

## Monday sessions

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### M1: Monday, Nov. 16th, 2009 8:00-9:30AM

#### **AC-7: Accounting for Performance and Strategic Cost Management**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Mehmet C. Kocakulah (University of Southern Indiana)

#### **Health Care Supply Chain Leadership and Strategy: How it can Help Cost Containment in Healthcare Industry**

Submission #30 (*Refereed Research Paper*)

**Authors:** Andy Perry (Perry Purchasing Solutions), Mehmet C. Kocakulah (University of Southern Indiana)

**Abstract:** The health care supply chain is idiosyncratic. One can think of few other industries, if any, in which so many actors influence purchases and where so many different materials and inputs are required. We explore the past, present, and future of the health care supply chain, how some problems of the past continue in the present and likely in the future, despite vast new technology, IT improvement and development.

#### **Re-Dimensioning of the Balanced Scorecard: Implications from a Preliminary Factor Study of the Financial Performance Variables of Traded Organizations**

Submission #286 (*Refereed Research Paper*)

**Authors:** Edward J. Lusk (State University of New York Plattsburgh), Chuo-Hsuan Lee (State University of New York Plattsburgh), Michael Halperin (The Wharton School of the University of Pennsylvania)

**Abstract:** We illustrate a refinement of the Financial Dimension of the Balanced Scorecard [BSC]. Previous research shows that the BSC is overweight with firm financial measures. Motivated by this information, we propose a Delphi modeling process to refine the information respecting the financial dimension of its Balanced Scorecard.

#### **An Inside Look At Target Costing in a Manufacturing Environment**

Submission #629 (*Refereed Research Paper*)

**Authors:** Mehmet C. Kocakulah (University of Southern Indiana), Derek L. Polen (Red Spot), Jennifer Vaughn (CMC), Marvin Albin (University of Southern Indiana)

**Abstract:** Target Costing is a simple, straightforward process merged into existing procedures and processes to help align products with customers needs, increase

collaboration, and allow customers and suppliers to assist with the design of products. This paper focuses on the use of Target Costing at Antigo International. It describes the process used and the benefits gained.

**AD-24: Member Services Committee**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Robert L. Andrews (Virginia Commonwealth University)

**Participants:** Elliot Bendoly (Emory University), Shaw K. Chen (University of Rhode Island), Maling Ebrahimipour (University of South Florida - St Petersburg), Gary Hackbarth (Northern Kentucky University), Jayanth M. Jayaram (University Of South Carolina), Gary Klein (University of Colorado), June Lu (University of Houston - Victoria), Manoj K. Malhotra (University of South Carolina), Steven A. Melnyk (Michigan State University), Barbara A. Price (Georgia Southern University), Powell Robinson (Texas A&M University), Arijit Sengupta (Wright State University), Chris Seow (University of East London Business School), Sheldon R. Smith (Utah Valley University), Eric W. Stein (Penn State), Peter B. Southard (University of St. Thomas), Minoos Tehrani (Roger Williams University), Peter T. Ward (The Ohio State University), Doug White (Roger Williams University), Susan R. Williams (Georgia Southern University), David C. Yen (Miami University)

**BA-2: Asian Markets and Economy**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Yuwen Chen (University of Rhode Island)

**Determinant Factors of Foreign Direct Investment in Vietnam for MNCs**

Submission #4 (*Refereed Research Paper*)

**Authors:** Su-Chao Chang (National Cheng Kung University), Chi-Min Chou (Department of Business Administration, National Cheng Kung University)

**Abstract:** Based on literature review and previous empirical study, a questionnaire based upon the analytic hierarchy process method was developed that consisted of 27 variables in four levels provides an assessment of the decision-making priorities for FDI. The purpose of this study is to explore determinant factors that affect multinational corporations manufacturing firms interested in FDI in Vietnam.

**The Influence of Economic Indicators and Gasoline Price on Chinese Automobile Demand**

Submission #40 (*Refereed Research Paper*)

**Authors:** Hui-Yen Lee (National Cheng Kung University), Hsin-Hong Kang (National Cheng Kung University)

**Abstract:** This study attempts to analyze the determinants of Chinese automobile demand. We develop a model by using regression analysis to empirically examine monthly data from January, 2001 to June, 2008. The results show that the lending rate and coincident indicator are statistically significant in determining Chinese automobile demand.

