

DSI 2009 Program Summary as of 17-Oct-09

Sunday sessions

Sunday, Nov. 15th, 2009, 7:00-7:45am

EV-6: Nondenominational Christian Session

Sunday, Nov. 15th, 2009, 7:00-7:45am

Chair: Robert L. Andrews (Virginia Commonwealth University)

Nondenominational Christian Session

Submission #1005 ()

Authors: Robert L. Andrews (Virginia Commonwealth University)

Abstract: 7 to 7:45 AM time for Christians to assemble for informal sharing and reflection to begin Sunday.

Su1: Sunday, Nov. 15th, 2009 8:00-9:30AM

AD-7: 2010 Annual Meeting Program Committee

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Morgan Swink (Michigan State University)

Participants: Maling Ebrahimpour (University of South Florida - St Petersburg), Susan E. Pariseau (Merrimack College)

AD-8: Regional Activities Committee

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: G. Keong Leong (University of Nevada, Las Vegas)

Participants: Mahyar Amouzegar (California State University, Long Beach), Snehamay Banerjee (Rutgers University), Russell K. H. Ching (California State University, Sacramento), Timothy Paul Cronan (University of Arkansas), Gene Fliedner (Oakland University), Nafisseh Heiat (Montana State University-Billings), Karuna Jain (Indian Institute of Technology), Arvid C. Johnson (Dominican University), Thomas W. Jones (University of Arkansas), Wesley M Jones, Jr. (The Citadel), Vijay R. Kannan (Utah State University), Kai Koong (The University of Texas-Pan American), Dan Reid (University of New Hampshire), Antonio Rios-Ramirez (Monterrey Institute of Technology/University of Houston), Bidya S. Sahay (Management

Development Institute), Brooke A. Saladin (Wake Forest University), Tobias Schoenherr (Michigan State University), Kenneth Sousa (Bryant University), Linda G. Sprague (Rollins College), Barry A. Wray (University of North Carolina at Wilmington), Xiande Zhao (The Chinese University of Hong Kong), Raja Sooriamurthi (Indiana University-Bloomington), Gregory W. Ulferts (University of Detroit Mercy)

AD-9: Hawkes Learning Systems

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: (none specified)

CS-3: Being A Visionary Leader

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Gran26

Being A Visionary Leader

Submission #907 (*Workshop*)

Authors: Kari L. Granger (Center for Character and Leadership Development, United States Air Force Academy), Thomas W. Miller (Saint Louis University)

Abstract: The fundamental learning objective of this case is that visionary leaders have a starkly different relationship to vision than do unremarkable leaders. For an unremarkable leader, actions are derived from past results while the vision exists as a statement about the future. For a visionary leader, vision resides as a way of being and a place to come from. This has the future giving their being, thinking, planning and actions rather than the past.

Morgan Stanley: a Leading Global Financial Services Firm

Submission #70 (*Workshop*)

Authors: Suril Patel (St. John's University), Robert J. Mockler (St. John's University), Marc E. Gartenfeld (St. John's University)

Abstract: The main problem this cases study addresses is how to improve Morgan Stanley's company wide position against its competition and to achieve a winning edge over competitors within an intensely competitive industry. One key decision to be made was whether the company should offer a one-stop shop service as advocated by previous management or focus on their core activities.

EC-5: Online Behavior Study - II

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Kenneth Boyer (The Ohio State University)

The Impact of Customer Perceptions of Electronic-Service Quality on Future Purchase Behavior

Submission #439 (*Refereed Research Paper*)

Authors: Christian E. Randall (The Ohio State University), Kenneth Boyer (The Ohio

State University)

Abstract: The study empirically investigates the impact of customer perceptions of service quality on future purchase behavior in online retailing. Using longitudinal purchase and customer comment data obtained through a large online retailer of specialty footwear, we examine how perceptions related to delivery reliability, website, and customer service influence customer loyalty.

The Influences of Online Reviews on Purchasing Intention

Submission #457 (*Refereed Research Paper*)

Authors: TsanChing Kang (National Chung Cheng University), Albert H. Huang (University of the Pacific), Shin-Yuan Hung (National Chung Cheng University)

Abstract: Online review is an important feature of e-commerce. This paper reviews previous studies related to online product/service reviews and their influences on purchasing intention. In addition, this paper also examines literatures on information processing and conformity effects to offer a foundation for exploring how online purchasing intention is influenced by online reviews.

Prosumption Behavior: Evidence from YouTube Users in Taiwan

Submission #1007 (*Research Abstract*)

Authors: Li-Hua Huang (National Taipei College of Business), Jeng-Yan Tsai (Tamkang University)

Abstract: We investigate the YouTube users in Taiwan and study the prosumption behaviors based on the Unified Theory of Acceptance and Use of Technology Mode (UTAUT). The young male users dominate the YouTube as well as the professions and job statuses employ great impacts of participations and influences to peers. The average spending time on internet everyday is positively influenced by their friends and family members. The results are useful for cross-marketing activities in the e-commerce.

ES-4: Leadership Theory Revisited

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Rodric S Smith (United States Air Force Academy)

Can Employees' Work-Family Life Be Enriched By Leaders' Behaviors?

Submission #403 (*Refereed Research Paper*)

Authors: Haina Zhang (University of Otago), André M. Everett (University of Otago), Malcolm H. Cone (University of Otago), Graham Elkin (University of Otago)

Abstract: This paper proposes that seven different contemporary leadership approaches, as antecedents to the construct of work-family enrichment, produce different effects on it. This conceptual work will contribute to the literature on both leadership and work-family interdependencies by addressing theoretical gaps in these two fields of organizational behavior.

A General Theory To Test Social Reality

Submission #111 (*Refereed Research Paper*)

Authors: Chauncey M. DePree, Jr. (University of Southern Mississippi)

Abstract: The purpose of this project is to propose a general theory to test leaders' behavior vis-à-vis their institution's representations. It structures rigorous and relevant research to advance the integrity of institutions and its leaders.

Domains of Leader Development

Submission #953 (*Research Abstract*)

Authors: Rodric S Smith (United States Air Force Academy), Joseph E. III Sanders (United States Air Force Academy)

Abstract: What effect does social-cognitive structures have on a leader's capacity to 'be' authentic and act with integrity? How do you effectively develop these structures? This session will present a leader development model, which proposes how leaders observe shapes their expression and ability to produce results. Participants will discuss its implications.

FI-1: Trading Strategies and Dow Jones Index Dependence

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Gerald Kohers (Sam Houston State University)

More than 100-years of Long Term Dependence in the Dow Jones Index

Submission #849 (*Refereed Research Paper*)

Authors: Jonathan A Batten (Hong Kong University of Science & Technology), Peter G. Szilagyi (Judge Business School - University of Cambridge)

Abstract: We investigate the presence of long-term memory in over 100-years of daily returns on the DJIA using a local version of rescaled range analysis. Our approach involves first filtering index returns at different lags to accommodate short-term autocorrelated innovations in the return process. The Hurst exponent is then estimated over different interval lengths. Temporal market inefficiencies persist over the sample period as is evident from time variation in the h-statistic.

A Hologram Analysis of the Voluntary Tagging Disclosures of Mutual Funds

Submission #809 (*Research Abstract*)

Authors: Tahmoures A. Afshar (Woodbury University), Ashley Burrowes (Woodbury University)

Abstract: This paper examines the 2007 SEC proposal for Mutual funds to voluntarily disclose Risk and Return data on their XBRL filings with the SEC. The proposal was defiantly resisted by the mutual fund industry notwithstanding their industry association endorsement of the voluntary scheme. The hollow endorsement was followed soon thereafter by the financial sector meltdown and ultimately a recent SEC ruling to make the tagged disclosures compulsory. We deconstruct the proposals and the comments of the industry and in our hologram analysis reveal industry unwillingness to approach full disclosure or transparency. A conflict became apparent between the regulator and the industry over protection of the public interest and we provide case evidence from the Oppenheimer saga.

Pinpoint and Synergistic Trading Strategy of Candlesticks

Submission #188 (*Refereed Research Paper*)

Authors: Tsung-Hsun Lu (National Cheng Kung University)

Abstract: The candlestick trading strategy is a very popular technical method to convey the growth and decline of the demand and supply in the financial market. In this paper, we aim to investigate the predictive power of the candlestick two-day patterns, and to find out the key factors to improve the performance.

HC-4: Unique Approaches to Healthcare Challenges

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: W. C. Benton (The Ohio State University)

Evaluating Manufacturing Approaches for Healthcare Problems

Submission #1037 (*Research Abstract*)

Authors: Alexandra J Park (The Ohio State University), W. C. Benton (The Ohio State University)

Abstract: – An increasing number of studies have attempted to apply manufacturing concepts in health care settings. However, many studies fail to consider the unique contextual differences between healthcare and manufacturing based operating environments. Specifically, the purpose of this study is to evaluate the adaptation of traditional manufacturing methods to the healthcare arena. Healthcare measurement criteria must consider both efficiency as well as clinical quality.

A Study of Lean Process Improvement in Outpatient Clinics

Submission #749 (*Research Abstract*)

Authors: Linda R. LaGanga (Mental Health Center of Denver)

Abstract: Lean process improvement has been implemented in many hospitals with documented success resulting from rapid improvement events but there are far fewer examples of successful lean projects in outpatient clinics. This case study of five lean improvement projects in an outpatient healthcare system explores factors related to successful operational improvement, identifies barriers, and provides insights for ensuring successful lean project implementation specifically in outpatient settings.

HM-3: Labor Research in Hospitality

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Melissa St. James (California State University Dominguez Hills)

Measuring the Comparative Efficiency of Labor for Work Force Management

Submission #218 (*Refereed Research Paper*)

Authors: Justin Tyree (Central Washington University), Seong-Jong Joo (Colorado State

University-Pueblo), Peter J. Billington (Colorado State University - Pueblo)

Abstract: Restaurant businesses are labor intensive and require managing employees for the high level of productivity. We analyzed the efficiency of labor using pertinent variables for a restaurant. The major contributions of this study are the use of real data and providing a framework for work force management using DEA models.

An Overview of Labor Management System Usage in US Restaurant Industry

Submission #903 (*Research Abstract*)

Authors: Mehmet Erdem (University of Nevada, Las Vegas), Cihan Cobanoglu (University of Delaware), Nicholas Thomas (UNLV), Fatma Nasoz (University of Nevada, Las Vegas)

Abstract: This study seeks to determine how well restaurant operations are currently utilizing the labor management systems. The scope of usage and perceived benefits of usage by operators are examined. The results indicate that several features of labor management systems are under-utilized or not used at all. Considerable differences in usage were also identified between different types of restaurant operations.

An Overview of Lessons Learned in Hurricane Katrina

Submission #1009 (*Research Abstract*)

Authors: Mehmet Erdem (University of Nevada, Las Vegas)

Abstract: What are the lessons learned by the hotel industry at the aftermath of hurricane Katrina. This study surveyed hotel GM's and HR directors. Results reveal decision making issues pertaining to business continuity plans of hotels.

IB-3: Legal Issues & Regulatory Environment in International Arena

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Minoo Tehrani (Roger Williams University)

Dynamic Interaction of Transition Strategy on MNCs

Submission #249 (*Refereed Research Paper*)

Authors: Tsai Ming-Tien (National Cheng-Kung University), Pi-Lien Weng (National Cheng Kung University)

Abstract: This is a conceptual article to integrate both host and home country institutional pressure when MNCs consider the issue of strategy transition. We differentiate institutional pressure into external pressure, namely regulatory and normative pressure, and internal pressure, namely cognitive pressure, and hope to identify how MNCs respond to each of these. We suggest that if firms want to succeed in transiting strategy to foreign subsidiaries, then they should not only consider the institutional pressure of the host country, but also the cultural effects of home country.

Legal Origins and Ease of Start-up Businesses: The Case of Sub-Saharan African Countries

Submission #449 (*Refereed Research Paper*)

Authors: Jean Kabongo (Millersville University), John O. Okpara (College of Business

Bloomsburg University)

Abstract: The impact of legal origins on the regulations of start-up businesses in 47 sub-Saharan African (SSA) economies is investigated in this paper. Findings indicate that French legal origin countries in SSA offered a friendlier business environment than English legal origin countries for the number of procedures, completion time, and official cost. The evidence is inconsistent with Legal Origin Theory in three of four areas of analyzed regulations.

Ergos versus Ethnos: An International Comparison of Legal Theories Underlying Antidiscrimination Law

Submission #916 (*Research Abstract*)

Authors: Elizabeth L. Duncan (Troy University), Richard Steven Voss (Troy University), John C. Duncan (Florida A&M University College of Law)

Abstract: This study analyzes legislative and case law patterns across key countries to assess the degree to which legal theories are following mainly job-centric or ethnocentric trajectories. The result is optimally a more straightforward, useful model for applying human-resource selection practices across national boundaries.

IE-12: Online MBA Courses, and Online Interaction

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: J. B. Arbaugh (University of Wisconsin Oshkosh)

Sage, Guide, Both, or Even More? An Examination of Instructor Activity in Online MBA Courses

Submission #139 (*Refereed Research Paper*)

Authors: J. B. Arbaugh (University of Wisconsin Oshkosh)

Abstract: This study examined faculty characteristics and behaviors in 46 MBA courses conducted over a two-year period. We found that both formal and informal instructor behaviors were positive predictors of course outcomes. We also found that instructor login duration was a negative predictor of perceived learning.

Using Social Networking for Educational Enhancement

Submission #724 (*Research Abstract*)

Authors: Michael J. Magro (University of North Texas), Sherry Ryan, Jason H. Sharp (Tarleton State University), Katie A. Ryan (Dallas Regional Chamber)

Abstract: This research explores how an innovative technology, social networking, can be used to generate social capital and facilitate knowledge exchange in an educational context. We use autoethnography, a qualitative methodology, to examine how social networking can help students learn from other students and professors.

The Importance of Interaction in Online Learning Environments

Submission #1038 (*Research Abstract*)

Authors: Akhlaq Hossain (University of North Texas)

Abstract: This paper discusses the Importance of Interaction in Online Learning

Environments. Types of interactions are identified and the need for assessing the level of interactivity is addressed. Taxonomies that define and classify the interactions are discussed. Research studies are reviewed and recommendations are made for future research in this area.

IE-13: Course-casting for the Millennial Generation: Examining the Myths and Realities of Lectures-on-Demand (Workshop)

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Natalie C. Simpson (University at Buffalo (SUNY))

Course-casting for the Millennial Generation: Examining the Myths and Realities of Lectures-on-Demand

Submission #1025 (*Workshop*)

Authors: Natalie C. Simpson (University at Buffalo (SUNY)), Philip G. Hancock (State University of New York)

Abstract: Course-casting enables a single professor to serve hundreds of students through video-on-demand, a model likely to grow as instructional resources shrink at many institutions of higher learning. A new user will encounter many 'truisms' when considering this mode of instruction, a surprising number of which are poorly supported by experience.

IE-14: Group-Project Grades, Class Size and Attendance, & Review Sheet Strategies

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Chien-Yu Chen (George Mason University)

A Study of Group-Project Grades Differentiation Mechanisms

Submission #900 (*Research Abstract*)

Authors: Chien-Yu Chen (George Mason University), Youngshin Kim (George Mason University)

Abstract: Instructors often adopt certain grading mechanisms to differentiate individual grades among students in a group-project team. We analyze basic properties of popular grading mechanisms that use peer/self evaluation and assessment feedbacks from all team-members. We further study the embedded incentive structures of these grading mechanisms by using a game-theory model.

The Effects of Attendance and Class Size on Performance in the Introductory Business Statistics Course

Submission #580 (*Research Abstract*)

Authors: Boualem Kezim (Merrimack College), Susan E. Pariseau (Merrimack College)

Abstract: This paper explores the effects of GPA, class size and attendance on performance in the business statistics course at two institutions. Our preliminary findings

suggest that absences have a greater impact in a large class setting than in a small class environment. We also found a nonlinear relationship between absenteeism and performance. A small number of absences has little negative impact on performance whereas a larger number of absences results in a greater decrease in performance.

Review Sheet Strategies to Improve Learning Outcomes

Submission #886 (*Research Abstract*)

Authors: Maureen P. Lojo (California State University, Sacramento)

Abstract: Many professors allow students to use a sheet of notes during exams. Some professors provide these, while others have students prepare their own. Some review sheet strategies are more effective than others. This paper looks at the relationship between review sheet characteristics and student performance on exams.

IS-8: Technology Diffusion and Adoption

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Jaejoo Lim (South Carolina State University)

The Determinants of IT Assimilation at the Individual Level: From the Perspective of Double-Loop Processes

Submission #178 (*Refereed Research Paper*)

Authors: Jaejoo Lim (South Carolina State University), Gerald Gonsalves (South Carolina State University)

Abstract: We conceptualize a double-loop process framework where 'Prescribed Framework' and 'Emergent Interaction' represent different aspects of organizational IT introduction. IT assimilation is then argued to be the product of the 'Emergent Interaction' loop. Finally, IT assimilation factors are sought in the Emergent Interaction loop, where continuous adaptations and commitments occur.

Determinants Affecting Individual Adoption of CAFM Application: A Revised Diffusion of Innovations Framework

Submission #438 (*Refereed Research Paper*)

Authors: Supornchai Saengratwatchara (King Mongkut's Institute of Technology Ladkrabang), Por-ngarm Saengratwatchara (Southern Illinois University at Carbondale)

Abstract: The paper presents a re-positioned framework of the Diffusion of Innovations (Rogers, 1995) to examine additional factors that influence FM managers to adopt CAFM application. We further propose that the relationship between the intention to adopt CAFM and the characteristics of innovation will be moderated by size of facility. Relevant issues in explaining key variables and specified implications for future research and management practice are discussed.

The Impact of Change Management on Technology Adoption

Submission #1008 (*Research Abstract*)

Authors: Lemuria D Carter (North Carolina A & T State University), Jean T. Wells (Howard University), Gwendolyn McFadden-Wade (North Carolina A & T State

University)

Abstract: This study explores the impact of change management on technology utilization. The proposed model integrates change and acceptance literature to provide more insight on innovation diffusion. To test the model, a survey will be administered to managers of a free tax filing service. Results will be analyzed using linear regression.

IS-9: Green IT

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Paul I. Safonov (Saint Cloud State University, MN)

Green IT: The New Imperative

Submission #735 (*Research Abstract*)

Authors: Silvester Ivanaj (ICN Business School)

Abstract: Green IT (or green computing) has recently become at least a trend, if not an imperative, for many companies. The aim of this article is to investigate the green IT research field in order to survey its main theoretical and practical issues. Green IT (or green computing) has recently become at least a trend, if not an imperative, for many companies. The aim of this article is to investigate the green IT research field in order to survey its main theoretical and practical issues.

Environmental-Economic Decision Making: Implications for Sustainable Development

Submission #918 (*Research Abstract*)

Authors: Paul I. Safonov (Saint Cloud State University, MN)

Abstract: Environmental impact and management are among important concerns for businesses to gain a competitive advantage. Information technology and systems are another major factor in companies' strive for success. I discuss a taxonomy and implications of information systems supporting ecological sustainability aspects from a business perspective. Paper considers various information systems used in national and corporate accounting, environmental auditing, and modeling of ecological-economic impact.

Information Management in an Increasingly Tight Regulatory Compliance Environment

Submission #434 (*Research Abstract*)

Authors: Jim Chen (St. Cloud State University), Olivia F. Lee (St. Cloud State University), Janell M. Kurtz (St. Cloud State University)

Abstract: Information management in today's tight regulatory environment presents a challenging task to many organizations. This paper reviews the challenges of regulatory compliance and proposes a centralized approach. A case study is used to demonstrate some important compliance strategies.

IS-10: Invited Panel Session: Current Status and Issues in Wireless/Mobile and Virtual Networks

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: J. P. Shim (Mississippi State University)

Invited Panel Session: Current Status and Issues in Wireless/Mobile and Virtual Networks

Submission #675 (*Panel Discussion*)

Authors: J. P. Shim (Mississippi State University), John M. Pearson (Southern Illinois University), Mark Schmidt (St. Cloud State University), Raj Sharman (The State University of New York at Buffalo), Brett J. L. Landry (University of Dallas), Chengqi Guo (University of West Alabama)

Abstract: The trend of mobile wireless technologies has been forging ahead. The invited panelists will discuss current status, issues, and future directions in mobile and wireless technologies. LTE and LTE Advanced technologies will be introduced. Security, performance, and configuration in virtual networks will also be discussed.

MK-4: Consumer Decision Making

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Lakisha L Simmons (The University of Mississippi)

Driving Forces of Consumers' Online Reviews: An Empirical Study of the Movie Industry

Submission #864 (*Research Abstract*)

Authors: Lakisha L Simmons (The University of Mississippi), Jun Yang (The University of Mississippi), Surma MukhoPadhyay (The University of Mississippi), Sumali J. Conlon (University of Mississippi)

Abstract: Results on valence feelings of e-WOM reviews are mixed, and there is limited research to study the content of user reviews. We use a content analysis / text extraction technique from an online movie review Web site and an empirical regression approach to study consumers' evaluations on movies. We have identified the key factors driving consumers' evaluations online towards movies using the techniques.

Decision-maker Sequential Search: More Pay More Gain?

Submission #136 (*Refereed Research Paper*)

Authors: WANG Yuan (Management School of Xi'an Jiaotong University)

Abstract: We study sequential search behaviour in a generalized "secretary problem" in which a single object is to be selected from a set of n alternatives. Alternatives are inspected in a random order, one at a time, and only the rank order of the current alternative relative to the ones that have already been observed can be ascertained. At each period, the DM may either accepting the current alternative, stopping to search or rejecting the current alternative, continue to search. We propose that DM's $g(\textit{truncated -- too long})$

A Conceptual Model of Pro-Environmental Consumer Decision and Action

Submission #341 (*Refereed Research Paper*)

Authors: David M. Nelson (The University of Toledo), Jeen-Su Lim (University of Toledo)

Abstract: This study offers insight into consumer pro-environmental behavior by developing a conceptual model of consumer decision process that incorporates antecedents and constructs which influence Environmental Action of Consumers in a positive manner. By adopting the Theory of Reasoned Action, the proposed model identifies key determinants of positive environmental attitudes and behavior from a green marketing strategy perspective. Future research and managerial implications are discussed.

MM-5: Manufacturing Strategy- 1

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Lawrence M. Corbett (Victoria University of Wellington)

Reconceptualization of Manufacturing Flexibility and Its Dimensions: An Expanded Perspective

Submission #461 (*Refereed Research Paper*)

Authors: Pamela Rogers (Cameron University), Richard E. White (University of North Texas), Divesh Ojha (Clemson University)

Abstract: We propose a multi-dimensional conceptualization of manufacturing flexibility. We propose 6 dimensions comprise manufacturing flexibility (product-mix, routing, equipment, volume, labor and supply management). We hypothesize that manufacturing flexibility is a second-order construct with six complementary dimensions. We test our model using data collected from U.S. manufacturers. The results of confirmatory factor analysis support our hypothesis of a second-order multi-dimensional structure.

The Impact of Strategy, Structure, and Practice on Manufacturing Performance

Submission #587 (*Research Abstract*)

Authors: R. Samuel Sale (Lamar University), George N Kenyon (Lamar University), Michael Stodnick (University of Dallas)

Abstract: Firms have looked to improve manufacturing performance through the implementation of various practices and technologies. The results of these efforts have been mixed. Mismatches between strategy, structure, and practices have frequently resulted in poor performance. The failure to perceive and correct mismatches often leads to poor long-term performance. This research addresses the issue of how firms should structure themselves to achieve best performance.

The Balanced Scorecard and Theory of Constraints: An Analysis of their Interrelationship

Submission #1049 (*Research Abstract*)

Authors: Mahesh Gupta (University of Louisville)

Abstract: This paper answers the question “Can the BSC and TOC frameworks be used simultaneously?” Our research suggests that these frameworks are complementary and a firm can employ the BSC to achieve strategic alignment among the measurements from four perspectives and the TOC to provide strategic focus on the system constraints.

