Tom Roberts, Louisiana Tech University
James Courtney, Louisiana Tech University

The Role of Organizational Justice in Applying General Deterrence Theory to Curb Internal Computer Abuse
Prabashi Nanayakkara, United States
Tom Roberts, United States
Clay Posey, United States
Bryan Fuller, United States
James Courtney, United States
SESSION A  MANAGEMENT AND ORGANIZATIONAL BEHAVIOR III

Session Chair:  Julia Graham

Implications for Real Project Management Success: A Study of Avatar Identity as an Antecedent of Virtual Team Trust
Michael Lohle, Nova Southeastern University
Steven Terrell, Nova Southeastern University

Team Member Expectations of Leaders in Complex Global Virtual Environments
Leslie Tworoger, Nova Southeastern University
Cynthia Ruppel, Nova Southeastern University
Baiyun Gong, Nova Southeastern University

The Fairness of Telecommuting
Julia Graham, Louisiana Tech University

SESSION B  ACCOUNTING I

Session Chair:  Erick Valentine

Benford's Law and Earnings Management of Korean Firms
B. Brian Lee, Prairie View A&M University
Michael Lacina, University of Houston-Clear Lake
Dong Wuk Kim, National University

Regional Medical: An Environmental Analysis
Michala Ashley, (Student Paper)
Mary Fischer, The University of Texas at Tyler

Privacy and Harm and the Accountant's Standard of Care
Gary Poe, Grambling State University
Erick Valentine, Grambling State University
8:30 a.m. – 10:00 a.m.  SALON 820

SESSION C  MANAGEMENT INFORMATION SYSTEMS V

Session Chair:  Thomas Bell

Assimilating Project Management Institute’s Project Management Professional Certification Objectives into a Graduate Course Curriculum: The Encounters of Teaching Theory and Certification Objectives
Thomas Bell, Texas Wesleyan University

The Effect of Traditional Personality Traits on Individual Behavior in Online Social Networks
Prabhashi Nanayakkara, Louisiana Tech University
T. Selwyn Ellis, Louisiana Tech University

8:30 a.m. – 10:00 a.m.  SALON 821

SESSION D  INNOVATIVE EDUCATION V

Session Chair:  Brett Landry

Are We Seeking the Same Goals? A Study of University Learning Goals and Objectives and Students Learning Goals and Objectives
Les Singletary, Grambling State University
Gary Poe, Grambling State University
Long Li, Grambling State University

Citizenship Policy as a Classroom Management Technique
Guy Posey, Alabama A & M University
Roderick Posey, University of Southern Mississippi

Creating Visceral Cybersecurity Learning Labs
Brett Landry, University of Dallas
SESSION A  BUSINESS ENVIRONMENT, LAW, ETHICS CROSS-CULTURAL STUDIES I

Session Chair:  Khaled Alshare

Using an Online Simulation to Teach Ethical Decision-Making
Tracy Cole, Arkansas Tech University College of Business
Kim Troboy, Arkansas Tech University College of Business
Loretta Cochran, Arkansas Tech University College of Business

Small Business Ethics: Risks to the Firm from Bad Ethical Choices
Dot Davis, University of Louisiana – Monroe
Katherine Boswell, University of Louisiana – Monroe

The Usage of Decision Support Systems (DSS) in the Academic Environment: A Cross Cultural Study
Khaled Alshare, Qatar University
Helmi Hammami, Qatar University
Peggy Lane, Emporia State

SESSION B  INNOVATIVE EDUCATION VI

Session Chair:  Lynn Heinrichs

Designing a Data Fundamentals Course
Lynn Heinrichs, Elon University

Financial Statements Analysis for Managers Using ERP Software – A Simulation Based Approach Using ERP – Sim
Ohannes Paskelian, University of Houston Downtown
Peter Devries, University of Houston Downtown
Leonie Karkoviata, University of Houston Downtown

Student Engagement: An Experimental Approach Utilizing Bloom's Taxonomy
Rosemond Moore, South Texas College
Cynthia Sanchez, South Texas College
SESSION C  INFORMATION SECURITY & PRIVACY III

Session Chair: Long Li

A Social Information Processing Analysis of Coworkers’ Influence on IT Secure Usage in the Workplace
Long Li, Grambling State University

Exploring the Changes to the CISSP Domains
Brett Landry, University of Dallas
Sandra Blanke, University of Dallas

Revisiting Connectivity Threats in Securing Knowledge Management Systems
Brett Landry, University of Dallas
M. Scott Koger, NOAA

SESSION D  OPERATIONS & SUPPLY CHAIN MANAGEMENT V

Session Chair: Kimberly Whitehead

Using Simulated Projects to Teach Project Management Skills
Craig Williams, St. Edwards University
John Loucks, St. Edwards University

Role of Reverse Logistics in Operations
Rajat Mishra, University of Texas at Arlington

Sustainable Operations Management: Institutional Barriers to Execution
Kimberly Whitehead, University of Texas at Arlington