### **Clean Tech Market for Venture Capital in Taiwan**

Submission #380 (*Refereed Research Paper*)

**Authors:** Nancy W. Tsai (California State University, Sacramento)

**Abstract:** This paper is to provide some information regarding: (1) current social and environment problems caused by industrial pollution and green house effects; (2) possible solutions for the global warming could be provided by the Clean Tech innovations; (3) the venture capital investment issues related to the Clean Tech; and (4) some opportunities for Clean Tech investments under Taiwan's innovative and entrepreneurial culture.

### **CI-2: Panel Discussion: QM vs. OM plus MS**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Charles J. Teplitz (University of San Diego)

### **Quantitative Methods vs. Operations Management Plus Management Science**

Submission #50 (*Panel Discussion*)

**Authors:** Charles J. Teplitz (University of San Diego)

**Abstract:** Undergraduate business programs exhibit one of two curricular standards requiring students to either: (1) complete a course in Management Science and one in Operations Management; or (2) complete a single course in Quantitative Methods. This workshop will address the pros and cons of these two curricular models.

### **EC-9: E-Commerce Applications**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Charlotte Jones (Louisiana State University in Shreveport)

### **E-Business Solutions In Commercial Banking**

Submission #140 (*Refereed Research Paper*)

**Authors:** Joshua Howell (University of West Florida), June Wei (University of West Florida)

**Abstract:** This paper developed a conceptual model for the commercial banking to demonstrate how information technology supports the business to increase business value. E-business solutions were developed based on this model and the current adoption pattern for e-business solutions in the top 20 companies was analyzed. Finally, some recommendations were provided.

### **Analysis of a Mobile Health System Based On Object-Oriented Approach**

Submission #237 (*Refereed Research Paper*)

**Authors:** Krystle L. Escarfullet (University of West Florida), Cantera Moore (University of West Florida), Shari Tucker (University of West Florida), June Wei (University of

West Florida)

**Abstract:** This paper developed a mobile health (mHealth) model by logically linking characteristics of mHealth system. The further in-depth analysis of this model was conducted by using object oriented approach and Unified Modeling Language, such as use-case, sequence and analysis class diagrams. This research will be beneficial to mHealth system development.

### **Chinese Government Officials' Opinions on E-government Benefits, Issues, and Critical Success Factors - A Preliminary Study**

Submission #390 (*Refereed Research Paper*)

**Authors:** Yue Zhang (California State University-Northridge), David Liu (California State University, Northridge), Chang-tesh Hsieh (University of Southern Mississippi), Charlotte Jones (Louisiana State University in Shreveport)

**Abstract:** The adoption of e-government increases in China. Some existing studies focus on perceived e-government related issues from Chinese citizens' perspective. However, it is important to understand the perspective of a different stake holder – the Chinese government officials. A survey was conducted to understand the Chinese government officials' opinions on local Chinese e-government websites. This paper analyzes facets such as perceived importance, major concerns, and critical success factors.

### **ES-6: Ethics in the Academic Setting**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Doug Laufer (Metro State College - Denver)

### **Ethical Perspectives of Business Students: Development of a new instrument**

Submission #443 (*Refereed Research Paper*)

**Authors:** John R. Drake (Eastern Michigan University), Dianne Hall (Auburn University), Teresa Lang (Columbus State University)

**Abstract:** In this study, we define, construct, and measure a new instrument identifying individual ethical perspectives of business students and professionals. In all, six different perspectives are identified with corresponding item stems. Preliminary findings suggest that the instrument could provide a robust psychometric measure for determining ethical perspectives of individuals.

### **Does the Type of Institution Influence Undergraduate Students' Ethical Opinions?**

Submission #87 (*Refereed Research Paper*)

**Authors:** Kathleen K. Molnar (St. Norbert College), Iris Jenkel (St. Norbert College), Marilyn G. Kletke (Oklahoma State University)

**Abstract:** Is ethical decision-making of undergraduate students influenced by the institution they attend? Questionnaires were administered to undergraduate students at three different geographical academic locations in spring, 2008. In general, students who attend a private, religious university find it less acceptable to cheat than students at a public institution regardless of gender.

### **The Failure of a Profession, the Need for Fraud Education**

Submission #307 (*Refereed Research Paper*)

**Authors:** Doug Laufer (Metro State College - Denver), Rick L. Crosser (Metropolitan State College of Denver)

**Abstract:** The purpose of this paper is to call to question the focus and direction within the accounting profession and the accounting academic community and to discuss the need for a greater emphasis on forensic accounting and fraud examination education.