Resilience in Manufacturing SMEs in New Zealand

Submission #730 (*Research Abstract*)

Authors: Lawrence M. Corbett (Victoria University of Wellington)

Abstract: This paper examines the resilience of the operations strategy decisions of New Zealand SME manufacturers in the current business environment. It is based on a multiple-case study approach. In particular it examines how the capabilities developed by the firms over the last 10 years are helping them survive and prosper.

MM-6: JIT and Lean Manufacturing - 2

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Shad Dowlatshahi (University of Missouri-Kansas City)

Case Studies of JIT concept in Small to Medium Enterprises

Submission #121 (*Award Competition Entry*)

Authors: Shad Dowlatshahi (University of Missouri-Kansas City)

Abstract: By utilizing four case studies, challenges facing some SMEs with regard to their JIT implementation are analyzed and their implications are presented. A conceptual framework, along with the related hypotheses, is presented wherein the barriers and enablers of JIT implementation in SMEs are discussed.

MS-5: Integer & Linear Programming

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Lori M. Houghtalen (Babson College)

Integer Programming Formulation of Task Assignment for Unmanned Aerial Vehicles (UAVs)

Submission #815 (*Research Abstract*)

Authors: Bahram Alidaee (University of Mississippi), Haibo Wang (Texas A&M International University)

Abstract: Variety of task assignment formulation of unmanned aerial vehicles (UAVs) have been proposed in the last one decades. However, most of these integer programming formulations have too many variables or too many constraints. Many of them are not compact. We present several compact formulations of UAVs. We also present computational experiment of generated problems.

Using Integer Programming to Maximize Battery Manufacturing Productivity

Submission #850 (*Research Abstract*)

Authors: Hesham K. Alfares (King Fahd University of Petroleum & Minerals)

Abstract: An integer programming model is presented to optimize battery production planning in a mid-size company. The model maximizes daily profits obtained from batteries produced in the formation stage, subject to limited manufacturing resources, time limitations, and demand restrictions. Compared to manual production planning, the IP increases daily profits by 12%.

A Linear Program to Compare Multiple Gross Credit Loss Forecasts

Submission #1026 (*Research Abstract*)

Authors: Derald E Wentzien (Wesley College)

Abstract: A linear programming model is developed and used to compare alternative forecasts for a single variable. An inherent problem associated with generating multiple forecasts is the question of how to incorporate the results into a single forecast. The linear programming model is designed to assign weights to the different forecasting methodologies such that the mean absolute deviation between actual and forecast results is minimized. Senior executives can use the weights to analyze the accuracy of each forecast and incorporate each of the different forecasts into one set of numbers.

NP-1: Strategy, Model, and Product Development Restructuring

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Brian W. Jacobs (Michigan State University)

Multifunction Product Offering Strategy: A Utility Model

Submission #557 (*Research Abstract*)

Authors: Yuwen Chen (University of Rhode Island), Asoo Vakharia (University of Florida)

Abstract: This paper assumes that a firm offers two distinct single-function products in two markets, in which some buyers of the single-function products overlaps. Observing the demand for the multifunction product emerges, our model provides the optimal price and optimal quality level for offering a multifunction product when some conditions hold. We find that, to make offering a multifunction product profitable, there exists a minimal quality level for the multifunction product.

Organizational Factors and Adoption of the Capability Maturity Model

Submission #608 (*Research Abstract*)

Authors: Eric C. Jackson (Penn State - Erie), Matthew E. Swinarski (Penn State Erie), Michael E. Vavrek (Penn State Erie, graduate student)

Abstract: Project management has become more and more pivotal to the success of firms. As a result it is vital that a firm be able to measure its project management capability or maturity. The Software Engineering Institute (SEI) has developed a rigorous framework called Capability Maturity Model Integration (CMMI). Using computer aided

Text analysis (CATA) we determine if there is a correlation between existing organizational factors and a firm's adoption of the CMMI.

The Effect of Product Development Restructuring on Shareholder Value

Submission #626 (*Research Abstract*)

Authors: Brian W. Jacobs (Michigan State University), Vinod R. Singhal (Georgia Institute of Technology)

Abstract: We examine how product development restructuring (PDR) affects shareholder value. Specifically, we collect a sample of PDR announcements to empirically examine two issues. First, we estimate the overall magnitude of the stock market reaction to a diverse set of PDR announcements. Second, we examine how the stock market reaction varies both by type of PDR and by the firm's motivation to undertake it. We also examine what other factors influence the stock market reaction to PDR.

OB-3: The Impact of Leadership on Persons and Processes

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: S.K. Peer (K.S.R.M. College of Engineering)

The Impact of Managerial Characteristics on Employees Willingness to Cooperate

Submission #961 (*Research Abstract*)

Authors: Stacey Schetzle (Ball State University)

Abstract: In this study it is proposed that managers' characteristics impact the willingness of their employees to cooperate with them. The results revealed that that manager consideration, salespeople's trust in their manager, and salespeople's commitment to their manager had a direct relationship with cooperation.

The Influence of Servant Leadership on Innovation Processes

Submission #906 (*Research Abstract*)

Authors: Moronke Idiagbon-Oke (Grand Canyon University), Adegoke Oke (Arizona State University)

Abstract: Leadership plays a vital role in fostering and enhancing innovation performance of teams. In this study, we investigate the influence of servant leadership on team or unit level innovation performance using data collected from several supervisor-led teams in different organizations. Our SEM analysis reveals interesting relationships between different aspects of servant leadership and team level innovation performance.

Leaders' Behaviors during Radical Change Processes: Subordinates' Perceptions of How Well They Walk the Talk

Submission #296 (*Refereed Research Paper*)

Authors: Timothy Hartge (University of Michigan-Dearborn), Thomas Callahan, Cynthia King (Naval Postgraduate School)

Abstract: This research asked 259 upper and middle level managers to assess the congruence between their leaders' communications and their behaviors in organizations

experiencing radical change. Results indicated that when subordinates assess their perceptions of change, leaders' abilities to provide rewards and resources play significant roles in determining that assessment.

PD-1: Faculty Liability Issues

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Karen L. Fowler (Colorado State University--Pueblo)

Faculty Liability Issues

Submission #603 (*Colloquium*)

Authors: Shirley A. Hopkins (California State University, Chico), Krishna S. Dhir (Berry College), Karen L. Fowler (Colorado State University--Pueblo)

Abstract: This session covers faculty liability issues. Research is presented citing heightened civil liability for faculty involved in situations of inappropriate student behavior that may occur while serving as advisors to student clubs, and so on. Performance evaluation pressure to serve as advisors is discussed in light of serious potential repercussions.

QP-8: Research Opportunities with Malcolm Baldrige National Quality Award Scoring Data

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Syed Shahabuddin (Central Michigan University)

Research Opportunities with Malcolm Baldrige National Quality Award Scoring Data

Submission #1020 (*Workshop*)

Authors: Susan Engelkemeyer (Ithaca College)

Abstract: The Malcolm Baldrige Award has been in effect for over 20 years. Originally available to manufacturing, service, and small business, the award has been expanded to include education, health care, and nonprofit organizations. Scoring data will soon be released that will facilitate research on comparative performance among the six award categories and within the seven criteria elements. This session will address potential research streams and questions that can be explored with these data.

QP-9: Theoretical Frameworks for Quality

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Jeffery S. Smith (Florida State University)

TQM, Six Sigma, and Lean manufacturing: A configuration theory perspective

Submission #778 (*Research Abstract*)

Authors: Xingxing Zu (Morgan State University), Dong-Qing Yao (Towson University), Xiaowei Zhu (West Chester University of Pennsylvania)

Abstract: TQM, Six Sigma and Lean have different focuses, principles, and techniques in tackling process improvement, but they are often used in combination for comprehensive improvements in organizations. From the perspective of configuration theory, this study examines the pattern of implementing the three approaches to explore the interactions between them and their integrated effects on performance.

An Integrated Approach to Work Design Practices using Lean and Socio-technical Systems Principles

Submission #554 (*Research Abstract*)

Authors: Mohammed Raja (Clemson University), Lawrence D. Fredendall (Clemson University)

Abstract: Understand how elements of work-design practices impact employees' quality of work life and work unit performance. Organization information processing theory is used as a theoretical lens to propose work design practices by integrating lean and socio-technical systems principles. Data collected from surveying team leaders/front line employees, and analyzed using HLM

Quality Management Systems: A Dynamic Fit Theory for Continuing Competitive Advantage

Submission #777 (*Research Abstract*)

Authors: Kevin Linderman (University of Minnesota), Hung-chung Su (University of Minnesota)

Abstract: Many firms have attained a high level of quality performance only to lose it later on. Limited research has investigated how to sustain it over time. This study develops a process theory about how to sustain a quality advantage. By drawing on System Dynamics and fit theory this research argues that sustaining a quality advantage requires firms to both maintain and adapt the quality system to the environment over time. Sustaining a quality advantage requires both maintaining and adapting.

SC-21: Planning and Scheduling Systems for Production, Remanufacturing and Product Recalls

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Roger Gagnon (North Carolina A&T State University)

Study of the Use of an Advanced Planning and Scheduling System as a Part of the Production Planning Process at a Steel Major in India

Submission #430 (*Refereed Research Paper*)

Authors: Sanjay Kumar (XLRI Jamshedpur), Biswajit Roychowdhury (Tata Steel)

Abstract: Paper helps in identification of reasons, for modification of the APS suggested

optimal solutions, by the managers. Organizational and people perspectives help in understanding why APS solutions are not implemented directly by managers. Multiple requirements for managers viz. managing the process, process variation and technical complexities, resulted in conflicting requirements.

A Literature Review and Analysis of Remanufacturing Scheduling

Submission #467 (*Refereed Research Paper*)

Authors: Shona D. Morgan (North Carolina A&T State University), Roger Gagnon (North Carolina A&T State University)

Abstract: We examine our progress in scheduling remanufacturing operations by reviewing the literature in detail. We individually examine published research in scheduling disassembly, remanufacturing/repair, and reassembly operations and their integration. The objective functions/performance criteria, quantitative methodologies, and complexities/issues are examined. Finally, an overall assessment of our progress and continued research needs are presented.

Product Recall Implications for Supply Chain Management: A Research Framework

Submission #659 (*Research Abstract*)

Authors: Byron J. Finch (Miami University), Xiaowen Huang (Miami University)

Abstract: Product recalls, particularly those involving food and toys, have received an increasing amount of publicity. This study develops a framework to provide structure and direction for future research examining how supply chain management practices can reduce the likelihood of recalls and improve the management of those that do happen.

SC-22: Use of Marketing and Operations Strategies to Improve Supply Chain Performance

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Gregory D. DeYong (Indiana University)

Weather-Conditional Rebates for Seasonal Products

Submission #37 (*Refereed Research Paper*)

Authors: Fei Gao (The Chinese University of Hong Kong), Ozgun Caliskan Demirag (The Pennsylvania State University, Erie), Frank Chen (The Chinese University of Hong Kong)

Abstract: Weather-conditional rebates are becoming increasingly popular for retailers of seasonal products. In such promotions, customers who buy the product in a preselling period are offered rebates if a pre-specified weather condition is realized during the later normal selling season. Using a two-stage decision model with stochastic demand, we show that the weather-conditional rebate programs can increase sales, reduce the inventory holding cost and ordering cost by taking advantage of the early sales, and as a result it can increase the retailer's expected profit.

Competition Strategy and Market Segmentation for Suppliers with Replaceable Products

Submission #429 (*Refereed Research Paper*)

Authors: Yu (Amy) Xia (Middle Tennessee State University)

Abstract: This research studies the competition of suppliers in a two-echelon supply chain. The supply chain contains two suppliers, each offering one type of replaceable products and multiple buyers with difference order profile (order frequency and order quantity) and preference to the replaceable products. A Hotelling-type model is used to describe the buyers' preference to the products. The equilibrium price, market segmentation, and overall profit for the suppliers are found based on Game Theory.

Analysis of Marketing and Operations Strategies to Prevent Product Counterfeiting

Submission #654 (*Research Abstract*)

Authors: Gregory D. DeYong (Indiana University)

Abstract: We mathematically model strategies to combat the counterfeiting of products by unauthorized manufacturers. The strategies include marketing to reduce the appeal of cloned products, product changes to increase the cost of cloned products and a mixed strategy combining the two approaches. Effectiveness of the strategies is examined.

SC-23: Humanitarian Supply Chain Management: Introducing the Concept

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Steven A. Melnyk (Michigan State University)

Humanitarian Supply Chain Management: Introducing the Concept

Submission #609 (*Workshop*)

Authors: Steven A. Melnyk (Michigan State University), Edward Davis (University of Virginia), D. Clay Whybark (University of North Carolina)

Abstract: This workshop introduces the concept of the humanitarian supply chain as a distinct category of SCM. It identifies what makes the humanitarian supply chain different from the typical demand driven supply chain and it explores the major unresolved managerial and research issues surround it. In the first session (of two), we introduce it through invited case studies from such organizations as the American Red Cross.

SC-24: Supply Chain Inventory Management Decisions

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Seunghwan E. Kim (University of Illinois at Urbana-Champaign)

Analyzing Supply Chain Decisions on Business Game

Submission #926 (*Research Abstract*)

Authors: Yoshiki Matsui (Yokohama National University), Motonari Tanabu (Yokohama National University), Hiroaki Shirai (Yokohama National University)

Abstract: A simple online business game for supply chain management is implemented

and different decision rules adopted by players are recognized. Then, those decision rules are analyzed to find the robust replenishment policies for different demand conditions.

Designing Robust Push-Pull Supply Chains Using Multiple Inventory Stock Points with Different Levels of Postponement as the Demand Pulling Points for the Lead Time Dependent Customer Demand

Submission #852 (*Research Abstract*)

Authors: Seunghwan E. Kim (University of Illinois at Urbana-Champaign), John W. Fowler (Arizona State University), Dan L. Shunk (Arizona State University)

Abstract: We present a concurrent supply chain design framework of products, processes and organizational forms with a new hybrid push-pull model which can incorporate multiple inventory stock points with different levels of postponement. A comparison with the conventional push-pull model is given and some insights on the impact of having multiple inventory points with multiple level of postponement to designing push-pull supply chains and customer lead time management are provided.

The Inventory with Constant Replenishment and Compound Poisson Demands under Lost-Sales Policy

Submission #577 (*Research Abstract*)

Authors: Junmin Shi (Rutgers Business School)

Abstract: This paper studies the discounted inventory cost over infinite time horizon with constant replenishment and compound Poisson demands under lost-sales policy. We first derive the joint distribution of inventory level before lost-sales, lost-sale size and lost-sale time. Then the expected present value of inventory cost is obtained by a renewal equation. For the special case with constant lost-sale penalty and exponential demand, we have its explicit function for the expected discounted penalty.

SC-25: Supply Chain Flexibility

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Alan W. Mackelprang (University of South Carolina)

An Empirical Examination of the Fit between a Firm's External Environment and its Supply Chain Flexibility

Submission #576 (*Research Abstract*)

Authors: Alan W. Mackelprang (University of South Carolina), Manoj K. Malhotra (University of South Carolina)

Abstract: We empirically show that the extent to which firms invest in building their supply chain flexibility capabilities is dependent on the firm's external operating environment and its own propensity to take risks. The performance impacts of aligning supply chain flexibility capabilities with a firm's risk taking propensity are also examined.

Dynamic Flexibility—Operational Definition, Measurement & Analysis

Submission #422 (*Research Abstract*)

Authors: Baohua Qin (College of Business, University of Toledo, Toledo, Ohio 43606), Hokey Min (Bowling Green State University)

Abstract: Although flexibility has been researched for about 30 years, it lacks operational definition of flexibility which can facilitate measuring the construct and further verify the endeavor of the companies on improving it. This paper analyzes the dimensions and measurement of flexibility using systems theory from dynamic perspectives.

Flexibility as an Antecedent of Supply Chain Agility: Impact on Firm Performance
Submission #873 (*Research Abstract*)

Authors: Soumen Ghosh (Georgia Institute of Technology), Patricia M. Swafford (University of Texas at Arlington), Keah Choon Tan (University of Nevada Las Vegas)

Abstract: Incorporating flexibility and agility in the supply chain is often viewed as effective approaches to deal with marketplace volatility and uncertainty. However, the extant literature is mostly lacking in clarity in precisely delineating the difference between flexibility and agility. This study, using survey data from manufacturing firms, disentangles the two paradigms, and shows that flexibility acts as an antecedent of supply chain agility towards positively impacting firm performance.

SE-1: Employee Computer Misuse

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Michael L. Gibson (University of Houston)

Employee Computer Misuse: An Empirical Research

Submission #272 (*Refereed Research Paper*)

Authors: Belal M.T. Abdelfattah (University of Texas at El Paso), Adam M. Mahmood (University of Texas at El Paso), Leopoldo L. Gemoets (University of Texas at El Paso), Edimara M. Luciano (Pontifical Catholic University of Rio Grande do Sul, Brazil)

Abstract: Information security is critical to most organizations. The present research-in-progress provides a comprehensive model that integrates employee profile, information security policies, information security awareness, security access control, and intrusion monitoring. The results from the research will be useful to researchers and practitioners alike.

Information Systems Misuse and Computer Security in the Small Business

Submission #373 (*Refereed Research Paper*)

Authors: Charles B. Foltz (University of Tennessee at Martin), Janet Renwick (University of Arkansas - Fort Smith)

Abstract: Information systems misuse and computer crime are an ongoing problem; however, much existing research has focused upon larger organizations. This study examines the extent of misuse facing small businesses today. Further, this research examines the technology adoption process followed by small businesses when considering security software and procedures.

Antecedents of Traceability System Adoption: The Impact on Operational Performance

Submission #416 (*Research Abstract*)

Authors: Ki-hyun Park (University of Toledo), Anand S. Kunnathur (The University of Toledo)

Abstract: This paper studies the adoption of traceability systems and its impact on supply chain management including different business enterprises. Based on existing literature reviews, this paper presents a model that identifies the antecedents of traceability system use along supply chain and investigates its impact on a firm's operational performance. Managerial and theoretical implication, research limitation and future research are discussed.

A Security Assurance Framework for a Construction Enterprise

Submission #1053 (*Research Abstract*)

Authors: Dung T. Nguyen (University of Houston), William A. Conklin (University of Houston), Michael L. Gibson (University of Houston)

Abstract: This research provides an information security (INFOSEC) framework as the basis for the security posture of construction companies. The framework helps minimize INFOSEC risks to permit construction personnel to concentrate on business. The framework is derived from secondary data relative to important aspects of security in the construction industry. The framework is used in a case study in a construction company to assess their ability to implement the framework.

SI-3: Cultural Global Social Issues.

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Joseph S. Mollick (Texas A&M University-Corpus Christi)

Do National Culture and Organizational Development Affect the Effectiveness of ERP Implementation? A Tale of Two Cultures: US versus China

Submission #149 (*Refereed Research Paper*)

Authors: Lillian Y. Fok (University of New Orleans), Sandra J. Hartman (University of New Orleans), Wing M. Fok (Loyola University), Jing Li (Loyola University New Orleans)

Abstract: In this study, we are concerned with several issues surrounding current ERP implementation status and report initial findings from managers in a wide variety of organizations in the U.S. and China on their experiences with ERP implementation and attempt to suggest implications.

Does Culture affect e-Readiness? - A Case Study

Submission #368 (*Refereed Research Paper*)

Authors: Anil Aggarwal (University of Baltimore)

Abstract: E-Learning is creating unprecedented enthusiasm among traditional and non-traditional students. E-learning is self-driven in that students become the driver and

faculty becomes the mentor. This paper addresses one aspects of e-learning, e-readiness, that should be used in admitting students to on-line courses. In addition, paper also studies if culture influences e-readiness.

Towards Understanding of Diversity and Conflict in Global Virtual Teams

Submission #100 (*Refereed Research Paper*)

Authors: Praveen Pinjani (Delaware State University), Prashant Palvia (University of North Carolina - Greensboro)

Abstract: This study examines the interplay of – member diversity, technology and conflict on GVT effectiveness, through a normative framework, with additional focus on understanding the impact of collaborative technology and task characteristics using field survey of 58 GVT spanning 18 countries and with members in 10 different functional areas.

SM-3: Service Process

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Sagnika Sen (Pennsylvanis State University - Great Valley)

A Conceptual Framework for Sustainable Process Improvement and Empirical Verification

Submission #148 (*Research Abstract*)

Authors: Germaine H. Saad (Widener University), Samia M. Siha (Kennesaw State University)

Abstract: Process Improvement (PI) scope is very broad, as improvement can be achieved by different means, in different forms, at different levels, and in different scopes. The contribution of this paper is two fold: First, a conceptual framework is developed for effective implementation of Process Improvement (PI) regardless of the scope and dimensions of the improvement thought. Second, the proposed framework is applied for two distinctive cases of PI.

Towards Service Process Standardization: Creating a Process Taxonomy

Submission #841 (*Research Abstract*)

Authors: Sagnika Sen (Pennsylvanis State University - Great Valley), Raktim Pal (James Madison University)

Abstract: Lack of standardized measures in the service sector makes monitoring and process improvements expensive. Our study is aimed at providing better understanding of service processes by categorizing them according to process characteristics and performance indicators. This is undertaken as a first step towards standardizing service processes and corresponding performance measures.

Service Delivery Models and Profitability: a Case Study

Submission #332 (*Refereed Research Paper*)

Authors: John Bradley (East Carolina University), David West (East Carolina University)

Abstract: This paper presents a model for the joint estimation of structural design choices and execution to explain profitability in a service delivery organization. The model is empirically tested with 9.3 million flight records from the domestic operations of the US airline industry from 2004-2006. Results show that the structural design decision defining the degree of centrality in the service delivery network is the most significant determinant of operational profitability.

Inventory Management at a Regional Wastewater Treatment Facility

Submission #73 (*Research Abstract*)

Authors: Lori Davis (City of Eugene Wastewater Division of Public Works), Timothy M. Bergquist (Northwest Christian University)

Abstract: Inventory management can be a complex topic depending on the type of inventory being managed. A public wastewater treatment plant has specific requirements and guidelines based on the nature of governmental work and a regulatory environment. Research shows that technology and automation are keys to promoting efficiency and cost effectiveness. This paper examines the current practices of a regional wastewater treatment plant and presents a proposal to improve efficiency and cost effectiveness.

SP-5: Strategic Leadership

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Joshua J. Daspit (University of North Texas)

Reorganizing Complex Organizations: Exploring the Contingent Effects of Changes in the Chief Executive Officers

Submission #31 (*Refereed Research Paper*)

Authors: Mohsen Modarres (Humboldt State University)

Abstract: Previous researchers have examined the effects of external factors and structural characteristics on shifts in power bases and changes in the organizations. In the current research I return to the structural contingency perspective and examine two variables, structural complexity and changes in the chief executive officer in their relationship with an important form of change, administrative reorganization.

The Effect of Top Management Team (TMT) Composition on Corporate Turnaround Performance under Environmental Stability and Turbulence

Submission #84 (*Refereed Research Paper*)

Authors: Michael A. Abebe (University of Texas-Pan American), Arifin Angriawan (Purdue University Calumet)

Abstract: This study examines the relationships between TMTs composition and turnaround performance under environmental stability and turbulence. Data from 98 U.S. manufacturing firms that experienced performance decline and turnaround during 1990-2000 were used to test hypotheses. Results indicate the role of industry environment as an important situational contingency in successful turnarounds.