### **FI-4: P2P Lending Networks, and Small Business Ownership**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Babatunde Olatunji Odusami (Widener University)

#### **Financing Through P2P Lending Networks**

Submission #509 (*Refereed Research Paper*)

**Authors:** Calvin M Bacon, Jr. (University of South Alabama)

**Abstract:** Some analysts suggest that peer-to-peer lending is irrational (Farrell, 2008). This study investigates the degree Peer-to-Peer lending networks make funding decisions randomly or if they use any traditional measures banks use. This study shows that lender decisions are driven by several of the same factors banks have long used.

#### **An Overview of Small Business Owned by Hispanics**

Submission #799 (*Research Abstract*)

**Authors:** Alicia Rodriguez de Rubio (University of the Incarnate Word), Albert Rubio (University of the Incarnate Word)

**Abstract:** This paper used the 2003 Survey of Small Business Finance to investigate the financial characteristics of Hispanic Small Businesses. How are Hispanic Businesses different than other Minority owned Businesses? How are they similar? The results of this study can provide valuable information to business owners as well as to financial advisors for businesses.

#### **A Multi-Stage Hierarchical Process Using Taguchi Loss Functions and Regression to Appraise Residential Property**

Submission #660 (*Research Abstract*)

**Authors:** Bennie Waller (Longwood University), Bryan Kethley (Middle Tennessee State University), Brian J. Reithel (The University of Mississippi)

**Abstract:** An appraisal tool widely researched is hedonic regression analysis. One possible issue with this tool is the possibility of outliers affecting the models efficacy. Within our research we propose an initial screening process using Taguchi Loss Functions before utilizing regression to develop the final appraisal model.

### **HC-8: Managing and Mastering Healthcare Resources**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Catalin I. Chiurciu (Romanian Board of Physicians)

**Nursing Manpower Forecasting Model using System Dynamics**

Submission #55 (*Refereed Research Paper*)

**Authors:** DonHee Lee (University of Nebrasks-Lincoln), Seong No Yoon (Savannah State of University)

**Abstract:** Medical industry has suffered from shortage of nursing manpower. Therefore, proposing a model using System Dynamics to predict and forecast nursing manpower supply is an important issue for researchers and practitioners. Data from Korean authorized institutions were used to simulate this model. The results showed the demand exceeded the supply during the forecasting period (2006 – 2020).

**Managing Dental Clinic Inventories**

Submission #285 (*Research Abstract*)

**Authors:** Ling Li (Old Dominion University), Deborah Bauman (Old Dominion University), Marek Wermus (Old Dominion University)

**Abstract:** As medical facility's supply budget may represent up to 30% of its total operating expenses an efficient management of inventories may result in significant savings. Quite often excess medical supplies are carried because of the liability incurred by a patient when critical supplies were not available. Our study demonstrates that the hybrid inventory management approach holds many advantages for inventory managers, dental hygienists and patients.

**The Triple Authentication and the Confidentiality Levels**

Submission #375 (*Research Abstract*)

**Authors:** Catalin I. Chiurciu (Romanian Board of Physicians), Monica M. Dragoicea (University Politehnica of Bucharest, Faculty of Control and Computers), Tereza E. Franciuk (Romanian Board of Physicians - Disciplinary Council), Ion I. Dina (St. John Emergency Hospital-Bucharest)

**Abstract:** As subject of the medical information record, the patient should decide about the sharing level of his private personal medical information: by Internet access, office only access, visit only or no trace. For this purpose, the physician, the patient and the medical unit must be authenticated at the same time.

**IE-24: Excellence at an Historically Black College, Culture, Student Success & Head vs. Heart**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Mayur S. Desai (Texas Southern University)

**Using Baldrige Foundation's Framework for Achieving Educational Excellence at an HBCU: A New Perspective**

Submission #433 (*Refereed Research Paper*)

**Authors:** Mayur S. Desai (Texas Southern University), Kwadwo Ofori-Brobbe (Texas Southern University, Jesse H. Johns School of Business)

**Abstract:** Achieving educational excellence in a competitive world has become the objective of all stakeholders in the education enterprise. Educational excellence, however, depends on a number of factors. Resource-rich institutions find it easier to achieve excellence than poorly-resourced institutions typified by most HBCUs. Study uses Baldrige Foundation's Framework, to present a faculty perspective on some of the methods and practices that can facilitate the achievement of excellence in HBCUs.