Interactions of Social Integration Mechanisms and Absorptive Capacity: A Group-

Level Evaluation of Cohesion and Shared Leadership

Submission #371 (*Refereed Research Paper*)

Authors: Joshua J. Daspit (University of North Texas)

Abstract: Social integration mechanisms, such as cohesion and shared leadership, impact absorptive capacity. However, we lack an understanding of the exact nature of these relationships. A theoretical examination of the relationships between cohesion, shared leadership and absorptive capacity is presented, a model of the relationships is proposed and implications are discussed.

ST-5: Statistical Case Study

Sunday, Nov. 15th, 2009 8:00-9:30AM

Chair: Xia Pan (Macau University of Science and Technology)

A Re-Examination of the Letter K Strikeout Effect in Professional Baseball

Submission #898 (*Research Abstract*)

Authors: Bruce D McCullough (Drexel University), Thomas P. McWilliams (Drexel University)

Abstract: Nelson and Simmons (Psychological Science, 2007) report that baseball players whose first or last name begins with the letter K have a tendency to strike out more than players whose initials do not contain the letter K. We present alternative methodologies for addressing the question of whether a strikeout 'name effect' exists. One conclusion of our analysis is that there is no justification for focusing on the letter K.

An Investigation into Negotiation Structures with Sigmoid Preferences

Submission #42 (*Refereed Research Paper*)

Authors: Joao S. Neves (The College of New Jersey), Behnam Nakhai (Millersville University of Pennsylvania)

Abstract: This paper investigates the shapes of the efficient frontier curve in a two-party multi-issue negotiations when the preference structures of the parties follow sigmoid functional relationships. The paper extends previous research on non-concave preferences, which had only considered cases with different combinations of convex, linear and concave functions. Implications for compromise and horse-trading strategies are discussed and areas for future research are identified.

Exploring the Benefits of Using Quantile Regression: An Evidence Based Medicine Example

Submission #744 (*Research Abstract*)

Authors: Kellie B. Keeling (University of Denver), Robert J. Pavur (University of North Texas)

Abstract: The quantile regression literature is slowly expanding, but is rarely used in business applications. This procedure is only recently becoming available on major software packages. Evidence based measures allow comparisons of medical doctors by insurance companies. The merits of quantile regression are revealed using an evidence based medicine application.

Su2: Sunday, Nov. 15th, 2009 10:00-11:30AM

AC-4: Fear of Fair Values

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Ashley Burrowes (Woodbury University)

Fear of Fair Values

Submission #959 (*Panel Discussion*)

Authors: Ashley Burrowes (Woodbury University), Marcos Massoud, Stan Sipple (Omega Enterprises, Lincoln, Nebraska), Judith A. Sage (Texas A & M International University), John E. Karayan, JD PhD (Woodbury University), Adebayo Agbejule (Vassa Polytechnic University), Karen Van Peurseem (Waikato University), Nihel Chabrak (University of Paris, Dauphine), Neil Marriott (Winchester University, UK)

Abstract: To this day, the history of commerce in the United States is replete with examples of business failure and insolvency. The perpetuation of the false creed of Historical Cost and the recent excursions into and retreats from “fair” or “market” values will be debated by the Panel.

AD-10: Publications Committee

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Manoj K. Malhotra (University of South Carolina)

Participants: Johnny Rungtusanatham (University of Minnesota), Charu Chandra (University of Michigan-Dearborn), Krishna S. Dhir (Berry College), S. Thomas Foster, Jr (Brigham Young University), Cheryl Gaimon (Georgia Institute of Technology), Harold C. Jacobs (Decision Sciences Institute), G. Keong Leong (University of Nevada, Las Vegas), Salvatore T. March (Vanderbilt University), Subhashish Samaddar (Georgia State University), Vallabh Sambamurthy (Michigan State University), Chetan S. Sankar (Auburn University), Kingshuk K. Sinha (University of Minnesota), Vicki Smith-Daniels (Arizona State University), Marion Sobol (Southern Methodist University), Srinivas Talluri (Michigan State University), Kwei Tang (Purdue University), Peter T. Ward (The Ohio State University)

AD-11: Ad Hoc Committee to Reconcile Bylaws, Policies and Procedures

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Krishna S. Dhir (Berry College)

Participants: G. Keong Leong (University of Nevada, Las Vegas)

AD-12: Nominating Committee

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Norma J Harrison (China Europe International Business School)

Participants: Ram Narasimhan (Michigan State University), William B. Carper (University of West Florida), Byron J. Finch (Miami University), Soumen Ghosh (Georgia Institute of Technology), Kenneth E. Kendall (Rutgers University), Robert Klassen (University of Western Ontario), Carol Latta (Decision Sciences Institute), Mike Parent (Utah State University), Susan E. Pariseau (Merrimack College), Powell Robinson (Texas A&M University), Antonio Rios-Ramirez (Monterrey Institute of Technology/University of Houston), Peter T. Ward (The Ohio State University), Nancy C. Weida (Bucknell University)

AD-13: Western DSI Officers

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Mahyar Amouzegar (California State University, Long Beach)

Participants: Nafisseh Heiat (Montana State University-Billings), Vijay R. Kannan (Utah State University), John Davies (Victoria University of Wellington), Richard T. Henage (Utah Valley State College), David C. Yen (Miami University)

AD-14: DSJIE Editor and Associate Editors and Editorial Review Board

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Chetan S. Sankar (Auburn University)

Participants: David C. Chou (Eastern Michigan University), Vernon E. Francis (Graduate School of Management, University of Dallas), Grandon Gill (University of South Florida), John B. Jensen (University of Southern Maine), Christine T. Kydd (University of Delaware), Ceyhun Ozgur (Valparaiso University), Barbara A. Price (Georgia Southern University), J. Wayne Patterson (Clemson University), Susan K. Williams (Northern Arizona University), Barbara B. Flynn (Indiana University)

CS-4: Business Fundamentals

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Lynn Ruggieri (Roger Williams University)

Business Intelligence For Decision Making in Online and Catalog Retailing Firms

Submission #535 (*Research Abstract*)

Authors: Dien Phan (St. Cloud State University), Mark Schmidt (St. Cloud State University)

Abstract: This paper attempts to apply business intelligence and ecosystem theory using Fingerhut Inc. as an example noting its successes and failures. For the past ten years, the authors had the rare opportunity to observe three different management teams experimented with various IT technologies at three separated Fingerhut companies and interviewed insiders for this study.

Increasing Utilization at the Port of Davisville

Submission #553 (*Research Abstract*)

Authors: James R. Kroes (University of Rhode Island), Yuwen Chen (University of Rhode Island), Paul Mangiameli (University of Rhode Island)

Abstract: The Port of Davisville, located at Quonset Point in Rhode Island, is primarily used for the importation of foreign made automobiles into the eastern US markets. Currently, no shipping container traffic moves through the port; nearly all international container traffic into and out of the region moves through port facilities located outside of the local area. This study examines if the port can be utilized to cost effectively ship containerized cargo in and out of local markets.

Business Intelligence Applied to University Recruiting and Retention: A Case Study
Submission #901 (*Research Abstract*)

Authors: Christine A Alexander (Texas A&M University - Commerce), Thomas Brodnax (Texas A&M University - Commerce)

Abstract: Recruitment and retention are critical success factors for any university trying to grow its educational programs. This is especially true given today's increasingly competitive environment and shrinking State and federal budgetary support. This case study looks at the application of Business Intelligence (BI) to enhancing the recruitment and retention process.

Business Process Re-engineering in Blue Cross Blue Shield of Nebraska

Submission #935 (*Research Abstract*)

Authors: Gordon Christensen (Blue Cross - Blue Shield of Nebraska), Majid Nabavi (Bellevue University)

Abstract: Blue Cross Blue Shield of Nebraska implemented the American Productivity Quality Center methodology, coupled with the use of a Computer Aided Software Engineering tool to improve Business Process Re-engineering. Financial benefits, as well as lessons learned in productivity improvement will be discussed.

Managing Diversity in Executive Online Education

Submission #942 (*Research Abstract*)

Authors: Luis E. Solis (Instituto de Empresa), Angel Diaz (IE Business School)

Abstract: A student of an executive global MBA program complains of discrimination and threats with suing the professor. This case describes the challenges of teaching more internationally and culturally diverse groups through the online model. Practical experiences of how to address some of the key issues in online executive education as well as future needed research will be presented.

DE-4: User and Group DSS

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Shanggeun Rhee (Kean University)

The Effects of Computer-Recommended Guidance and Task Equivocality on Users' Performance: A Task-Technology Fit Perspective

Submission #259 (*Refereed Research Paper*)

Authors: Shin-Yuan Hung (National Chung Cheng University), Chia-Ming Chang (Shih Chien University Kaohsiung Campus), Ming-Jou Chen (National Chung Cheng

University)

Abstract: The purpose of this study is to investigate the fit between computer-recommended guidance and task equivocality, and examine its influence on users' performance. TTF as the theoretical framework, an experiment was conducted to examine the effects of two types of guidance (non-recommended versus recommended) in the two types of task equivocality (high versus low). This study discusses implications for the circumstances under which users will be open to influence by computer-recommended guidance.

Communication Support in Nominal Versus Actual Groups: How Much is Too Much?

Submission #347 (*Refereed Research Paper*)

Authors: Janejira Sutanonpaiboon (Sonoma State University), Kiattisak Phongkusolchit (The University of Tennessee at Martin), Nongkran Lertpittayapoom (Southern Illinois University Carbondale)

Abstract: Electronic brainstorming can be done in nominal groups or actual groups, and some research has shown that a nominal group setting can result in higher performance. This paper examines different levels of Group Support Systems (GSS) communication support and their effects on idea creativity in both nominal and actual groups.

Considering the Flip-Flop as a Viable Alternative in Group Decision Making

Submission #53 (*Refereed Research Paper*)

Authors: Mayes D. Mathews (Saint Leo University), Shannon Jackson (Saint Leo University)

Abstract: Conventional management thought focuses on identification of one best way in effort to pursue optimization. This paper proposes the flip-flop as an exciting and acceptable new direction for decision making. Often maligned as a sign of weakness, indecision, or a lack of conviction; the flip-flop may be a viable alternative.

Evaluating EBDMSS in the Real Business World Using an Integrative DSS Evaluation Framework

Submission #17 (*Refereed Research Paper*)

Authors: Fen Wang (Central Washington University)

Abstract: In earlier explorations, a balanced scorecard based framework for strategic e-business management (EBBSC) has been developed and an integrated decision making support system (EBDMSS) has been implemented to deliver the operational EBBSC model and support the e-business managers' strategic decision-making process. This current paper aims to evaluate the comprehensive EBDMSS using an integrative evaluation framework for intelligent decision making support systems.

EC-6: Online Shopping

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Chinho Lin (National Cheng Kung University)

Relationship between Online Shoppers' Brain Hemisphericity and Their Preference for Different Features of E-Catalogs

Submission #236 (*Refereed Research Paper*)

Authors: Muhammad Muazzem Hossain (MacEwan College), A.B.M. Abdullah (University of North Texas), Akhlaq Hossain (University of North Texas), Carmen Joham (University of South Australia)

Abstract: This study investigates the relationship between online shoppers' brain hemisphericity and their preference for electronic catalogs. We propose that web shoppers' brain orientation can provide a basis for the personalization of electronic catalogs. The findings suggest that participants' brain orientation provide a basis for customization of electronic catalogs including text-oriented catalogs, audio-enabled catalogs, 3D catalogs, virtual trials and custom-animated catalogs.

A Parsimonious Behavioral Model for Online Personal Privacy Protection

Submission #262 (*Refereed Research Paper*)

Authors: Anil Gurung (Neumann University), Anurag Jain (Salem State College)

Abstract: The proliferation online commerce has given rise to the concern for information privacy. In particular there is little research on the drivers that determine the risk reduction behavior adopted by consumers. We propose a frugal framework to model the relationship between the behavior adopted by customers and the drivers of such behavior. As a second scope, we outline a set of hypothesis that we proposed to be empirically validate the model.

Self-Service Consumer Looks for Human Touch

Submission #408 (*Refereed Research Paper*)

Authors: Tsung-Chi Liu (Institute of International Business, National Cheng Kung University), Ching-Chuan Wu (National Cheng Kung University)

Abstract: Rapid advances in computing and telecommunication technologies, particularly the Internet, have profoundly changed the dynamics of financial market. The powerful and relatively inexpensive Web platform is well suited for online trading and other financial activities globally. This research explores the potential impact of the combining use of online stock trading with self-service technology and Web-enabled call center provided with personal service on consumers' assessments of satisfaction.

EV-7: DSI Web Site Collaboration Initiative

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Paul Rubin (Michigan State University)

HC-5: Instruments of Mass Improvement

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Gilles Reinhardt (DePaul University)

Effect of Discharge Timing and Surgery Schedules on Emergency Department

Congestion

Submission #971 (*Research Abstract*)

Authors: Gilles Reinhardt (DePaul University)

Abstract: We analyze inpatient discharge strategies to optimize inpatient beds and reduce Emergency Department boarding. The analysis has two months of inpatient flow activity in a 75K patient/year Trauma I ED. We simulate the movement of patients into and out of inpatient beds and measure ED admitted patient boarding hours and other performance. We invoke strategies from service operations (combinations of chasing demand and leveling capacity) and compare selected inpatient discharge timing strategies.

A Decision-Making Simulation Model for the Prevention and Treatment of RSV from a Cost Perspective

Submission #196 (*Refereed Research Paper*)

Authors: Arben Asllani (University of Tennessee at Chattanooga), Lawrence Ettkin (University of Tennessee at Chattanooga)

Abstract: Respiratory Syncytial Virus (RSV) is a disease which affects almost all children before the age of two or three. The only treatment with shown efficacy against RSV is Synagis®, a very costly medication. This paper offers a simulation model to determine whether Synagis® can be administered to selected groups of children so to prevent the spread of the RSV. The model can be used as a decision making tool to design strategies based on both medical and cost considerations.

HM-4: Travel Research in Hospitality

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Thomas Norman (CSU Dominguez Hills)

An Analysis of Sustainable Practices in The Hotel Industry: A Case Study

Submission #708 (*Research Abstract*)

Authors: Kelly Johnson (Roger Williams University), Maling Ebrahimpour (University of South Florida - St Petersburg)

Abstract: This research paper analyzes the sustainable and environmental practices of hotels by examining practices of four Rhode Island hotels. The findings indicated that there are differences and similarities in the hotels in regards to motivation, extent of implementation of practices and perceived consumer demand. The paper further explores these differences.

Traveling with the Family Dog: An Emerging Travel Segment

Submission #154 (*Refereed Research Paper*)

Authors: Michael J Dotson (Appalachian State University), Eva M. Hyatt (Appalachian State University), Jeff D. Clark (Appalachian State University)

Abstract: More Americans consider their dogs to be part of their families, and thus are more frequently including them in their travel plans. The present study examines this

growing phenomenon and the implications for the marketers of hospitality and travel-related products and services.

Improving Customer Satisfaction at a Luxury Car Service in an Economic Downturn

Submission #813 (*Research Abstract*)

Authors: Leslie M. Bobb (Baruch College)

Abstract: This paper investigates factors that affect customer satisfaction at a luxury car service in an economic downturn. Of particular interest are the effects of the introduction of a tiered-level of service, an online reservation system, and the employment of a full-time sales consultant and its resulting revenue impact. A survey methodology will be employed. Future research directions based on these findings will also be discussed.

IB-4: Conflict, Negotiation and the Law in International Arena

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Minoos Tehrani (Roger Williams University)

Participants: Florence Ramillon (ICN Ecole de Management, France), Guy Deloffre (ICN Ecole de Management, France)

Three related concepts will be the focus of this panel: Conflict, negotiation and the law. The panel discusses different approaches to negotiation and addresses some issues as when it is advisable to stop conflict and start negotiation and how to end a negotiation with a legal action.

IE-15: Web-based Interactive Resources for Teaching a POM Course with balanced Service and Supply Chain Content (Workshop)

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Kenneth Boyer (The Ohio State University)

Web-based Interactive Resources for Teaching a POM Course with balanced Service and Supply Chain Content

Submission #1022 (*Workshop*)

Authors: Kenneth Boyer (The Ohio State University), Rohit Verma (Cornell University)

Abstract: Increasing core POM courses are designed to provide a balanced overview of manufacturing and service operations along with supply chain management concepts. Furthermore, there seems to be a greater need to incorporate online learning resources for various instructional needs (e.g. assignments, multi-media cases, etc). This workshop will review some of the new resources available for instructors of core POM classes.

IE-16: Algorithms, Absorptive Capacity, Process Choice, & Pull Instruction

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Darlene J. Alexander-Houle (University of Phoenix/Hewlett Packard)

Analysis After Output III - Algorithms

Submission #202 (*Refereed Research Paper*)

Authors: Kenneth R. MacLeod (East Carolina University)

Abstract: Using the Transportation algorithm, it is easy to explain the concepts of an algorithm because the setting is one the students can readily grasp. The students learn a set of concepts for working with an algorithm to glean all the information they can about a given situation.

To Fish or To Teach, Absorptive Capacity in Innovative Education's Risk Management

Submission #505 (*Research Abstract*)

Authors: Darlene J. Alexander-Houle (University of Phoenix/Hewlett Packard), Gary R. Houle (Determined Financial Planning)

Abstract: Absorptive capacity as a desirable innovative education goal in management courses is developed through a concise review of moving information to knowledge. The opportunity greater connectivity affords is introduced for academic decision making in moving knowledge to utilization, illustrated with elevating contingency planning in management classes to practical risk management.

Teaching Process Choice: A new view of the Product Process matrix

Submission #734 (*Research Abstract*)

Authors: Rebecca Duray (University of Colorado at Colorado Springs)

Abstract: When teaching process choice, many faculty translate the traditional Product-Process- matrix to a two dimensional model of volume and variety with the spectrum of process types on the diagonal. However, the traditional volume - variety trade-offs do not represent new manufacturing reality. The proposed model better differentiates the concepts of volume and variety while adding a new dimension of process variation which estimates the amount of changes required of the process.

A Pull Instructional Production System

Submission #507 (*Research Abstract*)

Authors: David Ang (Auburn University, Montgomery)

Abstract: Higher educational institutions are facing with the demands from different constituencies to demonstrate accountability and performance measures. The purpose of this paper is to discuss the use of pull production systems as an innovative management strategy to instructional design and delivery.

IE-17: You Haven't Missed the Boat: Getting (Back) on Board to Teach Online (Tutorial)

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Kaushik Sengupta (Hofstra University)

You Haven't Missed the Boat: Getting (Back) on Board to Teach Online

Submission #890 (*Tutorial*)

Authors: Kaushik Sengupta (Hofstra University), Debra R. Comer (Hofstra University), Janet Lenaghan (Hofstra University)

Abstract: Faculty whose early Distance Learning (DL) experiences were fraught with frustration that thwarted their teaching and their students' learning might have abandoned DL. Instructors who have not yet taught online may fret that it is difficult to catch up with peers who already have the experience. Using DL research, we discuss concerns and experiences and offer recommendations in order to generate best practices that show that the lack of face-to-face interaction in DL doesn't lessen the lesson.

IS-11: IT Networks

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Xiaoqing Li (University of Illinois at Springfield)

Extending the Perceived Usefulness Construct: Conceptualization and Plan for an Empirical Test in the Context of System Use Continuance

Submission #279 (*Refereed Research Paper*)

Authors: Ralph K. Yeh (University of Texas at Arlington), James T.C. Teng (University of Texas at Arlington)

Abstract: Researchers have issued a call to revitalize Technology Acceptance Model research. Accordingly, we reconceptualize the perceived usefulness construct by deepening it for improving job performance, and by widening it to include 3 levels of needs fulfillment. We plan to test the extended construct in the context of IS continuance use.

The Domain Name System – Past, Present and Future

Submission #221 (*Refereed Research Paper*)

Authors: Michael Brian Pope (Mississippi State University), Merrill Warkentin (Mississippi State University), Leigh A. Mutchler (Mississippi State University), Xin Luo (The University of New Mexico)

Abstract: The design and administration of the Domain Name System (DNS) have experienced significant dynamic changes as the internet has evolved. The history of the DNS is divided into six eras, based on developments in its governance, technology, and other factors. Challenges and future directions for DNS use are explored.

The Role of Telecommunication in the Rescue Process of Large Scale Disaster -- Case Study of China WenChuan Earthquake in 2008

Submission #490 (*Refereed Research Paper*)

Authors: Xiaoqing Li (University of Illinois at Springfield)

Abstract: On May 12, 2008, a strong earthquake struck Wenchuan County in Sichuan province. During the rescue process, telecommunication played a very important role. This case study is to facilitate discussions among researchers and practitioners about the future applications of telecommunication technologies in the large scale, disaster rescue process.

IS-12: Information Technologies and Business Productivity

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Kevin Lohrasbi (Pace University)

Investigating Service Quality Factors of Korean Mobile Telecommunication

Industry: An Integrated Approach

Submission #527 (*Refereed Research Paper*)

Authors: Jongtae Yu (Mississippi State University)

Abstract: The objective is to provide pragmatic implications in the environment of Korean mobile telecommunication service industry by adapting the Quality Function Deployment (QFD) and the multiple-item scale that is derived from SERVQUAL, through which the connections among attributes of service quality management are delineated. Based on the findings from QFD, the authors hypothesized and examined the significant relationships between user satisfaction and several specific quality factors.

Construct Validity and Reliability of Tasks and Positions in Business Process Management Practice

Submission #20 (*Refereed Research Paper*)

Authors: Yvonne L. Antonucci (Widener University), Richard J. Goeke (Widener University)

Abstract: Business process (BP) professionals have expressed difficulty filling BP positions, partly due to a lack of consensus regarding necessary BP positions and tasks. Our research surveyed 111 BP professionals, who indicated significant agreement with the four proposed BP positions proposed by Melenovsky & Hill (2006), along with the tasks associated with the three higher level BP positions. Interesting patterns of disagreement regarding the tasks associated with the lowest-level BP Position.

How Communication Technology Contributed Productivity in the Business World

Submission #448 (*Research Abstract*)

Authors: Kevin Lohrasbi (Pace University)

Abstract: Communication technology in this era is best defined by the internet and mobile phones. When looking at communication technology and how it has progressed, it is interesting to see how multifaceted the industry is. Training consumers on how communication technology is used, to affect other business, to increase sales and the affects of advancement in technology all play a large factor on business productivity.

MM-7: Technological Issues in Manufacturing- 1

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Jongsawas Chongwatpol (Oklahoma State University)

Exploring Factors that Impacts Information Systems Integration (ISI) in ERP Environment

Submission #151 (*Refereed Research Paper*)

Authors: Thawatchai Jitpaiboon (Ball State University), T. S. Ragu-Nathan (The University of Toledo), Mark A. Vonderembse (University of Toledo)

Abstract: ERP systems is a management technology that advocates an integrated approach to conduct business and enables organizations to achieve a close cross-functional cooperation. Several studies have attempted to measure ERP success using financial measures; however, they do not provide appropriate applications. This study attempts to use information systems integration (ISI) as a proxy determination for ERP implementation. Using a survey data from 220 manufacturing firms, ISI measures can be refined.

A Mechanism of Transferring Manufacturing Competences to Increase Market Performance

Submission #316 (*Refereed Research Paper*)

Authors: Kun Liao (Central Washington Univeristy), Ying Liao (University of Toledo), Qiang Tu (Rochester Institute of Technology)

Abstract: This study uses competence transfer theory to establish a mechanism for transferring competence from the outside of an organization. Data were collected in the US from over 300 manufacturing companies. The mechanism of competence transferring is empirically supported. Also, the transferred competences increase manufacturing process competences including process automation, integration, and modularity. Furthermore, the process competences lead to higher market performance of firms.

Economic Analysis of 2D Barcode Versus RFID in Manufacturing: An Exploratory Study

Submission #510 (*Refereed Research Paper*)

Authors: Jongsawas Chongwatpol (Oklahoma State University), Ramesh Sharda (Oklahoma State University)

Abstract: This paper aims at addressing the benefits of automatic identification technologies (AITs) in manufacturing and conducting economic analysis to evaluate and compare the costs and benefits of implementing those AITs. We take a case study of an organization that is considering adding these AITs to integrate with its ERP system.

MS-6: Pricing Decisions

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Ching-Chung Kuo (University of North Texas)

An Integrated Optimal Robust Pricing and Capacity Policy for Perishable Assets

Submission #120 (*Refereed Research Paper*)

Authors: Syed Asif Raza (Qatar University, Doha, Qatar)

Abstract: This paper presents a robust policy for optimal pricing and inventory control

for perishable assets. An integrated pricing and inventory control policy is developed using the distribution free approach. The analysis is also extended to a situation in which multiple commodities compete to share a budget constraint. Numerical experiments demonstrate that the distribution free estimates on the revenue are near optimal.

Pricing and Stocking Decisions in E-Business Environments

Submission #469 (*Award Competition Entry*)

Authors: Yi Liao (Drexel University), Changyuan Yan (Drexel University), Avijit Banerjee (Drexel University)

Abstract: The growing popularity of online purchasing presents some important managerial challenges from the perspective of inventory, as well product pricing decisions in e-business environments. This paper examines these issues, utilizing the newsvendor model, focusing particularly on the style goods sector, under three distinct policy structures, i.e. the pure approaches of a fixed price or an online auction and the combined tactic of auction in conjunction with a fixed price.

Optimal Design of Dutch Auctions with Discrete Bid Levels

Submission #508 (*Refereed Research Paper*)

Authors: Zhen Li (University of North Texas), Ching-Chung Kuo (University of North Texas)

Abstract: This paper is concerned with the design of single-unit Dutch auctions with discrete bid levels and the goal is to maximize the auctioneer's expected revenue. We take a novel approach to the problem and consider two different models. The key findings are presented and their managerial implications are discussed.

NP-2: The Role of Transportation and OM in New Product Development

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Fereshteh Mafakheri (HEC Montreal)

The Role of Transportation in New Product Development

Submission #911 (*Research Abstract*)

Authors: Zach G. Zacharia (Lehigh University)

Abstract: What does collaboration mean in the context of new product design? One of the keys to the successful introduction of new products is the collaboration across internal functions and/or with suppliers and customers. This research demonstrated the impact of logistics personnel in new product development especially early in the design process. The level of impact is related to the level of transportation issues associated with delivery of the new product.

The Role of Operations Management in Inter-Disciplinary Product Development

Submission #1016 (*Research Abstract*)

Authors: Elliott D. Minor (Virginia Commonwealth University)

Abstract: The "DaVinci Center" is the result of a joint effort between the Schools of Business, Engineering, and Arts at Virginia Commonwealth University. This paper will

describe the history of the Center, representative projects undertaken by the Center, and a critique of progress to date. These projects foster inter-disciplinary research which requires a wider view of what constitutes operations management research. Centers such as this represent a growing trend in universities throughout the country.

A Risk Based Project-to-Organization Matching System Using the Analytic Hierarchy Process

Submission #10 (*Research Abstract*)

Authors: Fereshteh Mafakheri (HEC Montreal), Michele Breton (HEC Montrea)

Abstract: In project risk evaluation, to deal with the multiplicity of risk factors and to address the uncertainties arising from the involvement of human judgments in such a process, use of an interval analytic hierarchy process is proposed. On this basis, a two-dimensional decision aid matrix is developed, considering project risk levels and company risk manageability levels, to assist stakeholders in making informed go-no-go decisions in project portfolio management.

OB-4: The Effect of Perceptions of Justice on Employees and Employers

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: John M. Miller (Sam Houston State University)

Barriers to Safety Technology Adoption: An Employee's Perspective

Submission #28 (*Research Abstract*)

Authors: David E Cantor (Iowa State University)

Abstract: Safety is a critical workplace issue in the United States. There are many challenges associated with creating a safe workplace. Providing employees with a voice in the process associated with the adoption of safety technologies to improve safety is of significant managerial and scholarly interest. Drawing on procedural justice theory, we develop and offer a safety technology adoption model which is informed by a content analysis of commercial driver comments in the U.S. motor carrier industry.

Antecedents of Turnover Intent among Home Health Workers

Submission #365 (*Refereed Research Paper*)

Authors: John M. Miller (Sam Houston State University), Jo Ann M. Duffy (Sam Houston State University)

Abstract: Home health workers face unique challenges and rewards, and it is of interest how they decide to look for employment elsewhere. Structural equation modeling broadly confirmed the connections between their sense of empowerment on the job, supervisory support, stress, tenure and bonding with their clients as antecedents of turnover intent.

The Glass Ceiling and the Impact of Perceptions

Submission #932 (*Research Abstract*)

Authors: Luis Eduardo Rivera-Solis (Dowling College)

Abstract: The purpose of this study will be to look at what disparity may still exist in salaries for men and women in upper management positions (vice-president level) in

American business. This study will see whether the glass ceiling is still in place in corporate America in terms of salaries. Are the women who are advancing to top management positions being compensated in the same manner as their male counterparts.

Gender and Grievance Perspectives

Submission #881 (*Research Abstract*)

Authors: Kurt Loess (East Tennessee State University)

Abstract: This paper investigates whether men and women tend to formulate and describe workplace grievances from different basic perspectives. A gender-blind process was used to analyze first-person written accounts of workplace conflict and identify perspectives from which it is viewed. Differences include both dominant and secondary perspectives taken.

PD-2: Best Practices in Faculty Development: A Benchmarking Audit

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Bruce C. Raymond (Montana State University)

Best Practices in Faculty Development: A Benchmarking Audit

Submission #601 (*Colloquium*)

Authors: Bruce C. Raymond (Montana State University)

Abstract: This paper provides an overview of best practices regarding university faculty development. Published descriptions of innovation and successful programs for faculty development are reviewed. A structured approach for institutional audit of faculty development practices, along with a formal process for new program implementation, is provided. Consideration is given to literature regarding relationships between faculty development, turnover and performance.

QP-10: What's Wrong with Performance Appraisal

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Susan Engelkemeyer (Ithaca College)

What's Wrong with Performance Appraisal: An Elaboration on Dr. Deming's Point 12

Submission #802 (*Panel Discussion*)

Authors: Peter Scholtes (Scholtes Consulting), Fazel Hayati (Edgewood College, Madison, WI)

Abstract: Performance appraisals have become an integral part of the American style of management. Reviewing the assumptions behind current practices, discussion of the elements of performance appraisals, identification of affecting the evaluation process, and an examination of the measurement process, show that performance appraisals are not objective, reliable and consistent.

QP-11: Service Quality

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Linda Boardman Liu (Boston University)

Operationalizing Service Quality

Submission #929 (*Research Abstract*)

Authors: Linda Boardman Liu (Boston University), Janelle Heineke (Boston University), John Robb Dixon (Boston University), Peter Arnold (Boston University)

Abstract: Existing service quality research focuses on the customer perception of quality; this research incorporates objective measures of technical quality. We use the results of a panel study of industry experts in combination with a customer survey to explore the operational definition of service quality.

Exploring the Importance Scale in Information Service Quality

Submission #126 (*Refereed Research Paper*)

Authors: Hollis T. Landrum (US Army Corps of Engineers Research and Development Center - retired), Victor R. Prybutok (University of North Texas), Xiaoni Zhang (Northern Kentucky University), Daniel Peak (University of North Texas)

Abstract: Using a library information system in an engineering research environment, this paper examines the relationship between the relative importance allocated by the system's users to each of the five SERVQUAL dimensions as measured by the points allocated to that dimension and the ratings provided for the individual items of the dimension. Findings suggest that users rate system responsiveness and reliability above other service quality dimensions.

Study of Campus Dining Based on the SERVQUAL Model

Submission #865 (*Research Abstract*)

Authors: Navor Rosas-Martinez (Arizona State University), Jane E. Humble (Arizona State University)

Abstract: Understanding clients needs had been of great importance for the services organization targeted for this research, but there was no strategy in place to measure customer satisfaction. A specially-designed survey was used to collect data from a sample of 171 customers, who indicated the most and least important service attributes and the best and worst features of the facility. Analysis provided recommendations for a strategy based on increasing the competitive advantage for this organization.

RB-1: Regional Best Papers II

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Larry Meile (Boston College Carroll School of Management)

Non-Audit Fees, Auditor Independence and the Likelihood of a GAAP Violation

Submission #1063 (*Invited Refereed Research Paper*)

Authors: Praveen Sinha (California State University, Long Beach, CA)

Abstract: This study shows that auditor independence is compromised when the auditors provide substantial non-audit services to their clients, resulting in a poor quality audit. The finding of this study is that Fortune® 500 firms, whose auditors provide substantial non-audit services, tend to have a higher propensity to violate GAAP.

Validating Determinants of Information Systems Development Maturity Model

Submission #1064 (*Invited Refereed Research Paper*)

Authors: Brian R. Salmans (University of North Texas), Leon A. Kappelman (University of North Texas), Robert J. Pavur (University of North Texas)

Abstract: The failure rate of information systems (IS) development projects has continued to plague organizations for decades. Some research indicate the failure to get requirements right is the most critical problem. Enterprise architecture (EA) may provide the discipline to bridge the gap between effective requirements, organizational objectives, and actual IS implementation. This research explores the relationship between IS development maturity and requirements practices in an EA context.

SC-26: Examining Purchasing Strategies, Practices, and Performance

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Ahmed Doha (York University)

International Purchasing Study: Preliminary Results

Submission #611 (*Research Abstract*)

Authors: George A. Zsidisin (Bowling Green State University), Janet L. Hartley (Bowling Green State University), Ednilson S. Bernardes (Georgia Southern University)

Abstract: Researchers at 13 universities have formed a research network to examine and compare purchasing strategies, practices, and performance in North America and Europe. A survey instrument has been developed and is being deployed. The research framework, survey instrument, and preliminary results will be presented.

Do Product Life Cycles Impact the Relationship between Purchasing Practices and Purchasing Performance: a Comparison of Universalism and Contingency

Perspectives

Submission #94 (*Refereed Research Paper*)

Authors: Ahmed Doha (York University), Ajay Das (Baruch College), Mark Pagell (York University)

Abstract: This research examines how / if product life cycle (PLC) stage influences the relationship between purchasing practices and purchasing performance. Our results suggest that PLC can influence the efficacy of some purchasing practices, while other purchasing practices appear to be universally linked to purchasing performance regardless of the PLC stage.

SC-27: Supply Chain Management Curriculum Development: Current Issues and Future Challenges

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Dag Naslund (Department of Management Coggin College of Business University of North Florida)

Supply Chain Management Curriculum Development: Current Issues and Future Challenges

Submission #566 (*Invited Panel Discussion*)

Authors: Dag Naslund (Department of Management Coggin College of Business University of North Florida), Andreas Norrman (Lund University), Jack B Crumbly (Jackson State University), Leslie Gardner (University of Indianapolis), Jinfeng Yue (Middle Tennessee State University)

Abstract: Development of SCM curriculum: content, context, expectation, and challenges. Faculty from Lund University, Sweden will lead. Lund is developing International and Executive Masters degrees in SCM, based on a modular approach and new courses; e.g. SC Information Systems and SC Project Management, in collaboration with software companies and Swedish industry.

SC-28: Supply Chain Risk Management

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Sameer Kumar (Opus College of Business, University of St. Thomas, Minneapolis, Minnesota)

Risk Assessment for the Security of Inbound Containers at U.S. Ports: a Failure Mode, Effects, and Criticality Analysis Approach

Submission #774 (*Research Abstract*)

Authors: Sameer Kumar (Opus College of Business, University of St. Thomas, Minneapolis, Minnesota)

Abstract: The study proposes a design of a decision support framework for a reliable cargo container shipment and handling system based on failure mode effect and criticality analysis for the inbound containers at U.S. ports. The proposed prototype of a simple risk assessment system is offered that safeguards against potential security risks in cargo container shipments entering U.S. ports.

An Empirical Study of Supplier Financial Risk in the Supply Chain

Submission #785 (*Research Abstract*)

Authors: Mark T. Frohlich (Boston University)

Abstract: Suppliers today are under tremendous financial pressures and so are the supply chains that they participate in. This study analyzed how companies identify and react to

faltering suppliers using both case studies at major companies as well as survey research methods. Its findings have important implications for all supply chain managers in these troubled times.

Managing Risks for Trade Credit in Supply Chain

Submission #752 (*Research Abstract*)

Authors: Xiangrong Liu (Drexel University), Seung-Lae Kim (Drexel University), Daniel J. Dodd (Drexel University)

Abstract: In order to create a collaborative B2B environment, suppliers usually provide buyers trade credit, a source of capital. However, as any other credits, trade credit is also associated with risks. Based on the discussion of current risk management practice for trade credit, we propose a mathematical model to control risks in supply chain.

The Process of Supply Chain Risk Management from a Managerial Perspective: Seeking Continuity and Control

Submission #896 (*Research Abstract*)

Authors: Jon F. Kirchoff (The University of Tennessee), Serhiy Ponomarov (The University of Tennessee)

Abstract: This paper explores supply chain risk management in order to describe and understand the specifics of the phenomenon from the managerial perspective as the individual unit of analysis. It considers the gap in the current literature by addressing the holistic conceptual picture of risk in the supply chain by including the individual experiences, which has been lacking up to this point. We approach the research with qualitative methodology using the grounded theory tradition.

SC-29: Determining an Optimal Distribution Channel Structure

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Yung Jae Lee (Saint Mary's College of California)

The Impact of Demand and Lead-time Variability to Distribution Center Location Decision

Submission #941 (*Research Abstract*)

Authors: Yung Jae Lee (Saint Mary's College of California)

Abstract: This paper studies the impact of variability in determining an optimal distribution channel structure. In particular, we would like to expose the impact of both demand variability of the buyer and lead-time variability of the supplier on warehouse/distribution center location decision.

Dynamic Vehicle Routing for JIT Logistics

Submission #1021 (*Research Abstract*)

Authors: Gregory W. Ulferts (University of Detroit Mercy), Thomas R. Nafso (University of Detroit Mercy)

Abstract: The reliability of logistics operations is most affected by inefficiencies in the transportation network, such as congestions. Our project explores both "recurrent

congestion” and “non-recurrent congestion” in the transportation network which directly affect supply chain efficiency. Our research evaluates the benefits of en-route information for reducing congestion and logistic costs.

Dynamic Analysis of Shipment Partitioning and Routing in a Transportation Network

Submission #567 (*Research Abstract*)

Authors: Jon Marvel (Gettysburg College)

Abstract: This research focuses on problem of combining shipment partitioning and movement through a transportation network. The performance of two heuristics; (1) a combination of Sequence Max-Flows and the Iterative Kth-Shortest Path and (2) the Capacity Constrained Route Planner used in evacuation planning, is evaluated based on minimizing makespan. A 3² full factorial experimental design is used to evaluate effects of travel time variability and network configurations on heuristic performance.

SC-30: Current Issues in Remanufacturing

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Shad Dowlathshahi (University of Missouri-Kansas City)

Core Acquisitions in Remanufacturing using Forecasted Returns

Submission #683 (*Research Abstract*)

Authors: Rajesh Srivastava (Florida Gulf Coast University), Toyin Clottey (The Ohio State University)

Abstract: We consider a manufacturer that also acts as a remanufacturer. An important problem faced by the manufacturer-remanufacturer is ensuring a sufficient supply of cores to support remanufacturing operations. We propose supply arrangements to account for uncertainty in the quantity, quality, and timing of returns and illustrate implementation using forecasted returns.

Network Design Issues in Remanufacturing

Submission #914 (*Research Abstract*)

Authors: Samar K. Mukhopadhyay (Sungkyunkwan University), Huafan Ma (Indiana University East)

Abstract: In remanufacturing, it is critical to determine the condition of the product return in the field quickly and inexpensively as to achieve responsive, decentralized reverse supply chains. Our work examines the issue of how manufacturers induce the resellers to do these activities at the point of return.

The Role of Remanufacturing in Reverse Logistics: Case Studies Approach

Submission #122 (*Award Competition Entry*)

Authors: Shad Dowlathshahi (University of Missouri-Kansas City)

Abstract: The research methodology used was exploratory case study. The qualitative data were collected by use of interview protocol and two in-depth case studies chosen

from two different industries. The analysis of the case studies resulted in the development of subfactors, propositions, and insights regarding RL operations.

SE-2: Information Security in Healthcare

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Hwee-Joo Kam (North Central Michigan College)

Mitigating Medical Identity Theft: A Research Proposal

Submission #387 (*Refereed Research Paper*)

Authors: Hwee-Joo Kam (North Central Michigan College), Pairin Katerattanakul (Western Michigan University)

Abstract: Medical Identity Theft is a well-hidden information crime. This research proposal focuses on medical identity theft committed by healthcare workers and suggests using multiple case studies to (1) explore medical identity theft in healthcare settings and (2) explain the coordination between security culture and health care policies and procedures to deter medical identity theft.

A Framework for Implementing Information Security Domains in Healthcare Organizations

Submission #1052 (*Research Abstract*)

Authors: Chung Li Kow (University of Houston), Edward Crowley (University of Houston), Michael L. Gibson (University of Houston)

Abstract: This research provides a framework to aid implementation of the 10 Information Security (INFOSEC) domains in healthcare organizations. The framework helps minimize INFOSEC risks so that organizations can concentrate on business. The framework is derived through collecting secondary data regarding the ten INFOSEC domains and aspects important to them. The framework is used in a case study in a healthcare organization to assess their ability to implement it as part of their INFOSEC posture.

E-learning Security: Discussion and Research Agenda

Submission #564 (*Colloquium*)

Authors: Yair Levy (Nova Southeastern University)

Abstract: E-learning has become a popular choice for academic institutions and businesses. However, security issues related to e-learning systems have been raised by several researchers. This colloquium will propose avenues for research in addressing e-learning users' authentication, security of e-examination, and e-learning content security. The presenter will seek to engage discussions from InfoSec researchers on addressing e-learning security related issues and future research agendas.

SI-4: Networking and Telecommuting : Abstracts

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Charles H. Apigian (Middle Tennessee State University)

An Investigation on User Continuance of Social Networking Websites Usage

Submission #339 (*Research Abstract*)

Authors: Fengkun Liu (Kent State University), Pratim Datta (Kent State University)

Abstract: Social networking websites are gaining popularities recently. Besides major social networking websites such as Facebook and Myspace, there are numerous new ones entering the market. It is vitally important for social networking websites to retain users. This study investigates the factors affecting users' continuance intention to use social networking websites.

Telecommuting in a Weak Economy

Submission #539 (*Research Abstract*)

Authors: Julia C. Graham (Louisiana Tech University)

Abstract: Previous research in telecommuting has focused on the perceived advantages and disadvantages of working in a non-traditional environment. This research seeks examine these same perceptions in a weak economy; essentially, seeing if the managers and employees would have the same attitudes and perceptions toward telecommuting in a down economy.

Users' Concerns, Awareness and Attitude in Social Networking

Submission #915 (*Research Abstract*)

Authors: Dalsang Chung (Governors State University), Sun-Gi Chun (Alabama State University)

Abstract: Social networking members have grown immensely over the recent years. The basic issues in this study include trust, privacy concerns, behavioral attitudes, information sharing and also awareness. This study also explores their behavioral attitude and privacy differences between social networks. These study as a whole gives some insights on why and where people usually use social networking.

SM-4: Service Strategy

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Gyu C. Kim (Northen Illinois University)

Service Strategy in the Telecommunication Industry: The Importance of Capabilities for the Service Encounter

Submission #404 (*Refereed Research Paper*)

Authors: Rafael Teixeira (Clemson University), Aleda V. Roth (Clemson University)

Abstract: The paper presents a service strategy model that incorporates customers into it. Based on telecommunication services, the model adds three additional elements to the C-SQ-P triad (Roth and Jackson, 1995): customer market acuity, customer capabilities, and service encounter. The alignment between customer and service firm is analyzed

according to network theory, operations strategy, transaction cost economics, and agency theory. Propositions are presented for further empirical scrutiny.

The Impact of the ERP System on the Strategic Information System for the Service Industry

Submission #327 (*Refereed Research Paper*)

Authors: Gyu C. Kim (Northern Illinois University), Stacy S. Kim (University of Nebraska – Lincoln)

Abstract: While the service industries is being recognized as a dominant engine within the US economic growth, the service firms can achieve strategic advantages advantage by implementing either ERP or CRM system. However, it is critical for firms to figure out their business processes fit within the system before the implementation begins. In other words, they need to properly integrate their strategic information system with the ERP system to obtain strategic advantages.

Information Processing Factors that form Retail Store Design Strategy: Construct Development and a Confirmatory Model

Submission #574 (*Research Abstract*)

Authors: T. Jefferson Shockley (Clemson University), Lawrence D. Fredendall (Clemson University), Aleda V. Roth (Clemson University)

Abstract: We develop a model and related constructs to empirically examine the role of customer information processing in retail store design strategy. The key design strategy content areas explored are: retail operating complexity, customer service encounter information requirements, and retail store design choices for managing customer encounters. Using data collected from 175 retail stores in the Southeast U.S., we empirically confirm the proposed model and suggest future research applications.

SP-6: Strategic Learning and Integration

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Derrick D'Souza (University of North Texas)

Integrating Manufacturing and Competitive Strategies for Firms' Success

Submission #270 (*Research Abstract*)

Authors: Sidhartha R. Das (George Mason University), Cem Canel (University of North Carolina Wilmington)

Abstract: Today, manufacturing is widely recognized to be one of the most important means of creating and sustaining competitive advantage. This paper investigates the broader view of the strategic role of manufacturing by offering a model of manufacturing strategy, showing its impact on competitive advantage and ultimately firm performance and success. This is accomplished by identifying major content and process dimensions of manufacturing strategy, and relating them to a firm's strategic type.

The Viability of Modeling Absorptive Capacity Using Newsvendor Network Theory

Submission #102 (*Research Abstract*)

Authors: Derrick D'Souza (University of North Texas), Shailesh S Kulkarni (University of North Texas)

Abstract: Lane et al. (2006) note that research on Absorptive Capacity (ACap) seems to have bogged down. The first step to reinvigorate the research trajectory is validating existing conceptualizations. In this paper we describe a mathematical modeling initiative that would use a multidimensional newsvendor model. Implications for future research are presented.

Use of Strategic Planning & Financial Performance of Companies in Turkey

Submission #97 (*Refereed Research Paper*)

Authors: Alev M. Efendioglu (University of San Francisco), Tugba Karabulut (Istanbul Ticaret Universitesi-Turkey)

Abstract: Earlier research in the area has tried to find linkages between the use of strategic tools and firm's performance. Unfortunately, their findings present conflicting outcomes and there is none which examines the understanding of these linkages in developing countries. The purpose of this paper is to extend the previous findings by examining the use of strategic planning and its impact on firm's performance in a different environmental context, that of the developing economy of Turkey.

ST-6: Statistical Test and Confidence Intervals

Sunday, Nov. 15th, 2009 10:00-11:30AM

Chair: Amir Karimian (University of Maryland Baltimore County)

Hypothesis Testing: Misconceptions and Misuses in Decision Sciences Research

Submission #843 (*Research Abstract*)

Authors: Xiao-Bai Li (University of Massachusetts Lowell, College of Management)

Abstract: Although the theory of hypothesis testing is well established and has a long history of application, practical application of hypothesis testing is plagued with misconceptions, confusions, and abuses. This research addresses some of the most common ones in decision sciences research. They concern the assignment of the null hypothesis, decision of significance testing involving a single hypothesis, and confusion between two classes of statistical tests of significance.