### **Culture, Participation and Technology: An Integrated Pedagogical Paradigm**

Submission #125 (*Refereed Research Paper*)

**Authors:** Paul A. Fadil (University of North Florida)

**Abstract:** This paper explores how technology can be utilized to enhance class participation by reducing the effects of cultural and demographic inhibitors. A new pedagogical model is proposed that utilizes advanced information technology as the antecedent variable in its paradigm while exploring the impact of classroom participation on various learning objectives.

### **Outside the Comfort Zone – Improving Student Success using Online Technology**

Submission #579 (*Research Abstract*)

**Authors:** Melissa M. Aldredge (Grambling State University)

**Abstract:** As educators of today's college students, we must constantly plan innovative ways to aid the quality of our student's learning. Moving learning outside the classroom might take instructors outside their comfort zone, but it forces students to be active in the learning process. Learning becomes an engaging experience and the opportunities for learning are expanded. This paper addresses the advantages of using distance technology as an addition to traditional teaching methods.

### **Teaching from "Head" versus "Heart": Is it a Choice?**

Submission #529 (*Research Abstract*)

**Authors:** Mayur S. Desai (Texas Southern University), Kwadwo Ofori-Brobbe (Texas Southern University, Jesse H. Johns School of Business)

**Abstract:** Teaching profession is as noble as how teacher teaches his/her students. In any teaching situation, three converging factors are present, viz, the subject matter being taught, the students who are being taught, and the personality of the individual doing the teaching (Palmer, 1998). Teaching from the heart is fundamental in achieving desirable educational outcomes. This study proposes a teaching model and discusses its implications on student learning and subsequently on economy.

## **II-1: Instructional Innovation Award Finalist Presentations**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Christine T. Kydd (University of Delaware)

**Participants:** Janelle Heineke (Boston University), Larry Meile (Boston College Carroll School of Management), John Robb Dixon (Boston University), Rhonda Aull-Hyde (University of

Delaware), Lori S. Cook (DePaul University), Ronald Klimberg (St. Joseph's University),  
Madjid Tavana (La Salle University)

### **The Integration of Real-World Student Projects into a MBA Program**

Submission #745 (*Award Competition Entry*)

**Authors:** Robert P. Sroufe (Duquesne University)

**Abstract:** This case study can serve as a roadmap for how other business schools and faculty can develop their own approach to the integration of sustainability into project management and curricula. Real-world projects present opportunities for cross functional integration of an overall MBA curriculum and enrichment of individual classes.

### **Academic Service-Learning in Operations Management**

Submission #431 (*Award Competition Entry*)

**Authors:** Ravi S. Behara (Florida Atlantic University)

**Abstract:** This paper presents the author's efforts to integrate the emerging emphasis on community service in the United States with the undergraduate Operations Management course through the implementation of Academic Service-Learning into the curriculum. Academic Service-Learning is a pedagogy that integrates intentional ways of community service with instruction and reflection. Three community partners, a local food-pantry, an environmental protection organization, and a community garden, were involved.

### **Integration of Study Abroad with Information and Communication (ICT) Technology Solutions and Decision Making**

Submission #294 (*Award Competition Entry*)

**Authors:** P. Candace Deans (University of Richmond)

**Abstract:** This teaching innovation integrates the study of communications technologies and IT decision making in the context of a two week study abroad. The focus of the study abroad is the Middle East and Asia. This initiative is interdisciplinary in nature and incorporates hands-on experimentation with the technology in the country being studied.

### **IS-17: Emerging Issues in IT**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Aaron M. French (Mississippi State University)

### **The Survival and Success of Open Source Software Projects**

Submission #58 (*Refereed Research Paper*)

**Authors:** Jing Wang (Kent State University), Murali Shanker (Kent State University),  
Michael Y. Hu (Kent State University)

**Abstract:** Drawing on the theory of social network and the theory of agency, this study investigates the role of network ties and human actions in the success and survival of free open source software (FOSS) projects. The results indicate that network ties and human agencies are both important for the success of FOSS projects. Nevertheless, the relative

importance of the network and agency variables was found to be dependent on whether or not a project is at the survival or post-survival stage.

### **A Model of System Reconfigurability and Pedagogical Usability in an E-Learning Context Revisited: Replication and Extension**

Submission #470 (*Refereed Research Paper*)

**Authors:** Jianfeng Wang (Mansfield University of Pennsylvania), Ki-hyun Park (University of Toledo), Mark Yang (University of Toledo), William J. Doll (University of Toledo)

**Abstract:** This research attempts to replicate and extend the previous study of Wang et al. (2009). We attempt to fill the gaps by (1) replacing modular design with interface reconfigurability and (2) empirically testing the impact of PU on faculty perceived benefits with larger data set (379). Our results show that interface reconfigurability has significant yet lesser-strong relationship than content and interaction reconfigurabilities. Implications as well as future research opportunities are provided.