Test for Detection of Rare Diseases: Assessment and Education

Submission #349 (*Refereed Research Paper*)

Authors: Amir Karimian (University of Maryland Baltimore County), Reza D Noubary (Bloomsburg University)

Abstract: The goal of this research is to assess tests used for detection of rare characteristics, and prepare material for educators and health officials as well as individuals who are subject to these tests. Recent investigations show that there is an enormous lack of knowledge among the public even about rare diseases such as HIV/AIDS and its testing procedures. As medical technologies advances, these kinds of issues will become increasingly important and controversial. Other than Aids we plan to inves(*truncated -- too long*)

A Preliminary Study of Several Different Confidence Intervals for Cronbach's Alpha

Submission #321 (*Refereed Research Paper*)

Authors: Louis W. Glorfeld (University of Arkansas), Doug White (Roger Williams University)

Abstract: If research involves use of some type of measurement instrument, then it is very likely to report Cronbach's coefficient alpha as an indication of the instruments reliability. A useful addition to indicate the precision of a point estimate is a confidence interval. In this paper, four possible confidence intervals not previously studied for alpha are investigated by use of a limited simulation study.

Sunday, Nov. 15th, 2009, 11:30-1:00PM

EV-8: Fellows Appreciation Luncheon

Sunday, Nov. 15th, 2009, 11:30-1:00PM

Chair: (none specified)

Su3: Sunday, Nov. 15th, 2009 1:00-2:30PM

AC-5: Topics in Taxation

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Nathan Oestreich (San Diego State University)

Tax Compliance: The Moderating Effect of Consideration of Future Consequences Scale

Submission #41 (*Award Competition Entry*)

Authors: Siew H. Chan (Washington State University), Qian Song (Washington State University)

Abstract: The purpose of this study is to examine how consideration of future consequences (CFC), an individual difference factor, moderates the effects of decision outcome framing and perceived likelihood of being audited on tax compliance behavior. The findings reveal complex and intriguing effects of CFC on individuals' tax compliance behavior.

S Corporations' Shareholders are Treated Like Partners for Fringe Benefit Purposes: Fact and Fiction

Submission #401 (*Refereed Research Paper*)

Authors: Steven Gill (San Diego State University), Michael S. Keane (CPA), Nathan Oestreich (San Diego State University)

Abstract: Generally, medical insurance benefits, and others, for an S corporation shareholder-employee are not subject to payroll taxes, a treatment that is incongruent with partner status. Partners pay tax on their full share of a partnership's self-employment income without reduction for the medical insurance. This project reviews the similarities and differences.

AD-15: APDSI Officers

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Xiande Zhao (The Chinese University of Hong Kong)

Participants: Eldon Y Li (National Chengchi University, Taiwan), Russell K. H. Ching (California State University, Sacramento), Kee Young Kim (Yonsei University), Linda G. Sprague (Rollins College), Elias Callahan, Jr. (Booz-Allen & Hamilton), Norma J Harrison (China Europe International Business School)

AD-16: Finance and Investment Advisory Committee

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Christine T. Kydd (University of Delaware)

Participants: Janelle Heineke (Boston University), Carol Latta (Decision Sciences Institute), Peter T. Ittig (University of Massachusetts), Alain Ruttiens (CBC Banque), Richard L. Jenson (Utah State University), Mary Redmon (Decision Sciences Institute)

AD-17: Northeast DSI Officers

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Snehamay Banerjee (Rutgers University)

Participants: Snehamay Banerjee (Rutgers University), Dan Reid (University of New Hampshire), Neset Hikmet (Nicholls State University), John Affisco (Hofstra University), Eric W. Stein (Penn State)

AD-18: SWDSI Officers

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Kai Koong (The University of Texas-Pan American)

Participants: Timothy Paul Cronan (University of Arkansas), Thomas W. Jones (University of Arkansas), Roderick Posey (University of Southern Mississippi), Charlotte Jones (Louisiana State University in Shreveport), June Lu (University of Houston - Victoria)

EC-7: E-Commerce Study - I

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Chang-tesh Hsieh (University of Southern Mississippi)

The Adoption of E-payment in Vietnam and Taiwan

Submission #138 (*Refereed Research Paper*)

Authors: Chinho Lin (National Cheng Kung University)

Abstract: This study explores situations of adopting e-payment system in Vietnam and Taiwan by using a conceptual framework including perceived ease of use, perceived usefulness (from TAM model), perceived risk, information which impact e-payment use. Personal innovativeness in technology is used as a key moderator. Comparison is analyzed between Vietnam and Taiwan to understand the differences of technology adoption between a developing country and a developed country.

Optimal Selection for Free Partial Sampling of E-books

Submission #158 (*Refereed Research Paper*)

Authors: Li Chen (University of Connecticut)

Abstract: E-book sales have seen a slow growth in recent years. Motivated by marketing strategy of free sampling and properties of e-books as information goods, we propose a quantitative model for retailers to implement free partial sampling of e-books. Numerical analysis shows that our model increases retailers' profit, especially in case of a strong effect of sampling on demand. We also build a dynamic programming model to better utilize the budget. Our model can be extended to other information goods.

Going Green and Its Challenges In E-Commerce

Submission #194 (*Refereed Research Paper*)

Authors: Chang-tesh Hsieh (University of Southern Mississippi), Binshan Lin (Louisiana State University-Shreveport)

Abstract: A massive public debate has begun over whether or not CEO's should pursue green company strategies even though these strategies might cost the shareholders. This paper will explore the challenges involving integrating the "Green" mentality into IT in general and e-commerce in particular.

ES-5: Invited Session: Being A Leader and the Effective Exercise of Leadership: An Introduction to An Ontological Model for Leadership Development

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Kari L. Granger (Center for Character and Leadership Development, United States Air Force Academy)

Being A Leader and the Effective Exercise of Leadership: An Introduction to An Ontological Model for Leadership Development

Submission #596 (*Symposium*)

Authors: Michael C. Jensen (Jessie Isidor Strauss Professor Emeritus, Harvard Business School and Senior Advisor, The Monitor Gr), Kari L. Granger (Center for Character and Leadership Development, United States Air Force Academy)

Abstract: While an epistemological mastery of a subject leaves one knowing, an ontological mastery of a subject leaves one being. This model provides access to being a leader and exercising leadership effectively. We focus on the ontological constraints that limit and shape one's freedom to be, and one's perceptions, thinking, planning, and actions. When one is not in the grip of an 'ontological constraint', one's way of being and acting results naturally in one's best in any leadership situation.

FI-2: Protective Covenants, Corporate Financial Performance, and Consumption

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Luis Eduardo Rivera-Solis (Dowling College)

An Examination of the Composition of the Board of Directors, Its Finance Committee and Corporate Financial Performance: A Resource Dependence Perspective

Submission #696 (*Refereed Research Paper*)

Authors: Craig Peterson, James Philpot (Missouri State University)

Abstract: Directors not only to serve in a fiduciary capacity but also provide strategic guidance. Boards establish finance committees to assist them in discharging the duty. Klein (1998) argues that directors add value depending upon committee assignment and that membership proxies for their duties on the board. This paper extends her work to first, categorize individual board members according to their resource dependence background and second, to assess whether board and committee composition add value.

The Effect of Protective Covenants on Offering Yield on Corporate Debt - A Historical Perspective

Submission #819 (*Research Abstract*)

Authors: Wesley M Jones, Jr. (The Citadel)

Abstract: This paper studies approximately 900 bonds issued between 1988 and 1993 to determine the effect on the bond's offering yield in excess of a risk free benchmark associated with the presence of protective covenants. The results suggest that issues that have protective covenants have a higher required yield than similar issues that do not.

To Consume or Not: How Oil Prices Affect the Comovement of Consumption and Aggregate Wealth

Submission #437 (*Refereed Research Paper*)

Authors: Babatunde Olatunji Odusami (Widener University)

Abstract: This paper provides insight into how oil price movements affect the consumption choices of U.S households through the wealth channel. The paper shows that transitory deviations of consumption, asset wealth, and labor income from their common long-term trend can be explained by fluctuations in the price of crude oil.

HC-6: Resource Allocation Issues in Healthcare

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: David D. Dobrzykowski (University of Toledo)

Analysis of a Hospital Supply Chain with Inventory Inaccuracies

Submission #827 (*Research Abstract*)

Authors: Benjamin V. Neve (The University of Alabama), Charles P. Schmidt (University of Alabama)

Abstract: We discuss a hospital supply chain with inaccurate inventory data and introduce the resulting inventory model. We analyze the model and attempt to optimize based on system costs. We share managerial insights from the research, including potential applications.

The Intersection of Operations Management and Medical Practice: Research Opportunities in the Laboratory

Submission #201 (*Refereed Research Paper*)

Authors: David D. Dobrzykowski (University of Toledo), Mark A. Vonderembse (University of Toledo)

Abstract: This paper explores the laboratory/physician interface, motivated by interest in antimicrobial therapy for the treatment of nosocomial infectious diseases. It combines a literature review of the Operations Management and Medical streams with field observation to posit five research questions and a framework capable of informing curiosity surrounding the relationships among quality improvement, advanced medical technology, and information technology use for better multidimensional outcomes.

A Game Theoretic Approach to Allocating HIV Prevention Resources among Multiple Populations

Submission #811 (*Research Abstract*)

Authors: Monali M Malvankar (Ivey School of Business, University of Western Ontario), Xinghao Yan (Ivey School of Business, University of Western Ontario), Greg S Zaric (Ivey School of Business, University of Western Ontario)

Abstract: HIV prevention funds often traverse several levels of decision-making. Decision makers at each level use equity-based heuristics that may lead to sub-optimal allocation. We model the allocation process as a Stackelberg game in which an upper-level decision maker uses an incentive scheme based on preferences of the lower-level decision makers to encourage optimal allocation of prevention funds.

Multivariate Regression Analysis and Ambulance Diversion

Submission #869 (*Research Abstract*)

Authors: Gloria M Fragoso (DePaul University)

Abstract: Emergency Rooms critical scenario can be an overcrowded ER sending an ambulance to other hospital. The output of multivariate regression analysis is used to develop an integrated framework to optimize the whole system of ambulances and ER. The objective would be to reduce or eliminate ambulance diversion.

HM-5: Marketing Research in Hospitality

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Cihan Cobanoglu (University of Delaware)

The Study of Airlines Co-marketing: Alliance Motives and Performances

Submission #247 (*Refereed Research Paper*)

Authors: Hsu, Po-Yi (Institute of International Business, National Cheng Kung University), Tsung-Chi Liu (Institute of International Business, National Cheng Kung University)

Abstract: This study analyzes the theoretic logics of airlines co-marketing alliances and identifies the reasons for joining the consortia. We clarify the motives of the alliance parties, based on the transaction cost economics, resource-based view and social capital theory. We examine carriers' co-marketing alliance performance through qualitative survey. The result provides an in-depth understanding of the colorful painting schemes as effective co-marketing alliance strategies.

A Choice Based Dynamic Programming Approach for Setting Opaque Prices

Submission #1058 (*Research Abstract*)

Authors: Chris Anderson (Cornell University), Xiaoqing Xie (Cornell University)

Abstract: In opaque pricing certain characteristics of the service are hidden from the consumer until after purchase. We use a nested logit model in combination with logistic regression and dynamic programming to illustrate how a service firm can optimally set opaque prices. We compare optimal prices and expected revenues when dynamic pricing is restricted to daily price changes. We provide an example using data from an opaque selling mechanism (Hotwire.com) and a Washington DC based hotel.

Brand Extension Management: An Analysis of Industry Trends

Submission #616 (*Refereed Research Paper*)

Authors: Jungkook Lee (Indiana University Purdue University Columbus)

Abstract: Building and managing strong brands is considered to be one of the key drivers of success in the hospitality industry. A brand extension strategy is followed when a company uses an established brand name to introduce a new product. This study reviews the application and trends of brand extension in the hotel industry and contributes to research and theory on brand extensions by developing a model of the process by which a transfer occurs based on the brand extension model of Aaker and Keller (19(*truncated -- too long*))

IB-5: International Operations & Performance

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Minoo Tehrani (Roger Williams University)

International Industrial Clusters Location Problem

Submission #712 (*Research Abstract*)

Authors: Antonio Rios-Ramirez (Monterrey Institute of Technology/University of Houston)

Abstract: In the era of the globalization, the economic development of the regions has been a constant concern of the governments. One of the strategies has been the location and the development of Industrial clusters like economic detonators and new businesses. The problem of location of industrial clusters in the world is one of the biggest

challenges. This research reviews the main location factors, as well as it establishes a model proposal.

Pushing the Performance Frontier in International Operations: An Empirical Study of Operational Innovation, Global Disruptions and Performance

Submission #705 (*Research Abstract*)

Authors: Jie Zhang (Boston University), Nitin Joglekar (Boston University), Justin Ren (Boston University)

Abstract: International operations are more flexible but susceptible to diverse disruptions. Extending the Theory of Performance Frontiers, we study the link between operational innovations and firm performance, and how disruptions may impact that link. We test empirically how a firm's decisions to change its operations affect performance when disruptions abound.

Linking Country's Technological Absorption and Environmental Performance

Submission #710 (*Research Abstract*)

Authors: Stephan Vachon (HEC Montreal)

Abstract: A country's capacity to integrate technologies from other countries is a function of foreign direct investments (transfer), its own firms' absorptive capability, or the firms' innovative capacity. Building on the Porter Hypothesis, this paper explores the link between technological absorption and environmental performance using data from the Global Competitiveness Report.

IE-18: Online Games to Teach Operations and Supply Chain Management (workshop)

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Samuel C. Wood (Responsive Learning Technologies and Stanford University)

Online Games to Teach Operations and Supply Chain Management

Submission #219 (*Workshop*)

Authors: Samuel C. Wood (Responsive Learning Technologies and Stanford University)

Abstract: After a survey of online games to teach operations and supply chain management, participants will play an award-winning online game named Littlefield Technologies and then discuss best practices for using such games. Participants are encouraged to bring a laptop computer.

IE-19: On-Line Homework and Exams: A Live Demonstration of MyOMLab (Tutorial)

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Barry Render (Rollins College)

Improving Student Learning in OM with On-Line Homework and Exams: A Live Demonstration of MyOMLab

Submission #704 (*Tutorial*)

Authors: Barry Render (Rollins College), Jay Heizer (Texas Lutheran University)

Abstract: The presenters in this on-line tutorial have just developed a new approach to improving the OM learning process. Their MyOMLab software contains a large data base of algorithmically generated homework/exam problems, as well as 1000's of test bank multiple-choice questions, that can be assigned for on-line work. If a student needs additional help, she is provided with a variety of tools, including a similar problem with a worked out video solution.

IE-20: Decision Making for Academic Leadership, Value Stream Mapping, & Business Processes

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Thomas A. Kolenko (Kennesaw State University)

Data-Driven Decision Making (D3M) for Academic Leadership

Submission #820 (*Research Abstract*)

Authors: Thomas A. Kolenko (Kennesaw State University), Samia M. Siha (Kennesaw State University), Victor B. Marshall (Kennesaw State University)

Abstract: This paper presents a D3M model used by administrators and professors converting data from a university Enterprise Information Management System into actionable knowledge for analyzing and addressing business school issues like grade inflation, student enrollment trends, student retention, academic rigor, accreditation support, and teaching effectiveness using a series of practical analytical illustrations.

Application of Value Stream Mapping to Improving the Student Academic Advising Process

Submission #655 (*Research Abstract*)

Authors: Samir Barman (University of Oklahoma), Warren W. Fisher (Stephen F. Austin State University), Pascal L. Killingsworth (Stephen F. Austin State University)

Abstract: "Value stream mapping" (VSM) is a popular tool to identify opportunities for improving process efficiency. Originally designed to "lean out" manufacturing processes, VSM can also be applied to services. In this research, VSM is applied to academic advising of undergraduate students in a large department of a state university.

Improvements to the process are suggested based on VSM analysis of current and past procedures.

Who Owns Business Processes in Business Schools?

Submission #667 (*Research Abstract*)

Authors: Anna Sidorova (University of North Texas), Thomas C. McGinnis (University of North Texas)

Abstract: Integration of business processes across functional areas remains one of the main priorities in modern business, requiring managers to adopt a process view of the organization. Yet business education remains largely structured around traditional functional areas, with little attention to business processes (BP) and BP integration. In

this presentation we will discuss different approaches to improving business process education in business schools.

IS-13: Online Social Networks

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Brandis B. Phillips (North Carolina A & T State University)

Understanding Social Networking Popularity: Determinants of Site Use

Submission #410 (*Refereed Research Paper*)

Authors: Brandis B. Phillips (North Carolina A & T State University), Belinda P. Shipp (North Carolina A & T State University)

Abstract: Social networking sites are increasingly attracting more and more users. Users represent a wide range of people to share information such as texts, pictures and videos. Thus we develop a conceptual model and propositions to help understand social networking sites based upon previous literature from both the information systems and communications.

An Analysis of Online Social Networks and Application Software

Submission #155 (*Research Abstract*)

Authors: H. Michael Chung (California State University, Long Beach)

Abstract: This study examines published literature involving online social networks and analyzes their typology, motivation to participate, topology, and metrics in such networks. The paper identifies research gaps in online social networks and explores directions for analyzing social networking phenomena, which can be applied to developing online social network software system and their structure as well as functionality.

Wearable Computing as Next Interaction Technology and Its Value for Virtual Team

Submission #528 (*Research Abstract*)

Authors: Jongtae Yu (Mississippi State University), Chengqi Guo (University of West Alabama)

Abstract: Wearable computing is being highlighted as a next generation interaction technology. We focus on its capability of fusing mobility, communication aid, and computing power. Such capability exactly is what virtual team task requires. The purpose is to explore the potential of wearable computing for virtual team work and provide a guideline to choose best form of wearable computing based on job requirements.

Modeling a Framework for Examining Social Communication Media Selection

Submission #1003 (*Research Abstract*)

Authors: Solomon O. Ogara (University of North Texas)

Abstract: Social communication media are generating a lot of interest at the workplace and personal use. A framework for social communication media selection is proposed by drawing on channel expansion theory, social influence theory, media richness theory and

technology acceptance model. Three types of social communication media (Facebook, MySpace and Twitter) are used to test and determine support for the framework.

IS-14: Cross-Cultural Studies in IT

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Chang E. Koh (University of North Texas)

An Investigation into the Relationships Between Gender Perception of Computing, Computer Self-Efficacy, and Computer Anxiety: A Comparison Study Between Chinese Females and American Females

Submission #423 (*Refereed Research Paper*)

Authors: Kittipong Laosethakul (Sacred Heart University), Thaweephan Leingpibul (Western Michigan University), Zhen Pan (Nanjing Normal University)

Abstract: It is believed that the perception that computing is a male domain has discouraged American women to participate in computing fields. Like the U.S., computing is also dominated by men in China. However, unlike the U.S., information technology is ranked highest compared with other industries in terms of career choices for Chinese female university graduates. This study investigates how computer anxiety and computer self-efficacy influence gender perception toward computing of Chinese females in comparison to American females. One of the findings indicates that computer anxiety directly impacts gender perception toward computing by females in both cultures.

Perceptions of RFID: A Comparative Study of U.S. and South Korean Firms

Submission #538 (*Refereed Research Paper*)

Authors: Chang E. Koh (University of North Texas)

Abstract: RFID has the potential to make the concept of seamless global supply chain management into a more attainable reality. We conducted an empirical study to compare the United States and South Korea regarding the intrinsic attributes, perceived benefits and risks, and strategic impact on business performance for implementing RFID. The findings suggest that the two countries are more similar in the way they perceive the RFID than anticipated despite discernable differences observed in some areas of RFID implementation.

The Impacts of Country Characteristics upon the Value of Information Technology as Measured by Productive Efficiency

Submission #643 (*Research Abstract*)

Authors: Winston, T. Lin (The State University of New York at Buffalo), Chung-Yean Chiang (University at Buffalo, SUNY)

Abstract: This study attempts to analyze the impacts of upon the business value of IT investments, based on the stochastic frontier production approach. The results suggest the existence of IT paradox and the significant effects of the chosen national characteristics on IT value.

MM-8: Technological Issues in Manufacturing - 2

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Amir M. Hormozi (Texas A&M University - Corpus Christi)

A Global Comparison of MPC Technology Development and Communication effects on Manufacturing Plant Performance

Submission #905 (*Research Abstract*)

Authors: Teresa K Betts (Southern Illinois University Carbondale), Dr. Dennis Krumwiede (Idaho State University), Suresh K. Tadisina (Southern Illinois University - Carbondale)

Abstract: Manufacturing managers are concerned with relationships between manufacturing, planning, and control (MPC) development and plant performance and how these relationships may differ between countries or regions. Results will provide foundation for further investigation of how MPC technologies should be utilized to maximize performance in different countries or regions.

Stage of Knowledge Growth in Operations Management Research: Revisiting Swamidass

Submission #694 (*Research Abstract*)

Authors: Peter B. Southard (University of St. Thomas), Diane H. Parente (Pennsylvania State University - Erie)

Abstract: This article determines the extent of progress in Operations Management (OM) research. Over 2,000 articles were reviewed from 1987, 1994, and 2008 to position OM research on an s-curve representing stages of knowledge growth using a technique employed by Swamidass. The paper demonstrates what progress occurred from 1987 to 2008.

Benefits and Drawbacks of WiMAX for Manufacturing

Submission #1047 (*Research Abstract*)

Authors: Amir M. Hormozi (Texas A&M University - Corpus Christi)

Abstract: WiMAX is the acronym for Worldwide Interoperability for Microwave Access. It is a wireless digital communications system based on IEEE standard. Broadband wireless access of up to 30 Miles is possible for fixed WiMAX stations. It offers up to approximately 40 Mbps capacity per wireless channel for fixed and portable applications.

MS-7: Supply Chain Modeling

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Stephen Hill (Weber State University)

North America Intermodal Operations of A Major Shipping Corporation: A Case Study in Optimization

Submission #968 (*Research Abstract*)

Authors: Ram Misra (Montclair State University), Michael Pedersen (Montclair State University)

Abstract: This paper examines the current practices of a shipping corporation in managing their operations. The process control groups work independently to define the components of land based transportation - truck, rail and feeder movements. These components are combined to create complete shipping routes from ports of discharge to the place of delivery. Network modeling is applied to the routing functions performed in order to determine if an LP approach can achieve a more profitable solution.

Route Scheduling for XYZ Recycling Company

Submission #889 (*Research Abstract*)

Authors: Parag Dhumal (Angelo State University), Vikas Agrawal (Fayetteville State University)

Abstract: XYZ is a small size recycling company providing service to a mid size town of population 85000 privately. This town is isolated from big major cities and freeways. It is critical for them to improve scheduling efficiency. In the literature lot of algorithms are proposed. We are looking to use best available or modify existing algorithms to their needs to provide cost effective solution. Finally a comparative analysis of new route with existing one and benefits will be presented.

A Game-Theoretic Analysis of Biomass Electricity Generation Supply Chain

Submission #821 (*Research Abstract*)

Authors: Fuzhan Nasiri (Yale University)

Abstract: This paper proposes a game theoretic approach to model and analyze the process of utilizing biomass for power generation considering three players; distributor, facility developer, and participating farmer. We characterize the Nash equilibrium of the sequential game and discuss its features. A special attention is devoted to the analysis of the incentives that must be put forward to ensure that in equilibrium, biomass is part of electricity production.

A Heuristic for the Fixed-Destination, Multi-Depot, Multiple Traveling Salesman Problem

Submission #897 (*Research Abstract*)

Authors: Stephen Hill (Weber State University), John Mittenthal (The University of Alabama)

Abstract: In this work we propose a heuristic for the fixed-destination, Multi-Depot, Multiple Traveling Salesman Problem (MmTSP). The heuristic is tested via a series of computational experiments and analysis of the experimental results is provided.

NP-3: Conceptual Design, Framework, and Algorithm in New Product Development

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Karuna Jain (Indian Institute of Technology)

Conceptual Design of a Medical Triage and Situational Awareness Tool

Submission #720 (*Research Abstract*)

Authors: Alfred E. Thal, Jr. (Air Force Institute of Technology), David A. Smith (Air Force Institute of Technology), Patrick D. Kee (Air Force Institute of Technology)

Abstract: The threat of mass casualty situations presents unique challenges for first-responders. To enhance situational awareness and response efforts, we used the quality functional deployment (QFD) approach to explore the conceptual design of a hand-held information system. This device facilitates the automated collection, management, and dissemination of information collected at the scene of an event. With plug-and-play capability, the device will be net-centric and rely on evolving technologies.

Using the Diamond Framework to Evaluate New Product Development Alternatives

Submission #723 (*Research Abstract*)

Authors: Alfred E. Thal, Jr. (Air Force Institute of Technology), Jason W. Cooke (Air Force Research Laboratory), Craig T. Neuroth (Air Force Research Laboratory), Sheena L. Winder (Air Force Research Laboratory), Kevin J. Yost (Air Force Research Laboratory)

Abstract: An unmanned aerial system (UAS) typically relies on engines from the remote-controlled aircraft market. However, these engines are mostly designed for aerobatics and short flight times rather than loitering capabilities. We subsequently used the “diamond framework,” which is a project management approach that uses four attributes (Novelty, Pace, Complexity, and Technology) to examine the benefits and risks associated with a project, to examine alternatives to increase flight duration.

A Genetic Algorithm Approach To RCPSP With Vacation And Cost Minimization

Submission #1011 (*Tutorial*)

Authors: Karuna Jain (Indian Institute of Technology), Pankaj Dutta (SJMSOM, IITBombay), M, Suresh (SJMSOM, IITBombay)

Abstract: The purpose of this paper is to develop a decision support system for resource constrained project scheduling problem using genetic algorithm in the context of a cyclic-off-days for labours, cyclic preventive maintenance of machines, overtime for critical activities and non-renewable resource utilization with the objective to minimize cost and makespan.

Costs in Product Development Process: Multiple Case Studies in Southern Brazilian Manufacturing Companies

Submission #840 (*Research Abstract*)

Authors: Rosana R. P. Tondolo (University of Caxias do Sul), Carlos A. Costa (University of Caxias do Sul), Vilmar A. G. Tondolo (University of Vale do Rio do Sinos)

Abstract: This article is a multiple case studies developed in Brazilian manufacturing companies. It aims to explore and identify how the distribution the costs occurs during the stages of the product development process. We identify how costs are defined and measured. We also identify that decisions directly affect the product costs during this process.

OB-5: The Role of Organizational Culture and Managerial Values on Firm Success

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Young K. Ro (University of Michigan - Dearborn)

The Influence of Management Styles on Professional Skills: Innovative Culture Matters

Submission #355 (*Refereed Research Paper*)

Authors: Pei-Li Yu (National Cheng Kong University)

Abstract: A little attention has been drawn to how innovative culture affects this link between management style and professional skills. Based on the motivation theory, and treating innovative culture as a reinforcement motivation mechanism to strengthen employee's learning behavior. The hypotheses that assume such links are proposed and tested using a sample drawn from the high-tech industry. The hypotheses are partially supported, and the managerial implications of the results are discussed.

Influence of Management Value Orientations on Continuous Improvement Activities

Submission #716 (*Research Abstract*)

Authors: Katherine A. Heynoski (University of Michigan)

Abstract: Change management is examined through a framework of culture. Statistical analysis of surveys using cultural consensus modeling provides measures of value orientation that is compared with the themes derived from the qualitative analysis of field notes and interviews. Findings from two organizations involved in continuous improvement activities are discussed.

PD-3: Developing an Effective Undergraduate Research Program: A Panel Discussion Based on The Research Group™ Model

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Kenneth R. Bartkus

Participants: Konrad S. Lee (Utah State University), Christopher J. Skousen (Utah State University), Vijay R. Kannan (Utah State University)

Developing an Effective Undergraduate Research Program: A Panel Discussion Based on The Research Group™ Model

Submission #1070 (*Panel Discussion*)

Authors: Kenneth R. Bartkus (Utah State University), Konrad S. Lee (Utah State University), Christopher J. Skousen (Utah State University), Vijay R. Kannan (Utah State University)

Abstract: This panel discussion starts with a review of a nationally recognized mentorship program located in the Jon M. Huntsman School of Business at Utah State

University. The panel will share their experiences and reflect on the benefits and challenges of participating in the program. A question and answer section follows.

QP-12: Quality and Productivity in Manufacturing

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Xiaolin Li (Towson University)

Examining the R&D-Productivity Linkage and Export-Led Growth Hypothesis: An Empirical Study on Exporting Manufacturers in China

Submission #39 (*Refereed Research Paper*)

Authors: Xiaolin Li (Towson University)

Abstract: This paper formulates a framework on the relationship between R&D, export, firm size, industry, and productivity. General linear modeling on cross-sectional data of 270 exporting manufacturers in China (EMC) validates the R&D-productivity linkage. The study also finds a significant relationship between firm size, industry and productivity. But no evidence is found for the effect of export on productivity.

An Empirical Search for Complex and Complex Adaptive Behaviors in Manufacturing

Submission #668 (*Research Abstract*)

Authors: Sam K. Formby (University of South Carolina), Manoj K. Malhotra (University of South Carolina), Sanjay Ahire (University of South Carolina)

Abstract: This study empirically examines complex behaviors in manufacturing systems by evaluating changes in functional relationships between three constructs related to the workforce, management and plant success outcomes. The results find that, as predicted by theory, non-linear and interaction effects between system agents become more significant predictors of success as complexity increases.

QP-13: Understanding and Managing Variation

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Fazel Hayati (Edgewood College, Madison, WI)

Understanding and Managing Variation

Submission #801 (*Panel Discussion*)

Authors: Jeff Lambeseder (Edgewood College), Fazel Hayati (Edgewood College, Madison, WI), Jarod Walker (Edgewood College)

Abstract: Building on the work of Walter A. Shewhart, Dr. Deming developed the knowledge about variation a cornerstone of his philosophy. He expanded on the two types of variations: common cause and special cause. Tampering is overreaction to variation.

SB-1: Learning Issues in the Business School Introduction to Statistics Course: Are We Engaging Our Students to Apply Their Knowledge Learned in this Course? (Panel Discussion)

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Barry A. Wray (University of North Carolina at Wilmington)

Learning Issues in the Business School Introduction to Statistics Course: Are We Engaging Our Students to Apply Their Knowledge Learned in this Course?

Submission #302 (*Panel Discussion*)

Authors: Barry A. Wray (University of North Carolina at Wilmington), Hope M. Baker (Kennesaw State University), Barbara A. Price (Georgia Southern University), Norean R. Sharpe (Georgetown University)

Abstract: The challenge facing Business Schools is to engage students to better comprehend and apply what they have learned in the Introduction to Statistics course and to retain this understanding in other coursework and throughout their careers. This panel will discuss causes, concerns, issues, and solutions to this challenge

SC-31: Supply Chain Inventory Management I

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Balaji Janamanchi (Texas A & M International University)

An Empirical Study of the Determinants of Backorder Aging: The Case of the Missing NIINs

Submission #114 (*Refereed Research Paper*)

Authors: James Rodger (Indiana University of Pennsylvania), Pankaj Pankaj (Indiana University of Pennsylvania), Micki Hyde (Indiana University of Pennsylvania)

Abstract: In this paper, we present an empirical study of the determinants of backorder aging that studies the effects of material flow. The results of this research lead us to conclude that it is statistically feasible to predict whether an individual NIIN has a propensity to become a backordered item.

Optimum Control of a Multi-Supplier-Buyer Supply Chain with JIT Delivery

Submission #161 (*Refereed Research Paper*)

Authors: Pablo Biswas (Louisiana State University), Bhaba R Sarker (Louisiana State University)

Abstract: This paper considers a supply chain system that operates under Just-in-time production facility consists of multiple raw material suppliers, single manufacturer, and multiple buyers. Based on idle time minimization concept for a facility, a raw materials and finished goods supply chain model is developed with imperfect matching inventory

system. A heuristic solution is suggested to solve the defined problem. The solution is analyzed through numerical examples.

Increases in Inventory help accomplish Supply Chain goals: A System Dynamics Model based Study

Submission #378 (*Refereed Research Paper*)

Authors: Balaji Janamanchi (Texas A & M International University), James R Burns (Texas Tech University)

Abstract: Findings from our two-player (Supplier-Retailer) System Dynamics model suggest increasing inventory levels to accomplish supply chain goals of no stock outs and no unfilled customer orders in supply chains where customers respond to a stock out by switching to other alternatives. Defining minimization of unfilled orders as the objective function, a supplier-retailer system dynamics model is simulated under varying customer order scenarios to develop useful insights for policy formulation.

SC-32: Information Sharing Between Trading Partners

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Thomas Ngniatedema (Kent State University)

Data Mining: A Solution to Mass Customization Challenges

Submission #868 (*Research Abstract*)

Authors: Thomas Ngniatedema (Kent State University)

Abstract: Mass customization goal is to satisfy horizontally differentiated customers demand without losing competitive erosion. Its success relies on speed, quality improvement, innovation, flexibility, and cost management at every stage of the value chain. This research critically analyzes some of the mass customization challenges and suggests data mining solution for streamlining manufacturing processes, for innovative design, and for the effective management of enterprise resources.

Downstream Information Sharing with Errors in a Serial Supply Chain

Submission #1048 (*Research Abstract*)

Authors: Hyun-cheol P. Choi (California State University at Fullerton), James D. Blocher (Indiana University), Srinagesh Gavirneni (Cornell University)

Abstract: As supply chain partners try to share more information, the benefits of sharing information can be more sensitive to the errors in the shared information. We investigate the impact of information errors on the performance of a serial supply chain. We consider the downstream information sharing where the retailer shares the end-customer demand information with the supplier. A detailed simulation-based computational study enables us to characterize when these errors are most detrimental.

The Influence of Media Richness and Governance Strategies on Internet Communication Effectiveness

Submission #291 (*Refereed Research Paper*)

Authors: Shaohan Cai (Carleton university), Minjoon Jun (New Mexico State

University)

Abstract: Prior research suggests that in exchanging rich and lean information between trading partners, both communication media richness and governance mechanisms can greatly affect the effectiveness of inter-organizational communication. This study attempts to examine the moderating effects of Internet media richness and governance mechanisms (formal contracts and relational norms) on the relationships between rich and lean types of information communication, and purchasing outcomes.

SC-33: Models and Methodologies for Supply Chain Decision Making

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Yavuz Acar (Bogazici University)

A Game Theory Approach to Price and Advertisement Decisions in a Manufacturer-Retailer Supply Chain

Submission #420 (*Refereed Research Paper*)

Authors: Jinfeng Yue (Middle Tennessee State University), Jill Austin (Middle Tennessee State University), Zhimin Huang (Adelphi University), Bintong Chen (Washington State University)

Abstract: This research studies cooperative local and national advertising and price decisions in a manufacturer-retailer supply chain. Coordination in local and national advertising in a partnership relationship is the best solution. The suggested optimal scheme can help the manufacturer and retailer decide the optimal co-op advertising and retail price in practice.

Evaluating Operational Performance Of Forecast Methods In A Specialty Chemical Supply Chain Using Trade-Off Curves

Submission #212 (*Refereed Research Paper*)

Authors: Yavuz Acar (Bogazici University), Everette S. Gardner (University of Houston), Sukran Nilvana Kadipasaoglu (Bahcesehir University)

Abstract: We studied the impact of forecasting on the operational performance of a global chemicals supply chain. Operational performance measures are inventory, production and shipment costs, and four measures of customer service. Forecasting methods are evaluated via tradeoff curves developed using cost and customer service performance measures simultaneously. The additional benefits of trade-off curves are shown by comparing their results to those of the traditional ANOVA and Tukey's means tests.

Comprehensive Analysis of Manufacturing Site Location Decisions: An Example from Mexico

Submission #795 (*Research Abstract*)

Authors: William J. Sawaya (Texas A&M University), Michael Johnson (Texas A&M University)

Abstract: In the globalized economy, manufacturing is frequently situated in countries with low labor costs. It is likely that other variables beyond labor costs could be included

to properly capture the implications of manufacturing in low cost countries. This presentation will discuss ways of examining and monetizing some of these additional variable possibilities with an illustration for sites in northern Mexico.

Effectiveness of Case Study in Enhancing Student Learning in Operations and Supply Chain Management

Submission #1073 ()

Authors: Mahour Parast (University of North Carolina at Pembroke)

Abstract: The purpose of this study is to investigate the effectiveness of case study on student learning. Seven constructs have been developed to measure different aspects related to student learning. The results show that using case study significantly improves students' higher-order cognitive domain of learning and self-efficacy.

SC-34: Managing Supply Chain Uncertainties

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Gensheng (Jason) Liu (University of Memphis)

Managing Supply Chain Uncertainties to Achieve Mass Customization Ability

Submission #29 (*Refereed Research Paper*)

Authors: Gensheng (Jason) Liu (University of Memphis), Rachna Shah (University of Minnesota), Roger G. Schroeder (University of Minnesota)

Abstract: In this article, we examine the relationship between supply chain uncertainty management and mass customization ability. We conceptualize supply chain uncertainties as demand uncertainties and supply uncertainties, and use regression analysis on data collected from 189 manufacturing plants to empirically test three hypotheses. Our results suggest that a company should simultaneously manage demand and supply uncertainties if mass customization is the goal.

A Multiple Sourcing Model under Demand and Supply Uncertainty

Submission #91 (*Research Abstract*)

Authors: Jianli Hu (Chapman University), Mihaela Vajiac (Chapman University)

Abstract: We study a multiple a supplier selection and quantity allocation model using a two-stage supply chain consisting of N unreliable suppliers and one buying firm. Our approach integrates supplier costs, supplier delivery reliabilities and firm specific inventory costs. We present optimal ordering policies minimizing the total purchasing, holding, and penalty costs with backlogging. Our solutions reveal that cost generally takes precedence over reliability in the supplier selection process.

Empirical Investigation of the Role of Risk Management Organizational Culture in Decreasing Supply Chain Process Variability

Submission #919 (*Research Abstract*)

Authors: Serhiy Ponomarov (The University of Tennessee)

Abstract: This study explores the relationship between risk management elements of organizational culture, information sharing capabilities, environmental uncertainty and

supply chain process variability. The importance of organizational culture for managerial decision making under uncertainty is emphasized. The proposed conceptual model is tested empirically using survey research methodology and regression analysis.

Services Outsourcing and Shifting Relationship Structures: Bridge Decay vs. Bridge Transfer

Submission #1067 (*Research Abstract*)

Authors: Mei Li (Arizona State University)

Abstract: This study empirically examines the impacts of different triadic relationship typology among the service buyer, service supplier and the buyer's customers on buyer's service outsourcing risks. Further, it investigates how different types of services moderate these impacts. Finally, it examines the role of buyer-supplier trust as a risk mitigating strategy.

SC-35: Behavioral Issues in Supply Chain Management

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Sadik Sinan Erzurumlu (Babson College)

Strategic Collaborations with Competitors in New Product Development

Submission #199 (*Refereed Research Paper*)

Authors: Sadik Sinan Erzurumlu (Babson College)

Abstract: In this paper we study how the structure and the investment decisions of one level of the supply chain affect other dimensions of channel operations. We consider three different formations between two suppliers in development and procurement of a component to a downstream OEM: joint venture, development alliance and independent development. We show that the relative attractiveness of a formation depends on the increase in consumer demand due to stimulating OEM's investment.

Emotional Intelligence: The Missing Link in SCM Relationships

Submission #612 (*Research Abstract*)

Authors: Jane V. Wheeler (Bowling Green State University), Janet L. Hartley (Bowling Green State University)

Abstract: Supply managers must build and maintain a wide range of relationships to be effective. We explore the concept of emotional intelligence and its role in supplier relationship management. A conceptual model and survey research designed to test the model will be discussed.

The Predictive Value of Behavioral Characteristics in Alliance Success

Submission #695 (*Research Abstract*)

Authors: Evelyne Vanpoucke (Vlerick Leuven Gent Management School), Ann Vereecke (Vlerick Leuven Gent Management School/ Ghent University)

Abstract: More companies are setting up strategic alliances with suppliers and customers. However, the majority of strategic alliances do not succeed. Our aim is to understand how behavioral characteristics, such as alliance attributes, communication

behavior and alliance management, predict alliance success. We found that while alliance attributes are associated with cost and service benefits, communication behavior and alliance management are associated with only service and cost benefits respectively.

A Comparative Analysis of Occupational Characteristics for Supply Chain Professionals

Submission #741 (*Research Abstract*)

Authors: Thomas J Goldsby (University of Kentucky), Clyde W. Holsapple (University of Kentucky), David A. Marshall (University of Kentucky), Wei-Cheng Shen (University of Kentucky)

Abstract: This research utilizes a public archive to compare the key occupational characteristics of logisticians and purchasing, transportation, and warehouse managers. Our findings indicate that subtle differences may exist within those supply chain professionals, which can be used to streamline educational development with occupational characteristics.

SE-3: Piracy, hacking, and cyberterrorism

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Charles B. Foltz (University of Tennessee at Martin)

Use of Counter-Forensic Tools as a Facilitator for Better Security and Privacy Practices: Exploring “Presumption of Guilt” Syndrome

Submission #521 (*Refereed Research Paper*)

Authors: Richard Lee Doty (Nova Southeastern University), Gurvirender P. Tejay (Nova Southeastern University)

Abstract: Small businessperson is likely to store business and personal information on one computer-machine. In case of investigation, encrypted data would prompt forensic investigators for greater scrutiny. We argue that there is a mindset among security practitioners whereby any attempt to obscure information is viewed as evidence of some wrongdoing.

Exploring Internet Hacking Trend With Agent-based Modeling

Submission #405 (*Refereed Research Paper*)

Authors: Zaiyong Tang (Salem State College), Kallol K. Bagchi (University of Texas, El Paso), Anurag Jain (Salem State College)

Abstract: We build an agent-based model (ABM) to study the dynamics of Internet hacking and to examine the factors that impact the adoption of Internet hacking. The ABM enables us to explore the interactions and the mutual influences of various types of Internet users with different degrees of hacking propensity.

The Impact of Cyber Terrorism on Investment for Information System Security

Submission #315 (*Refereed Research Paper*)

Authors: Jian Hua (University of the District of Columbia), Sanjay Bapna (Morgan State University)

Abstract: The scale and scope of cyber attacks on information systems is on the rise in the information age. The aim of this paper is to use game theory to analyze risk in IT-based information systems, predict the behavior of cyber terrorists, and find an optimal investment. This model is used to analyze the optimal investment in information systems security under the impact of cyber terrorism.

Comparative Analysis of Software Piracy in Asia: An Empirical Study

Submission #46 (*Research Abstract*)

Authors: Sooun Lee (Miami University), Xiang Fang (Miami University)

Abstract: In the proposed study, we plan to collect data from both countries, Japan and Vietnam, concurrently to investigate the impact of a country factor such as difference in attitude, culture, education, and knowledge (especially about intellectual property rights) upon software piracy related variables. Regression analysis will be conducted to determine statistically meaningful variables and co-relationships among variables.

SI-5: PANEL DISCUSSION: Current Status and Issues in Societal Learning and Knowledge Sharing

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: J. P. Shim (Mississippi State University)

Current Status and Issues in Societal Learning and Knowledge Sharing

Submission #677 (*Panel Discussion*)

Authors: J. P. Shim (Mississippi State University), Gary Templeton (University of East Anglia), John M. Pearson (Southern Illinois University), Ann M. Pearson (Southern Illinois University), Cheon-Pyo Lee (Fairmont State University), Xin Luo (The University of New Mexico)

Abstract: Recently, societal learning and knowledge sharing have received renewed widespread attention. Communities mediated by a wide range of globally available services and technologies (e.g., Web 2.0) have demonstrated extensive societal learning and knowledge sharing. Several aspects of societal learning, societal knowledge sharing, cultural differences, and behavioral patterns will be discussed.

SM-5: Service Quality II

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Hong Qin (University of Texas-Pan American)

Service Quality in the Urgent Care Industry

Submission #621 (*Research Abstract*)

Authors: Hong Qin (University of Texas-Pan American), Victor R. Prybutok (University of North Texas)

Abstract: The urgent care industry, an integral part of the U.S. health care system, has

experienced rapid growth. This research: (1) developed an instrument to measure perceived service quality in the urgent care industry; (2) established a research model examining the dimensions of perceived service quality, and determinants of patient satisfaction in the context of urgent care.

A Framework for Integrating Environmental Metrics: An Empirical Study

Submission #685 (*Research Abstract*)

Authors: Rajesh Srivastava (Florida Gulf Coast University), Elias T. Kirche (Florida Gulf Coast University)

Abstract: Poor alignment of metrics is most often cause of poor financial and operational performance in a firm. In this study we examine and understand environmental performance factors that are important to a firm and provide critical metrics to align internal measurements with that of external requirements, compliance and goals.

Service Value, Fairness, Costs, and Quality: An Integrative Model

Submission #630 (*Research Abstract*)

Authors: BooYun Cho (Korea University Business School), Kwang-tae Park (Korea University), DaeSoo Kim (Korea University)

Abstract: This study proposes an integrative service value model, by extending previous service quality and fairness models with the transaction cost theory from various disciplines. We hypothesize and test the relations of service quality, perceived costs, and service fairness to service value and their relations to behavioral intention, to deepen our understanding of their causal relationship.

Improving Quality of Service in Web-based Applications

Submission #985 (*Research Abstract*)

Authors: Antonios Printezis (Arizona State University - Center for Productivity Innovation and Quality)

Abstract: Steady growth in web traffic has affected the quality of service, measured by response time, for several e-businesses. Lack of understanding of system interactions has impeded effective capacity management. One such critical interaction is resource locking. Motivated by a real world problem, we develop an analytical model to study the impact of resource locking on quality of service and demonstrate how that model can be used to quickly and accurately predict system performance.

SP-7: Outsourcing Perspectives

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Karen L. Fowler (Colorado State University--Pueblo)

Outsourcing: Conceptual, Theoretical, and Practitioner Perspectives

Submission #664 (*Panel Discussion*)

Authors: Lester A. Digman (University of Nebraska-Lincoln), Karen L. Fowler (Colorado State University--Pueblo), Jim Flynn (Indiana University-Indianapolis), Michael Wakefield (Colorado State University - Pueblo)

Abstract: This panel will discuss outsourcing trends, issues, and challenges from theoretical, conceptual, strategic, and practitioner perspectives. Also included will be ethical and liability issues in the supply chain, strategic aspects of outsourcing of competencies, strategic vs. tactical outsourcing, and other emerging issues, examined from strategic, structural, and operations-dependency perspectives.

ST-7: Distribution in Statistics

Sunday, Nov. 15th, 2009 1:00-2:30PM

Chair: Mohammad Ahsanullah (Rider University)

Exact Computable Expressions for the Asymptotic Distribution of Change-Point mle in the Exponential Case

Submission #143 (*Refereed Research Paper*)

Authors: Stergios B. Fotopoulos (Washington State University), Venkata K. Jandhyala (Washington State University), Elena A. Khapalova (Washington State University)

Abstract: Adapting Hinkley's set up of an abrupt change, we derive exact computable expressions for the asymptotic distribution of the mle of the unknown change-point in a sequence of independently and exponentially distributed random variables. The derived method can be applied equivalently to the change-point mle in a Poisson process. We apply change-point analysis to earthquake data (Sumatra region) and find evidence for existence of dynamic triggering.

Characterizations of Distributions by Truncated Moments of Order Statistics

Submission #399 (*Refereed Research Paper*)

Authors: Mohammad Ahsanullah (Rider University)

Abstract: Some characterizations of several well known univariate distributions based on truncated moments of order statistics are presented.