### **A Theoretical Perspective on Diversity: Institutional Influences on the Three Leading Information Systems Journals Publication**

Submission #340 (*Refereed Research Paper*)

**Authors:** Aaron M. French (Mississippi State University), Leigh A. Mutchler (Mississippi State University), J. P. Shim (Mississippi State University)

**Abstract:** The current research evaluates the influences on research published in three top tiered journals in North America based on the information processing paradigm of diversity theory. It is shown that around 79% of all first authors who publish in MIS Quarterly, Information Systems Research, and Journal of Management Information Systems worked at North American institutions at the time of publication. Further, 86% of all first authors received their terminal degree from North American institutions.

### **Using Cross Correlation and Autocorrelation to Predict Proliferation of Information Technology Articles in ACM and IEEE Proceedings and Journals**

Submission #233 (*Research Abstract*)

**Authors:** Alan Chmura (Capella University), Zuopeng (Justin) Zhang (State University of New York at Plattsburgh), Peter M. Roberts (Capella University)

**Abstract:** In an attempt to forecast increases or decreases in the quantity of articles published by IEEE and ACM on “hot” topics in IT, a forecasting technique using cross correlation and autocorrelation was applied to time series data derived from proceedings and journal publications between the years 1985 and 2008. Our model predicts with 78.57% confidence that the quantity of articles on “hot” topics published by IEEE should increase in 2009 from the year 2008.

## **IS-18: Issues in Information Systems II**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Mohammed H. Tafti (Hofstra University)

**Beyond Cooperation in the Prisoners' Dilemma: Analyzing the Role of Relational Factors Between IS and Business Professionals**

Submission #311 (*Refereed Research Paper*)

**Authors:** Maisa M. Silva (Federal University of Pernambuco), Ana Paula Cabral Costa (Federal University of Pernambuco)

**Abstract:** This study presents an investigation which tests the influence of relational factors such as communication, trust, commitment and payoff – on the presence or absence of cooperative behavior between IS and business professionals.

**Online Trust - Maybe Not?**

Submission #5 (*Refereed Research Paper*)

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

**Abstract:** Online trust is an oft-studied topic in the information systems literature, demonstrating that internet users' place their trust in websites. However, if one examines literature from disciplines such as sociology or political science, they show the concept of trust differently. Based on this discrepancy among literatures, a model, is presented, which demonstrates that the intention to use a website is based primarily on situational factors that are not necessarily trust-related.

**The Influence of Psychological Contracts, Team Identification, and Organizational Identification on Workplace Attitudes of IS Employees**

Submission #649 (*Research Abstract*)

**Authors:** Christina N. Outlay (DePaul University), Renee M.E. Pratt (Washington & Lee University), Randy V. Bradley (University of Tennessee)

**Abstract:** This study examines the impact of psychological contracts on team and organizational identification of IS employees in the context of their job role. The results suggest that when job role and organizational identification are considered the effect of team identification on the workplace attitudes of IS employees vary.

**KM-3: Knowledge Sharing and Creation**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Cheng-Guey Lin (National Cheng Kung University)

**Role of Behavioral and Psychological Factors on Tacit Knowledge Sharing Between Buyer and Supplier**

Submission #230 (*Refereed Research Paper*)

**Authors:** Hulya Julie Yazici (Florida Gulf Coast University), Michael Mongoven (Florida Gulf Coast University)

**Abstract:** Sharing of tacit knowledge is not fully studied in the supply chain research. The relationship between suppliers and buyer presents a challenge for effective collaboration. This study investigates the role of psychological and behavioral variables on tacit knowledge sharing.

**The Effect Of Self-efficacy And Self-regulation On Knowledge Sharing Behavior Under Social Cognitive Perspective**

Submission #99 (*Refereed Research Paper*)

**Authors:** Ming-Ten Tsai (National Cheng-Kung University), Nai-Chang Cheng, Sr. (National Cheng-Kung University)

**Abstract:** The aim of this study is to develop an integrative understanding of the factors supporting or inhibiting individual knowledge-sharing intentions. This study employs as our theoretical framework the social cognitive theory and self-regulation mechanism factors that are believed to influence individual knowledge sharing. It was found that self-efficacies affect individual self-regulation. And positive self-regulation leads to positive intention to share knowledge.