First-Order Statistic-Based Control Charts for Monitoring Weibull Percentiles

Submission #300 (*Refereed Research Paper*)

Authors: Xiaohui Huang (Washington State University), Francis Pascual (Washington State University)

Abstract: This article discusses methodology for constructing control charts to monitor percentiles of processes following Weibull distributions with known shape parameter. The construct and properties of unbiased control charts are theoretically studied. The performance of the proposed charts is evaluated and compared using average run lengths. A numerical application concerning product life tests is presented to illustrate the methods.

Su4: Sunday, Nov. 15th, 2009 3:00-4:30PM

AC-6: Accounting Education

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Sheldon R. Smith (Utah Valley University)

Sociological Approaches to Accounting Ethics Education: Comparison of Functional-Institutional and Consequential-Conflictual Approaches

Submission #223 (*Refereed Research Paper*)

Authors: Seleshi Sisaye (Duquesne University)

Abstract: Sociological approaches have been commonly used in accounting research and education. The functional-institutional(FI) and consequential-conflictual (CC)sociological approaches have been applied to accounting ethics education. The FI have focused on incremental first order convergence learning strategies. The CC methodology has radical orientation of second order and reorientation organizational learning strategy. Accounting ethics education can be enhanced only when both FI and CC are used.

Using an Active Learning Project to Teach Intermediate Accounting Topics

Submission #118 (*Refereed Research Paper*)

Authors: Judith A. Sage (Texas A & M International University), Lloyd G. Sage (Texas A & M International University)

Abstract: A project that requires intermediate accounting students to actively participate in the learning process by obtaining/organizing lease accounting information is investigated. The effects and student perceptions of the projects, textbook reading, and examples are analyzed using an exam and questionnaire. The study results indicate that the active learning projects are as effective in learning the lease accounting topics as either reading the textbook or reviewing the textbook examples.

The Ethics of Grading and Graduation Requirements: A Case for Accounting Faculty and Program Administrators

Submission #336 (*Refereed Research Paper*)

Authors: Sheldon R. Smith (Utah Valley University)

Abstract: After introducing the need for ethics in accounting and ethics education for accounting students, this paper discusses the need for ethics education for accounting educators. A case for accounting faculty and program administrator discussion is presented which includes a possible ethical dilemma. This case is related to how faculty grade student achievement in light of specific graduation requirements. Program governance is addressed. The need for ethical training for faculty is implied.

AD-19: 2009 and 2010 Annual Meeting Coordinators of Curricular Issues Program, DSC,

NFDC and Professional Development Program

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Maling Ebrahimpour (University of South Florida - St Petersburg)

Participants: Krishna S. Dhir (Berry College), Vijay R. Kannan (Utah State University), Rhonda Aull-Hyde (University of Delaware), André M. Everett (University of Otago), Morgan Swink (Michigan State University), Barbara A. Price (Georgia Southern University), Sarvanan Devaraj (University of Notre Dame), Rajiv Kohli (Lehigh University), Rohit Verma (Cornell University), Gopesh Anand (University Of Illinois at Urbana Champaign)

AD-20: Indian Subcontinent DSI Officers

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Karuna Jain (Indian Institute of Technology)

Participants: Bidya S. Sahay (Management Development Institute), Jatinder Gupta (University of Alabama in Huntsville), Sanjay Kumar (XLRI Jamshedpur)

AD-21: Mexico DSI Officers

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Antonio Rios-Ramirez (Monterrey Institute of Technology/University of Houston)

AD-22: SEDSI Officers

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Barry A. Wray (University of North Carolina at Wilmington)

Participants: Wesley M Jones, Jr. (The Citadel), Brooke A. Saladin (Wake Forest University), Quinton J. Nottingham (Virginia Tech), Christopher W. Zobel (Virginia Tech), Susan R. Williams (Georgia Southern University)

AD-23: Development Committee for Excellence in the Decision Sciences

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: John Anderson (unknown affiliation)

Participants: Thomas W. Jones (University of Arkansas), Robert L. Andrews (Virginia Commonwealth University), Christer Carlsson (IAMSR/Abo Akademi University), Michael E. Hanna (University of Houston - Clear Lake), Norma J Harrison (China Europe International Business School), Christine T. Kydd (University of Delaware), Carol Latta (Decision Sciences Institute), G. Keong Leong (University of Nevada, Las Vegas), Manoj K. Malhotra (University of South Carolina), David L. Olson (University of Nebraska), Chetan S. Sankar (Auburn University), Roger Schmenner (Indiana University), Roger G. Schroeder (University of Minnesota), Vicki Smith-Daniels (Arizona State University), Kwei Tang (Purdue University), Chris Voss (London Business School), Urban Wemmerlov (University of Wisconsin-Madison)

BA-1: Asian Business Practices

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Jeng-Chung Chen (National Cheng Kung University)

Japanese Consumers' Purchasing Behavior toward an Environmentally Active Retailer

Submission #691 (*Research Abstract*)

Authors: Tomoaki Shimada (Kobe University)

Abstract: The primary research question in this study is whether Japanese consumers prefer to purchase products from a retailer that offers environmental activities or not. To study this issue, we conducted a questionnaire survey of consumers at one of the stores in a large supermarket chain in Japan.

Searching for the Key Factors of Mobile Advertising Business in Mongolia

Submission #693 (*Research Abstract*)

Authors: Jeng-Chung Chen (National Cheng Kung University), Yangil Park (University of Wisconsin-La Crosse)

Abstract: Mobile messages considers factors in Marketing, Information Systems, and location-based service to explore the lucrative business model in Mongolia.

Significance of Fraud Risk in SME Firms

Submission #812 (*Research Abstract*)

Authors: James Specht (Business School, Concordia College, 901 8th St. S. Moorhead, MN 56562), Albert Kagan (Arizona State University)

Abstract: This research addresses managers awareness of the probability of fraud occurring. It also assesses their recognition of possible high risk factors that could be mitigated by establishing specific internal controls. This study addresses the misconception that small businesses are less likely to experience fraud than large organizations.

China's Circular Economy: A Review of Motivations, Progress and Prospects for Internationalization

Submission #885 (*Research Abstract*)

Authors: James Cordeiro (SUNY Brockport), Joseph Sarkis (Clark University)

Abstract: China's Circular Economy (CE) program holds considerable promise for mitigating the enormous environmental concerns accompanying its dramatic industrial growth. We review the economic and business principles underlying the CE, the progress made to date and discuss the implications for ecopreneurship by Chinese organizations within both a domestic and international context.

CC-1: Case Studies Award Finalist Presentations

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Johnny Rungtusanatham (University of Minnesota)

Participants: Rebecca Grant (University of Victoria), Matthew J. Drake (Duquesne University), Elliot Rabinovich (Arizona State University, Main Campus), Susan Meyer Goldstein (University of Minnesota), Wendy L. Tate (University of Tennessee)

Netflix.com: You've Got Mail

Submission #203 (*Award Competition Entry*)

Authors: Brandy S. Cannon (Berry College), Louis Le Blanc (Berry College)

Abstract: Netflix is an online DVD rental service, offering flat rate rental-by-mail and

online streaming to customers in the United States. Established in 1997 and headquartered in Los Gatos, CA, it has amassed a collection of 100,000 titles and approximately 10 million subscribers. The company has more than 55 million discs and, on average, ships 1.9 million DVDs to customers each day. On 25 February 2007, Netflix announced the billionth DVD delivery.

Banneker Industries, Inc. – “Your Strategic Sourcing Solution”

Submission #334 (*Award Competition Entry*)

Authors: Christopher J. Roethlein (Bryant University), Cheryl W. Snead (Banneker Industries), John K. Visich (Bryant University)

Abstract: The case details the quality-minded management style used to transform a failing machine shop into Banneker Industries, a minority and woman-owned supply chain management company. As their relationship and amount of business with their leading (and mentoring) customer grew, Banneker was increasingly concerned that they were getting too dependent on them. A vibrant and thriving culture exists at Banneker and there are concerns that growth may water down the Team Banneker spirit and work ethic.

CI-1: DSJIE Best Teaching Briefs

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: David C. Chou (Eastern Michigan University)

An Entrepreneurial Application of Geographic Information Systems

Submission #559 (*Award Competition Entry*)

Authors: Dr. Barbara Fuller (Winthrop University), David Bradbard (Winthrop University)

Abstract: No abstract

Winning Hearts and Minds: An Argument for Quantitative Analysis in an Operations Management Course

Submission #565 (*Refereed Research Paper*)

Authors: Vernon E. Francis (Graduate School of Management, University of Dallas)

Abstract: It is not uncommon to encounter resistance by students to quantitative methods and analytical rigor in management courses. This paper describes an argument to address this apprehension, presents an exercise and discusses a real case study to reinforce the argument.

The Art of War: Managing the Intricacies of SC Power and Trust

Submission #605 (*Research Abstract*)

Authors: Stanley E. Fawcett (Brigham Young University), Cynthia J. Wallin (Brigham Young University), J. Bonner Richie (Brigham Young University), G. Scott Webb (Michigan State University)

Abstract: SCM has been identified as the company's ultimate core capability and the enabler of winning business model. Yet, few companies have developed the collaboration

skills needed for agile, adaptive SC relationships. This simulation, “Tanks and Doves,” is an interactive exercise that gives decision makers an opportunity to 1) weigh the tradeoffs between short and long-term goals, 2) balance power and trust in negotiations, and 3) navigate interpersonal relationships in the quest to maximize value.

EC-8: E-Satisfaction

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Helmut Schneider (Louisiana State University)

An Empirical Study on Online Auction Buyer Satisfaction

Submission #16 (*Refereed Research Paper*)

Authors: Rupak Rauniar (University of St. Thomas -Houston), Greg Rawski (University of Toledo)

Abstract: The current study develops a research framework for measuring C2C online auction website performance by identifying factors which influences C2C auction buyer’s satisfaction and net benefit. Based on the research framework, we develop measurements and empirically test C2C auction website performance with a sample size of 141 C2C online auction buyers.

An Empirical Investigation of Web Design Factors Affecting Online Shopping Values and E-satisfaction

Submission #124 (*Refereed Research Paper*)

Authors: Guei-hua Huang (National Cheng Kung University), Hsin Hsin Chang (National Cheng Kung University, Taiwan)

Abstract: This study investigates web design factors, aroused emotional states, customer shopping values, and e-satisfaction that might influence consumers’ shopping decisions on online shopping. A quantitative questionnaire was conducted and analyzed by structural equation model to demonstrate that web design factors have significant impact on customer aroused emotional states, which consequently influence customer shopping values and have significant impact on e-satisfaction.

Impact of e-Store Site Success Factors: Multi-group Analysis of Gender

Submission #320 (*Refereed Research Paper*)

Authors: Kee-Sook Lim (The University of Toledo), Jeen-Su Lim (University of Toledo)

Abstract: This study develops and empirically tests a conceptual model that depicts the relationships between the three e-store site success factors and site usage intention. This study also tests the moderating effect of gender on the relationships between the three success factors and e-store site usage intention. Multi-group LISREL analysis results are presented along with managerial implications and future research directions.

FI-3: The Impact of the Financial Crisis on Financial Institutions

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Luis Eduardo Rivera-Solis (Dowling College)

The Impact of the Ongoing Financial Crisis on the Firm's Behavior: Lessons that can be Learned

Submission #1046 (*Research Abstract*)

Authors: Arav Ouandlous (Savannah State University), John Barkoulas (Georgia Southern University)

Abstract: The present United States financial crisis has impacted both the financial and the real sectors. In this paper we will explore the effects of the crisis on the decision making of the firm as well as the lessons that can be learned from it.

Prediction of 2008-2009 Bank Failures

Submission #836 (*Research Abstract*)

Authors: Richard T. Henage (Utah Valley State College)

Abstract: From 1984 through 1993, there were 1,330 bank failures costing the FDIC in excess of \$180 billion. Several effective bank failure prediction models were established at that time. Then, from 1994 to 2007, there were only 64 bank failures. Suddenly, over the nine month period ending first quarter 2009, we have been hit with a rash of failures. This paper analyzes bank call reports to determine if proven bank failure prediction models should have warned the FDIC of the impending current crisis.

The Sup Prime Mortgage Crisis: The Impact on Financial Institutions

Submission #1059 (*Research Abstract*)

Authors: Luis Eduardo Rivera-Solis (Dowling College), Thomas Tallerico (Dowling College)

Abstract: The Sup Prime Mortgage Crisis has had a powerful impact on the financial institutions both in the US and abroad. This paper explores the impact and consequences of such.

HC-7: Strategically Thinking

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: John A. Valentine (Florida Atlantic University)

Hospital Workforce Management Strategy and the Importance of Top Management Support

Submission #130 (*Refereed Research Paper*)

Authors: Jonathan S Chatfield (The University of Toledo)

Abstract: The current health care environment is facing dramatic shifts in medical science, technology, demographics, and economics. These shifts require that the labor force evolve along with the changes in the health care delivery system. Board and CEO creation and support of a culture of organizational creativity as well as retention efforts

like empowerment, flexible work environments, and cutting edge training are critical in the success of creating a competitive workforce.

Bioterrorism and Hospital Crisis Management

Submission #502 (*Research Abstract*)

Authors: John A. Valentine (Florida Atlantic University), Ravi S. Behara (Florida Atlantic University)

Abstract: The anthrax scares following the World Trade Center attacks along with threats of the use of smallpox as a weapon have produced a rethinking of the hospital and its various constituents' roles in responding to a bioterrorist attack. This paper examines the hospital management response to a bioterrorist attack as a basis for re-conceptualizing the role of health care executives in twenty-first century crisis management.

An Economic Analysis of Digital Health Records

Submission #204 (*Refereed Research Paper*)

Authors: Zafer D. Ozdemir (Miami University), Bandyopadhyay Subhajyoti (University of Florida), John M. Barron (Purdue University)

Abstract: We investigate strategic issues surrounding the adoption of electronic health records (EHR) and personal health records (PHR) using an economic framework. In this context, we conjecture that PHR platforms may fundamentally alter health care providers' incentive to to adopt EHR systems.

Strategic Decisions and Organizational Performance in Nigerian Teaching

Hospitals: An Empirical Study

Submission #338 (*Research Abstract*)

Authors: Ike C. Ehie (Kansas State University), Emmanuel N. Anyika (Department of Business Administration, University of Lagos, NIGERIA), Ben E Oghojafor (Department of Business Administration, University of Lagos, NIGERIA)

Abstract: Using survey research, this study evaluates strategic management practices (SMP) that looks at the effect of four business constructs on performance in the Nigerian tertiary healthcare system. The constructs are business environment, differential attributes, managerial philosophy, and strategic management practices. The study reveals the dearth of strategic management experience among healthcare professionals in Nigerian teaching hospitals. The linkage between SMP and performance is established.

HM-6: Technology Research in Hospitality

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Chris Anderson (Cornell University)

The Impact of Use of Blogs in Students' Assignment Engagement

Submission #463 (*Refereed Research Paper*)

Authors: Cihan Cobanoglu (University of Delaware), Ekaterina Berezina (University of Delaware)

Abstract: Blogs are becoming a common marketing tool in the hospitality industry. It

also promised to be an effective educational tool. The purpose of this paper is to examine the impact of use of blogs in students' engagement as measured by the number of words used by students. An experimental design was employed with 52 students in a course at a Northeastern university. Findings indicated that students who use blog as an assignment posting platform use significantly more words, and possibly spend more time

What Types of Self-Service Technologies Are Ready To Be Used & by Who?

Submission #940 (*Research Abstract*)

Authors: Natasa Christodoulidou (California State University Dominguez Hills), Pearl Brewer (UNLV), Jungsun Kim (University of Nevada Las Vegas)

Abstract: This study will provide a comprehensive view of understanding customers' likelihood of using Self Service Technologies (SSTs), by conducting structural equation modeling with six independent variables, four mediators, and four dependent variables. By understanding effects of individual differences in using SSTs operators can come up with different strategies (i.e., marketing or educating their customers) in order to increase the level of consumer readiness.

Strategy and Information Technology Alignment: A Multiple Case Study of Three Leading Hospitality Firms

Submission #551 (*Refereed Research Paper*)

Authors: Daniel J. Connolly (University of Denver), Natasa Christodoulidou (California State University Dominguez Hills)

Abstract: Information technology (IT) is one of the most significant forces shaping change within the hospitality industry. Traditionally viewed as merely a support tool, the role of IT has evolved substantially over the years to become a principal competitive method, a means of differentiation, and a strategic enabler. Now, IT is instrumental to any hospitality firm's success and plays a critical role in the achievement of competitive advantage.

IE-21: Evaluation Instruments, E-Learning Evaluation, and Faculty Engagement in Learning Assessment

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Satish Nargundkar (Georgia State University)

Evaluating the Evaluation Instrument: Perceptions of Faculty, Students and Administrators

Submission #213 (*Refereed Research Paper*)

Authors: Satish Nargundkar (Georgia State University), Subhashish Samaddar (Georgia State University)

Abstract: Using agency theory as the background, we study the perceptions of students, faculty (both full and part time) and administrators regarding the instrument used for student evaluation of instruction. We also examine the issue of gender bias in this perception, and the motivation of students to provide feedback on instruction.

Organizational E-Learning Evaluation

Submission #384 (*Refereed Research Paper*)

Authors: Anne-Marie Oulai (Western Michigan University), J. Michael Tarn (Western Michigan University)

Abstract: E-learning has been an important area of growth in organizations today. Evaluation is critical in identifying the effectiveness of e-learning. This study reviews existing e-learning evaluation models and developed a framework based on the findings. An e-learning evaluation checklist model is proposed as an evaluation tool that will guide professional and non-evaluators.

Faculty Engagement in Learning Assessment Processes: Implications for Instructional Innovation and Scholarship

Submission #728 (*Research Abstract*)

Authors: Freda Z. Hartman (University of Phoenix)

Abstract: This research explores strategies to enhance full time and adjunct faculty participation in learning assessment. Faculty, as key stakeholders, may have a variety of roles in assessment beyond their work on classroom assessment strategies. A model for broader faculty engagement in learning assessment can also promote integrative continuous quality improvement.

IE-22: Experiential Projects & Gender, Task Performance, and Standards for Freshmen

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Kenneth Sousa (Bryant University)

A Study of the Effects of Experiential Projects and Gender on Certainty of Degree Choice and Knowledge Retention

Submission #462 (*Refereed Research Paper*)

Authors: Kenneth Sousa (Bryant University), Lori A. Coakley (Bryant University)

Abstract: The use of experiential education has become very popular as a supplement to a lecture, "chalk and talk" style of course delivery. This research extends a previously completed empirical study to determine the effect of experiential projects on students' interest in studying business and entrepreneurial interests. The research also provides some insight on the perceptions between gender on the course objectives. A comparison to the previous study is also included.

The Impact of Learning and Performance Goal Orientation on Task Performance: Looking at Website Resumes (Research in Progress)

Submission #495 (*Refereed Research Paper*)

Authors: Gary Hackbarth (Northern Kentucky University), Teuta Cata (Northern Kentucky University)

Abstract: Students may be pessimists or optimists. This life orientation would suggest a positive or negative approach in the way students complete classroom exercises, seek jobs or evaluate assignments. We seek to expand theory by including Affect, Self-

Efficacy, Self-Worth, and Goal Orientation as factors that influence the Task Performance.

Re-evaluating Performance and Intake Standards for Freshman Students

Submission #182 (*Research Abstract*)

Authors: Salem Lakhal (University of Moncton), Gordon Lewie. Callahan (Lethbridge College)

Abstract: This study is to determine whether correlations between high school grades are large enough to warrant consideration of raising the entrance standards for grade courses at university. ANOVAs and Quality Control Charts were used to see whether significant differences existed between the means of various subgroups of high school students.

IE-23: Successful Data Mining in Practice (Tutorial)

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Richard D. De Veaux (Williams College)

Successful Data Mining in Practice

Submission #377 (*Tutorial*)

Authors: Richard D. De Veaux (Williams College)

Abstract: Abstract: Data mining is a process that uses a variety of data analysis and modeling techniques to discover patterns and relationships in data that may be used to make accurate predictions. In this talk, we'll take a brief tour of the current state of data mining algorithms and use several case studies to explain how it can be used to narrow the search for a predictive model and to increase the chances of producing useful and meaningful results.

IS-15: Issues in Information Systems I

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Karina Hauser (Utah State University)

**Communication, Content Management, Assessment, and Class Management:
Empirical Study of How Faculty Use Course Management Systems in Distance
Education**

Submission #64 (*Refereed Research Paper*)

Authors: Jianfeng Wang (Mansfield University of Pennsylvania), Susita Asree (Murray State University), William J. Doll (University of Toledo), Xiaodong Deng (Oakland University), Sufian Qrunfleh (University of Scranton)

Abstract: The medium of delivery in learning has grown from a traditional method to a flexible learning environment. The purpose of this paper is to investigate the importance of communication, content and assessment in distance learning and how these dimensions

contribute to the faculty perceived benefit. The data were collected from 544 instructors using WebCT and Blackboard from seven universities

Reciprocal Relationships Among College of Business Subdisciplines

Submission #703 (*Research Abstract*)

Authors: Karina Hauser (Utah State University), Jean A. Pratt (University of Wisconsin, Eau Claire), Cassidy Sugimoto (University of North Carolina)

Abstract: Field co-citation analysis was used to identify areas of impact and overlap between Information Systems (IS) and other College of Business (COB) disciplines (Accounting, Entrepreneurship, Finance, Management and Marketing). This research will be valuable to cross-discipline faculty and researchers interested in curriculum redesign and cross-curriculum research.

IS-16: ERP Implementation

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Woosang Hwang (University of Toledo)

The Impact of ERP Implementation on Organization and Customer Value

Submission #477 (*Refereed Research Paper*)

Authors: Woosang Hwang (University of Toledo)

Abstract: Organizations increasingly depend on ERP systems to improve their capabilities and customer value. Yet, the investment in ERP does not guarantee enhanced organizational performance. This study develops a conceptual model that examine relationship among variables; environmental factors of ERP implementation, ERP implementation, organizational capabilities, and customer value. The proposed model will provide a new perspective in evaluating ERP investment.

Improving Manufacturing Operations: An ERP Implementation Experience

Submission #51 (*Research Abstract*)

Authors: Satya S. Chakravorty (Kennesaw State University), Richard M. Franza (Kennesaw State University)

Abstract: We found that the implementation of ERP systems involved both human and technical factors. These human and technical factors went through somewhat overlapping, transitional stages before they began to perform at the optimal level. These transitional stages must be properly managed in order to reap the benefits of ERP implementation.

Impact of ERP Adaptation and Other Factors to Plant Integration

Submission #763 (*Research Abstract*)

Authors: Osam Sato (Tokyo Keizai University), Yoshiki Matsui (Yokohama National University), Hideaki. Kitanaka (Takushoku University)

Abstract: ERP software is used in many plants. One of the most important roles of ERP software is functional integration. But Plant integration is not determined only by IS. We

have studied relative contribution of ERP software and some other factors including HRM and organizational for plant integration.

MK-5: It is All About Relationships

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Gary L. Stading (University of Houston - Downtown)

Examining the Continuance of Mobile Internet Service in China: Relationship Marketing Perspective

Submission #7 (*Refereed Research Paper*)

Authors: Su-Chao Chang (National Cheng Kung University), Chi-Min Chou (Department of Business Administration, National Cheng Kung University)

Abstract: This study proposes a hybrid model that combines TAM, ECM, relationship marketing variables (communication and trust) and perceived switching costs to investigate users' continuance to use the mobile Internet service in China. The proposed model is empirically validated with data collected from a questionnaire survey of existing users of mobile Internet service. The model appears to possess explanatory ability as well as practical validity with all paths supported.

Relationships in the Supply Chain: Effects of Loyalty Drivers

Submission #485 (*Refereed Research Paper*)

Authors: Gary L. Stading (University of Houston - Downtown), Madeline Johnson (University of Houston - Downtown)

Abstract: Loyalty reflects the highest state in the supply chain and occurs when repeat patronage and commitment are both high. One model of segmenting the customers by degree of loyalty includes four categories of loyalty: no loyalty, latent loyalty, spurious loyalty and loyalty. This study explores specific antecedents of the framework.

Best Practices for CRM Success in Financial Institutions

Submission #761 (*Research Abstract*)

Authors: Cristina R. Butnaru (University of Quebec in Montreal), Camelia C. Dumitriu (University of Quebec in Montreal)

Abstract: Mystification or reality, the dream of a successful implementation of Customer Relationship Management(CRM) became a subject of interest to the specialized literature. Many researchers have studied CRM in the last decades, but coherence still lacks as to the definition and the span of influence of this concept, as well as to what makes a CRM implementation successful. Our research closes this gap by identifying the best practices that contribute to CRM success in financial institutions.

MM-9: Purchasing and Inventory Management- 2

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Kurt Hozak (Indiana State University)

Inventory Model with Switching Time Decision for Seasonal Demand Products

Submission #750 (*Research Abstract*)

Authors: B. Joon Park (Singapore Management University), Yih-Long Chang (Georgia Institute of Technology)

Abstract: Inventory Model with seasonal demand typically assumes the duration and intervals of sales periods are given to the problem. In many industries, however, the start and finish times of seasons are an integral part of managerial discretion. In this research, we present a variation of the newsvendor model that simultaneously determines the order quantity and the intervals of sales season. The model is illustrated with Haute Couture industry examples.

Improvement of Inventory Ordering with Moving Average Information

Submission #776 (*Research Abstract*)

Authors: Tae-Hyun Kim (Yonsei University), Seong-am Moon (Korea National Defense University), Wonso Kim (Yonsei University)

Abstract: Behavioral economics has been exerting a strong influence on inventory studies. Some researches in this stream have been studying the information feedback. The information in this context is mainly focusing on the forecasting error in the previous period. Thus, we aim to extend the feedback by adopting moving average and, by experiment, to find which day of moving average is better for ordering improvement. The result of this research is expected to improve practitioners' ordering performance.

Differentiating Between Variability Types When Lot Splitting

Submission #1014 (*Research Abstract*)

Authors: Kurt Hozak (Indiana State University)

Abstract: Lot splitting (sometimes called lot streaming) uses smaller lot sizes to improve flow time and tardiness metrics, although there is a trade-off of increased material handling. This simulation research clarifies and extends previous studies to more precisely identify how the different types of manufacturing variability affect lot splitting performance in an open job shop. Theoretical and practical implications related to material flow, shop floor control, and scheduling modeling are discussed.

MS-8: Behavior Applications

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Mark C. Springer (Western Washington University)

A Systems Perspective on the Embedded Nature of Conflict: Understanding and Extending the Use of the TOC Conflict Resolution Process using a Multimethodological Approach

Submission #246 (*Research Abstract*)

Authors: Victoria J. Mabin (Victoria University of Wellington)

Abstract: This paper uses a tertiary education funding dilemma to illustrate how systems approaches, from System Dynamics and Theory of Constraints (TOC), can be applied in

complementary mode to understand the embedded nature of conflict. In doing so, the paper reveals insights about the mutually reinforcing use of such multi-methodological approaches.

Bi-Level Learning and Unlearning in the Liberty Shipyards

Submission #657 (*Research Abstract*)

Authors: Ilhyung Kim (Purdue University), Mark C. Springer (Western Washington University)

Abstract: The authors propose a new model incorporating two real-world aspects of the well-known “learning curve” phenomenon. First, the importance of “unlearning,” or knowledge depreciation, is incorporated in the model along with the effects of learning. Second, the model considers that knowledge is acquired both by doing and from the experience of others. Both types of learning are subject to knowledge depreciation in the proposed model.

Learning and Forgetting in Setups: Algorithm, Forecast Horizons and Managerial Insights

Submission #979 (*Research Abstract*)

Authors: Sunantha Teyarachakul (Essec Business School), Suresh Chand (Purdue University)

Abstract: The objective of this paper is to analyze the dynamic lot-sizing model in which the setup cost depends on the number of prior setups and the number of periods between two consecutive setups. We present an optimal forward dynamic-programming algorithm, the characteristics of the optimal policy (i.e. Zero-Inventory Property and Monotonicity Property), and additional computational support for the desirability of smaller, more-frequent lot sizes.

An Experimental Study on Customer Perceptions and Behavior in Ticket and Physical Queues

Submission #990 (*Research Abstract*)

Authors: Kaan Kuzu (The Pennsylvania State University), Susan Xu (Penn State University)

Abstract: We conduct an experimental study to gain insights into customer perceptions of and behavior within the ticket and physical queue environments.. In each environment, we learn how customers form their patience before wait and adapt the patience during wait. We also examine the impact of providing different types of information on the service level in the ticket queue.

NP-4: Integration and Critical Success Factors in New Product Development

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Teresa L. Ju (Lunghwa University of Science and Technology)

The Role of Quality of Integration in the Success of New Product Development

Submission #452 (*Refereed Research Paper*)

Authors: Bill Johnson (Bentley University), Roberto Filippini (University of Padova)

Abstract: In this paper we examine both internal and external organizational integration practices to explore their effects on the performance of New Product Development (NPD) programs of 141 Japanese and American firms. Specifically, we extend the literature by exploring whether quality of integration acts as a mediator in the relationship between the use of integration practices and both NPD program and time performance in product innovation.

Explore Critical Success Factors and Their Impact on New Product Performance in Pharmaceutical Industry: An Empirical Study

Submission #117 (*Refereed Research Paper*)

Authors: Vicky Ching Gu (Texas Tech University), Qing Cao (Texas Tech University), Jaeki Song (Texas Tech University)

Abstract: New product launch is an important organizational issue for pharmaceutical industry. This study fills the gap by applying resource-based view of the firm and integrating with the contingency theory to investigate the critical successful factors, the alignment among them and their impact on the new product performance in pharmaceutical industry.

Assessing the Success of a Collaborative Training Project

Submission #160 (*Refereed Research Paper*)

Authors: Teresa L. Ju (Lunghwa University of Science and Technology), Szu-Yuan Sun (National Kaohsiung First University of Science and Technology), Ru-Jen Lin (Lunghwa University of Science and Technology)

Abstract: This study describes a collaborative training project for producing Vietnamese middle managers for Taiwanese-invested plants in Vietnam. A methodology for assessing project success is developed. Not just for project managers, funding agencies can also apply the assessment methodology to make project funding decisions and to establish project acceptance criteria. Keywords: Academia-industry collaborative training, Collaboration assessment methodology.

OB-6: The Social Side of the Enterprise

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Paul A. Fadil (University of North Florida)

The Big Five Personality Dimensions And Emotional Intelligence: Facilitating Executives' Ability To Network And Conduct Boundary Spanning Activities

Submission #386 (*Refereed Research Paper*)

Authors: Uyi Lawani (University of North Texas)

Abstract: Studies on the social ties of executives have focused on its effect on organizational performance. The discreet personality factor(s) that enable the successful sustenance of these relationships have been neglected by researchers. I examine the role of personality factors on the ability of executives to forge ties and enhance their

organization's overall performance and propose that affective and cognitive trust mediates the relationship between personality and positive social ties.

The Role of Cross-Unit Communication on Errors in Health Care

Submission #834 (*Research Abstract*)

Authors: Sarah M. Ballard (University of Michigan)

Abstract: This work focuses on a social network approach to managing complex value streams within health care. A case study will be presented to demonstrate the impact of cross-unit communication on error. A methodology for measuring and improving these connections will be presented to guide caregivers towards a systems approach to error reduction.

A Theory Review on Relationship between Social Capital and Capability Issues

Submission #808 (*Research Abstract*)

Authors: Rosana R. P. Tondolo (University of Caxias do Sul), Claudia C. Bitencourt (University of Vale do Rio do Sinos), Vilmar A. G. Tondolo (University of Vale do Rio do Sinos)

Abstract: This article is a theoretical review about social capital. It aims research about different approaches and their relationship with social capital theory. It also presents a proposition to understand how the relationship between social capital and capability issues takes place and focus on issues such as core competence, absorptive capacity, Knowledge, and creation value.

Workplace Friendship: Exploring a Ubiquitous yet Undertheorized Organizational Relationship

Submission #806 (*Research Abstract*)

Authors: Elizabeth H. Volpe (Roger Williams University)

Abstract: The workplace is increasingly becoming an important venue for social connection and friendship. Although widely publicized in the business press, limited academic research has focused specifically on friendships that are developed and maintained in the work environment. This research uses interview data to identify and explain the functions workplace friendships serve for individuals, as well as the outcomes and subsequent implications such relationships have for individuals and organizations.

PD-4: Life After Tenure: Would you continue to develop or retire on active duty?

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: William B. Carper (University of West Florida)

Life After Tenure: Would You Continue to Develop or Retire on Active Duty?

Submission #753 (*Colloquium*)

Authors: William B. Carper (University of West Florida), James A. Pope (University of Toledo)

Abstract: You finally made it through the tenure process; now what? The past six or seven years have been a real torture for you with a lot of stress. You showed you could

do it, and now you are set—or are you. You may feel that a great weight has been lifted from your shoulders and that you deserve a break with some well deserved time off—but now is not the time to retire. Join us to discuss the pros and cons of various strategies for your future academic career.

QP-14: Process Management and Process Improvement

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Emre A. Veral (Baruch College)

Five Views of Process Improvement Programs

Submission #751 (*Research Abstract*)

Authors: Weiyong Zhang (Virginia Commonwealth University), Arthur V. Hill (University of Minnesota), Glenn Gilbreath (Virginia Commonwealth University)

Abstract: Process improvement programs (e.g., Six Sigma) are popular in practice but research is lagging behind probably because they are difficult to define. We performed a thorough search of the literature and conducted focused group meetings with expert practitioners and renowned scholars. We identified five different views and each has its own merit and drawbacks. We argue that research on process improvement programs should reveal on which view it is based, and preferably, consider multiple views.

Does Quality Still Pay? A Reexamination of the Relationship between Effective Quality Management and Firm Performance

Submission #66 (*Refereed Research Paper*)

Authors: Peter G. Zhang (Georgia State University), Yusen Xia (Georgia State University)

Abstract: Because the changing competitive environment forces firms to focus on other more challenging issues, quality has lost some luster and emphasis in many businesses. The research question we aim to address in this paper is: Does quality still pay in this beyond-quality era? Using replication research, we examine the impact of an effective total quality-management program on a firm's operating performance within this new environment.

The Contingent and Configurational Perspective of Process Management

Submission #912 (*Research Abstract*)

Authors: Stephen Ng (Chinese University of Hong Kong)

Abstract: Drawing upon the view of RBV, neo-institutional theory and organizational learning, we study when process management (PM) does or does not improve operational performance (OP). We examine the impact of three critical antecedents (institutional pressures, management pro-activeness, and technical concentration) and the moderating effect of learning capability on PM and OP. This study also sheds light on PM profiles in contexts constructed by the different combinations of antecedents and moderator.

RB-2: Regional Best Papers I

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Larry Meile (Boston College Carroll School of Management)

Exploring an Innovative Interdisciplinary Healthcare Curriculum: A Partnership of the Colleges of Business, Law, Engineering, and Health Sciences

Submission #1060 (*Invited Refereed Research Paper*)

Authors: Kathleen L. McFadden (Northern Illinois University), Shi-Jie G. Chen (Northern Illinois University), Donna J. Munroe (Northern Illinois University), Jay R. Naftzger (Northern Illinois University)

Abstract: Tackling current healthcare challenges require an understanding of diverse disciplines. This study explores the creation of an interdisciplinary program in healthcare policy and management that would bring together perspectives from healthcare, business, law and engineering in a team-taught learning environment. Building on prior research, we survey healthcare executives on their perceptions about the need for such a program.

Human Resource Outsourcing: Measuring the Hidden Costs

Submission #1066 (*Invited Refereed Research Paper*)

Authors: Thomas Norman (CSU Dominguez Hills)

Abstract: Human resource outsourcing (HRO) of most human resource management (HRM) activities is now widespread. This study analyzes data from 305 organizations and provides evidence that there is an association between HRO and higher levels of employee turnover and lower levels of customer satisfaction after controlling for industry, location and size.

SC-36: Supply Chain Integration I

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: David (Xiaosong) Peng (Texas A&M University)

Testing Arcs of Integration: A Comparison of Two Models of Supply Chain Integration

Submission #913 (*Research Abstract*)

Authors: Sridhar Viswanathan (University at Buffalo), Evelyne Vanpoucke (Vlerick Leuven Gent Management School)

Abstract: We compare a traditional model that examines the effects of supplier and customer integration separately to an "arc" model based on Frohlich and Westbrook's (2001) notion of arcs of integration. The arc model has two parameters: arc length (the total amount of integration) and arc direction (the extent to which integration is either customer- or supplier-facing). We will discuss the validity of the oft-cited arc metaphor by comparing the results. Data comes from a survey of more than 300 firms.

Exploring Factors that Impact Supply Chain Integration and Organizational Performance in an ERP Environment

Submission #152 (*Refereed Research Paper*)

Authors: Thawatchai Jitpaiboon (Ball State University), Xiao Li (Brazosport College), Sushil K. Sharma (Ball State University)

Abstract: ERP is a tool that advocates an integrated approach to conduct business. Several studies have attempted to measure ERP success using financial measures; however, there is no consensus that ERP leads to profitability. This study attempts to use information systems integration (ISI) to measure ERP success. It proposes that ISI should provide a direct correlation to how well organizations utilize ERP. Organizations with higher integration should perform better than those with lower integration.

Matching Supply Chain Integration with Product Clockspeed: Evidence from Manufacturing Plants

Submission #359 (*Refereed Research Paper*)

Authors: David (Xiaosong) Peng (Texas A&M University)

Abstract: Industry clockspeed has important implications to supply chain design. This study investigates if product clockspeed, an important dimension of industry clockspeed, moderates the relationship between supply chain integration and manufacturing improvement and innovation capabilities. Analysis using a sample of 238 manufacturing plants indicates a positive moderation effect of product clockspeed on the above relationship.

SC-37: What Do We Know? (Taking Stock of Operations Management as Represented in Leading Textbooks)

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Gyula Vastag (Corvinus University of Budapest)

What Do We Know? (Taking Stock of Operations Management as Represented in Leading Textbooks)

Submission #27 (*Symposium*)

Authors: Gyula Vastag (Corvinus University of Budapest), Jacob Wijngaard (University of Groningen), Lonke Van Der Plas (Université de Genève)

Abstract: The first part of this two-segment session gives an overview of the analyses of leading Operations Management textbooks. In the second part, the authors of these textbooks will comment on the issues raised, suggest ways to help our profession to move in the right direction and to develop mechanisms, norms taken granted in other, more advanced scientific fields.

SC-38: Supply Chain Contracts

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Stephanie N. Eckerd (Ohio State University)

Antecedents of Psychological Contract between Supplier and Buyer

Submission #692 (*Research Abstract*)

Authors: Stephanie N. Eckerd (Ohio State University), James A. Hill (Ohio State University), Bertie M. Greer (Northern Kentucky University)

Abstract: Explicit contracts are limited in their ability to express fully all relationship expectations and contingencies. Psychological contracts thus have proven a key complementary governing mechanism, serving to manage implicit reciprocal obligations due. We investigate antecedents to the supplier's psychological contract within the context of a buyer-supplier relationship.

Pricing Competitive Supply Chain Contracts

Submission #757 (*Research Abstract*)

Authors: Xiaohui Huang (Washington State University), Bintong Chen (Washington State University)

Abstract: This paper develops a framework that integrates supply contract competition and stochastic choice models in a multi-supplier, single retailer system. Each supplier proposes an optimal supply contract anticipating the retailer's response, which incorporates uncertainties in both demand and the retailer's selection. The analysis reveals that supply-side competition improves system efficiency.

Two-Wholesale-Price Contract in a Three-Tier Supply Chain

Submission #975 (*Research Abstract*)

Authors: Yulan Wang (Hong Kong Polytechnic University)

Abstract: In a three-tier supply chain consisting of an OEM, a CM and a supplier, we study how an OEM can use pull, push and advance-purchase contracts (two-wholesale-price contract) to motivate upstream parties to set up a larger production quantity/capacity. Two outsourcing structures are considered: delegation and control. We find that control is preferred by the OEM in most cases. Only when the CM's isolated Newsvendor quantity is larger than that of the supplier, delegation could be better.

Contracting, Salesforce Incentives, and Inventory Planning Under Supply Chain Competition

Submission #419 (*Refereed Research Paper*)

Authors: Ying Zhang (University of Wisconsin - Milwaukee), Samar K. Mukhopadhyay (Sungkyunkwan University)

Abstract: We investigate contracting, salesforce incentives, and inventory planning in two competing supply chains, each consisting of one manufacturer and one salesforce. The two supply chains are identical, except that they may have different contract types. This topic is studied through using a non-cooperative game method. We found that under different market conditions, the firms have various preference to contract types in competition.

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Ismail Sila (University of Saskatchewan)

The Implementation of B2B E-commerce in North American Firms under Different Organizational and Market Conditions

Submission #157 (*Refereed Research Paper*)

Authors: Ismail Sila (University of Saskatchewan)

Abstract: This study proposes a model of the relationships among several factors affecting Internet-based interorganizational systems (IBIS) adoption, the level of adoption of IBIS, and firm performance. These relationships are tested using survey data and structural equation modeling (SEM). Findings suggest that IBIS improve firm operational and financial performance indirectly through business process performance. They also indicate that several organizational factors are significant moderators of these relationships, but environmental factors are more complex as moderators.

Practices in Online Reverse Auctions: Results from a Large-Scale Survey

Submission #706 (*Research Abstract*)

Authors: Tobias Schoenherr (Michigan State University), Vincent A. Mabert (Indiana University)

Abstract: This study report results from a large-scale survey investigating practices in online reverse auctions. Insight into the following aspects are provided: challenges of reverse auctions, use of third-party auction providers, auction outcomes, reasons for non-use of auctions, and potential future use of the tool.

Extent of Use of Supply Chain Management Enabling Technologies: The Differing Perceptions of Senior and Functional Managers

Submission #61 (*Research Abstract*)

Authors: Damien Power (University of Melbourne)

Abstract: This paper tests if perceptions of managers at different levels of organizations affect use of supply chain management enabling technologies using a sample of 3356 companies yielding 553 responses. The moderate use stage appears to operate as an important transition phase between limited and extensive use. The divergence in perceptions of senior and functional managers provides significant tension, the resolution of which appears critical to this transition.

SC-40: Optimizing the Supply Chain

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Gitae Kim (Kansas State University)

How to Optimize the Joint Effect of Exploration and Exploitation in Inter-firm Networks - A Multiple Case Study Research

Submission #290 (*Refereed Research Paper*)

Authors: Maike Scherrer-Rathje (University of St. Gallen), Patricia Deflorin (University

of Zurich)

Abstract: Based on two case studies we derive a framework as a first approximation towards the optimization of the joint effect of exploration and exploitation. We propose six propositions proposing that the lead factory concept taps more potential of exploration and exploitation than a classical intrafirm network.

Simulation Optimization: Maximizing Profits and Product Mix In a Retail Environment

Submission #618 (*Research Abstract*)

Authors: Jody Strong (University of Mississippi), Kaushik Ghosh (University of Mississippi)

Abstract: In this research, a retail store that uses a multi-item, periodic-review, undiscounted inventory method, with statistically fit demands and pricing, proportional holding and shortage costs with no backlogging is studied. We propose to use simulation and optimization techniques to maximize profits for the store with respect to the two products.

An Integrated Model for Supplier Selection using Machine Learning and Optimization Methods

Submission #645 (*Research Abstract*)

Authors: Gitae Kim (Kansas State University), Chih-Hang Wu (Kansas State University)

Abstract: The objective of this research is to develop an efficient integrated approach for supplier selection using machine learning and optimization methods. In the early stage, a company uses the machine learning method to choose potential suppliers using specific criteria. After preselection stage, the company selects final suppliers from which to order optimal order quantities at the final stage of the process. Optimization methods determine final suppliers and allocate optimal orders at this stage.

SM-6: Experiential Services and Simulation

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Natalie C. Simpson (University at Buffalo (SUNY))

Reconciling The Experiential Services Literature

Submission #280 (*Refereed Research Paper*)

Authors: Douglas M. Stewart (University of New Mexico), Patrick D. Greenough (University of New Mexico)

Abstract: This paper identifies four general themes in the experiential services literature: experiences as emotional content; extraordinary experiences; experiential services within the greater business context; and designing and managing experiential service effectively. The psychological concept of personal development is identified as the essential dimension for understanding experiential services literature.

Agent-Based Simulation within a Multi-Player Virtual Reality Environment: Modeling Emergency Medical Services in Second Life

Submission #977 (*Research Abstract*)

Authors: Natalie C. Simpson (University at Buffalo (SUNY)), Philip G. Hancock (State University of New York)

Abstract: Hospital emergency rooms are complex service systems that are highly dependent on the interaction of multiple decision-makers. Described here is a multidisciplinary pilot study to create a virtual replica of an existing hospital emergency room in which authentic emergency room decision-makers can interact in the context of a simulated pandemic.

On-line vs. Personal Recommendations

Submission #887 (*Research Abstract*)

Authors: Maureen P. Lojo (California State University, Sacramento)

Abstract: There is a proliferation of on-line reviews available to assist people in their purchase decisions, but how influential are these reviews? This study compares the importance of on-line and personal sources of data in the purchase of products and the selection of service providers.

SP-8: Public Policy Issues

Sunday, Nov. 15th, 2009 3:00-4:30PM

Chair: Karen L. Fowler (Colorado State University--Pueblo)

Decisions about Renewable Resources: Multi-dimensional criteria for policy makers

Submission #883 (*Research Abstract*)

Authors: Eric W. Stein (Penn State)

Abstract: The purpose of this research is to explore the trade-offs between various renewable and non-renewable energy options for policy makers. We look at the multiple criteria required to make a balanced choice.

Biased Resource Policies in Regard to Landowner Access Preferences to Montana's Big Game Animals: Private Property Versus the Public Trust Doctrine

Submission #803 (*Research Abstract*)

Authors: Shannon Taylor (Montana State University)

Abstract: Every since the thirteen Colonies declared wildlife to be held in public trust by the States there has been social, political and legal tension between private property rights and access to the "public's" wildlife. An example of tension in this policy area is between landowners and public hunters in Montana when it comes to who receives hunting licenses in high demand areas. Specifically, landowners often have two orders of magnitude better odds of receiving one of these licenses.

Assurance of Learning Research Agenda: Strategic and Policy Implications

Submission #1050 (*Research Abstract*)

Authors: Michael Wakefield (Colorado State University - Pueblo), Karen L. Fowler (Colorado State University--Pueblo)

Abstract: This paper presents a comprehensive overview of the strategic

interrelationships among numerous assurance of learning (AOL) constructs. The body of research literature on AOL is developing and educators as well as private businesses and other organizations are analyzing the effects of AOL programs. This paper will examine several prominent aspects of AOL including: justification, content, processes, standards, roles, outcomes, and other considerations.

Sunday, Nov. 15th, 2009, 4:30-5:00PM

EV-9: Annual Business Meeting

Sunday, Nov. 15th, 2009, 4:30-5:00PM

Chair: (none specified)

Sunday, Nov. 15th, 2009, 5:30-6:30PM

EV-10: 2009 Annual Meeting Program Committee Reception

Sunday, Nov. 15th, 2009, 5:30-6:30PM

Chair: (none specified)

Sunday, Nov. 15th, 2009, 6:00-7:00PM

EV-11: MWDSI Reception

Sunday, Nov. 15th, 2009, 6:00-7:00PM

Chair: (none specified)

End of Sunday session list.