**Knowledge Creation and Dynamic Capabilities: A Review and Research Agenda**

Submission #227 (*Refereed Research Paper*)

**Authors:** Cheng-Guey Lin (National Cheng Kung University), Hsin-Hong Kang (National Cheng Kung University)

**Abstract:** The main purpose of this study is to examine the impact of knowledge creation on performance leading to competitive advantage. The effects of knowledge creation on performance are best interpreted in terms of dynamic capabilities. This conceptual framework and the propositions arising from it provide a valuable reference point for future studies.

**MK-6: Industry Trends and Forecasting**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Jungkook Lee (Indiana University Purdue University Columbus)

**Brand Extension Management: An Analysis of Industry Trends**

Submission #606 (*Refereed Research Paper*)

**Authors:** Jungkook Lee (Indiana University Purdue University Columbus)

**Abstract:** A brand extension strategy is followed when a company uses an established brand name to introduce a new product. This practice has been widely used by a variety of firms to introduce new products. 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 (1990) in the hotel industry.

**Role of Information Technology on Real Estate Marketing**

Submission #874 (*Research Abstract*)

**Authors:** Ram N. Acharya (New Mexico State University), Albert Kagan (Arizona State University), Travis Zimmerman (ServiceOne Home Warranties)

**Abstract:** The impact of information technology on Realtor's performance is evaluated using a structural equation model. The preliminary results are consistent with the a priori expectation that the agent's perception and attitude towards new technologies affect the

adoption of information products. Moreover, information technology plays an important role in improving Realtor's performance.

**MS-9: MS/OR Miscellaneous**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Hongwei Du (California State University, Hayward)

**Mathematical Optimization in Business**

Submission #1043 (*Research Abstract*)

**Authors:** Hongwei Du (California State University, Hayward)

**Abstract:** One of the most important factors in the success of a business is profitability. Mathematical optimization offers a process to define complex business problems with few decision variables and obtain the best possible solution for the least cost. With advances in computers, more and more businesses can now make use of mathematical programming to optimize increasingly complex business problems such as, investment planning, supply chain management, production planning, or transportation.

**Studies on Contents of Endogenous Hormones in Different Tissues of Maize Infected by Rice Black-Streaked Dwarf Fijivirus**

Submission #686 (*Research Abstract*)

**Authors:** Hongqin Miao (Texas A&M University-Kingsville Citrus Center), Ping Ren (Institute of Plant Protection, Hebei Acad. of Agri. and Forest. Sci), Keqiang Cao (College of Plant Protection, Agricultural University of Hebei), Dianping Di (Institute of Plant Protection, Hebei Acad. of Agri. and Forest. Sci)

**Abstract:** Artificial inoculation of RBSDV onto maize through *Laodelphax striatellus* Fallen was made. Different tissues were collected for the detection of endogenous hormone contents by ID-ELISA. The results showed that the lower levels of GA in infected root and leaves were the cause for short root, stunted stem and leaf darkening symptoms. The rapid accumulation of ABA in leaves brought about declining of the plant. Symptom development was strongly correlated with GA and ABA contents.

**Bayesian Pricing Strategy for Information Goods**

Submission #924 (*Research Abstract*)

**Authors:** Samar K. Mukhopadhyay (Sungkyunkwan University), Ziping Wang (University of Wisconsin-Milwaukee)

**Abstract:** We studied Bayesian pricing strategy for subscription-based information goods with uncertain demand. Considering the changing environmental issues, it is almost impossible to perfectly estimate the demand for information goods which have a short life cycle. We discussed such multi-period problem by a discrete time stochastic model. The solution of the problem involved a dynamic programming formulation and backward induction. We presented a Monte Carlo based approach to solve the problem.

**Comparative Mapping of High School Mathematics Achievement by Neural Network Modeling of a State-Wide Production Function**

Submission #1074 ()

**Authors:** Gordon H. Dash, Jr. (University of Rhode Island), Nina Kajiji (University of Rhode Island), Elliot Krieger (University of Rhode Island)

**Abstract:** This study compares elasticity estimates generated by solving a double-log production-theoretic model using traditional OLS and a radial basis function neural network. Comparative statics demonstrate that policy interrogation for the efficient production of state-wide mathematics achievement is benefited by applying the dual-objective neural network to the nonlinear output function.

### **MS-10: Managing Inventories**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Craig M Sorochnik (The University of Wyoming)

#### **The Newsvendor Problem with Pricing, a Dual Price-Quantity Pairs Model**

Submission #464 (*Refereed Research Paper*)

**Authors:** Craig M Sorochnik (The University of Wyoming), John Wilson (University of Western Ontario - Ivey School of Business)

**Abstract:** To address the newsvendor problem with pricing, we present an exact model (and its approximation) based on probabilistic theory as opposed to traditional economic theory. A primary difference in our model is price-dependent uncertainty, which is essentially unheard of in the literature.

#### **Managing Lost-Sales Inventory Systems: A Transformation**

Submission #67 (*Refereed Research Paper*)

**Authors:** Xiaoming Li (Tennessee State University)

**Abstract:** This paper studies the classic stochastic inventory system with lost-sales. Since the problem is notoriously difficult, we transform it into an equivalent problem of Markovian-demand inventory models. Based on this transformation, we provide a link between two streams of research, a value iteration algorithm, and an example with analytical solutions.

#### **Experimental Design Issues in Developing a Data Base for the Spare Parts Inventory Control Problem**

Submission #83 (*Refereed Research Paper*)

**Authors:** Ibrahim Kurtulus (Virginia Commonwealth University)

**Abstract:** We develop a data base for testing heuristics' performance by varying demand size, its frequency and skewness, and backordering costs.

### **NP-5: Teamwork and Collaboration in Project Management**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Bill Johnson (Bentley University)

**Time for Teamwork: Examining the Impact of Teamwork Processes under Time Pressure on Performance**

Submission #573 (*Research Abstract*)

**Authors:** Deanna M. Kennedy (University of Massachusetts Amherst), Sara A. McComb (Texas A&M University)

**Abstract:** Teams must often work under time pressure, which can adversely impact their ability to function as a team. Using longitudinal data collected at the end of performance episodes, we investigate the impact of these working conditions on the teamwork processes of computer-mediated and face-to-face teams. Results and implications are discussed.

**Team Heterogeneity and Technical Performance of Manufacturing Process Innovation: The Moderating Role of Project Proveness**

Submission #948 (*Research Abstract*)

**Authors:** JungYoung Lee (Michigan State University), Morgan Swink (Michigan State University), Temyos Pandejpong (King Mongkut University of Technology Thonburi)

**Abstract:** This paper examines the role of team heterogeneity in implementing manufacturing process innovation (MPI) projects. We also study a moderator, proveness of project which influences the association between team heterogeneity and MPI performance. 182 MPI projects were analyzed. Results show that there is a negative interrelationship between team heterogeneity and proveness of project.

**Collaborative Product Development (CPD): Impact of Supplier & Customer Involvement on NPD Performance**

Submission #550 (*Research Abstract*)

**Authors:** Debasish N. Mallick (University of St. Thomas), Chang Yue Luo (University of Minnesota), Roger G. Schroeder (University of Minnesota)

**Abstract:** Inter-firm collaboration in new product development is becoming one of the major source of competitive advantage for companies in almost every industrial sector. Using a cross industry survey of 266 new product development projects, we explore the effects of supplier and customer involvement on new product development performance.

**OB-7: New Directions in Organizational Research**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Robert Dengler (Roosevelt University)

**Forty Years of Advancing the Practice of Action Research**

Submission #312 (*Research Abstract*)

**Authors:** Thomas Head (Roosevelt University), Peter F. Sorensen (Benedictine University), Therese F Yaeger (Benedictine University), Deloras Jones (Dialogue and CreativeWorks, LLC), Susan Sweem (Akzo Nobel Inc.)

**Framing the TOC Theoretical Tenets**

Submission #746 (*Research Abstract*)

**Authors:** Michael, Naor (George Mason University), Alex Coman (The Academic College of Tel Aviv Jaffa)

**Abstract:** The goal of the current study is to frame the tenets of the TOC using Wacker's (1998) framework for theory-building as a prism. This study contributes to build the TOC's body of knowledge by integrating under one theoretical umbrella all of its tools and practices.

**Resource Dependence: A Case Study of Power and the Information Technology Department**

Submission #287 (*Refereed Research Paper*)

**Authors:** Andrew Setterstrom (Southern Illinois University), John M. Pearson (Southern Illinois University)

**Abstract:** Using resource dependency theory for guidance, this paper presents the results of a case study examining the power possessed by an IT department at a Mid-Western university. The results of this study suggest that the IT department possesses a moderate degree of power.

**PD-5: Scholarship Thought and Practice**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Freda Z. Hartman (University of Phoenix)

**The Evolution of Scholarship Thought and Practice: A Conceptual Study with Implications for Faculty Development**

Submission #727 (*Research Abstract*)

**Authors:** Freda Z. Hartman (University of Phoenix)

**Abstract:** Scholarship as an area of study has evolved significantly over decades, as new models and emphases have emerged. This research examines the philosophical and conceptual foundations of scholarship as an educational outcome and activity for faculty and students. Scholarship models and interpretations are reviewed to highlight key directions and trends.

**QP-15: Empirical Tests of Quality Frameworks**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** John V. Gray (The Ohio State University)

**Does ISO 9000 Reduce Quality Risk?**

Submission #627 (*Research Abstract*)

**Authors:** John V. Gray (The Ohio State University), Gopesh Anand (University Of Illinois at Urbana Champaign), Aleda V. Roth (Clemson University)

**Abstract:** The purpose of this research is to empirically examine two highly debated

questions related to ISO 9000. Does ISO 9000 reduce quality risk? And, if so, is the reduction in quality risk sustainable?

### **ISO 9000 and QS 9000 Quality Standards and Their Impact: A Survey**

Submission #992 (*Research Abstract*)

**Authors:** Ahmad Karim (Indiana University / Purdue University at Fort Wayne), Amer Karim (Northwestern University)

**Abstract:** Corporations are spending significant amounts of resources to implement ISO 9000 and QS 9000. This paper investigates the impact of these systems among automotive related industry on the basis of a survey conducted in 2008. It is found that in most of the cases, significant benefits accrue to the organizations.

### **Examination of the MBNQA 2008 Framework Using Causal Latent Semantic Analysis**

Submission #393 (*Refereed Research Paper*)

**Authors:** Muhammad Muazzem Hossain (MacEwan College), Victor R. Prybutok (University of North Texas), Nicholas E. Evangelopoulos (University of North Texas)

**Abstract:** This study validates the MBNQA 2008 framework using a Causal Latent Semantic Analysis (cLSA) methodology. The results yield two broad concepts - the Baldrige System and the Baldrige Results. A two-factor cLSA of input-output statements obtained from article abstracts published on the Baldrige award and program from 1987 to 2009 uncovered these factors and revealed that they have causal influence on each other.

### **SB-2: Putting a Quart into a Pint Pot**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** John D. McKenzie, Jr. (Babson College)

### **Putting a Quart into a Pint Pot**

Submission #1001 (*Symposium*)

**Authors:** Mark L. Berenson (Montclair State University), Keith Ord (Georgetown University), Betty M. Thorne (Stetson University)

**Abstract:** The time available for statistics in the modern B-School curriculum seems to get less and less, yet the demands for topical coverage continually increase. This session will discuss what should be in the curriculum that will be of long term value and how we get students to obtain and retain statistical thinking rather than just memorize mechanics. We will survey audience views on their curricula in preparation for the discussion on the survey that will form the basis of the second session.

### **SC-41: Green Supply Chain Management**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Antony Paulraj (University of North Florida)

### **Antecedents and Performance Outcomes of Green Supply Chain Management Practices: A Corporate Social Responsibility Perspective**

Submission #602 (*Research Abstract*)

**Authors:** Antony Paulraj (University of North Florida), Injazz J. Chen (Cleveland State University)

**Abstract:** Realizing the lack of sufficient research at the confluence of corporate social responsibility (CSR) and green supply chain management (GSCM), this paper examines GSCM practices through the lens of CSR. By examining antecedents and performance outcomes of GSCM, the manuscript seeks to explore the reasons why corporations pursue socially responsible behavior. Number of interrelationships between the constructs hypothesized and tested. Implications for future research and practice are offered.

### **The Impact of Synthetic Fuels on the Energy Supply Chain**

Submission #1051 (*Research Abstract*)

**Authors:** Anthony Narsing (Macon State College), Samuel Frimpong (University of Missouri – Rolla), Ying Li (University of Missouri – Rolla)

**Abstract:** Synthetic fuel is a liquid hydrocarbon fuel synthesized from unconventional resources, such as tar sands, coal, heavy oil and oil shale. The availability of these unconventional resources will significantly affect the energy supply chain for the 21st Century. Estimated reserves for both conventional crude oil and natural gas continue to decline at an alarming rate to meet current world demand. The authors will investigate and discuss the impact of synthetic fuels on the energy supply chain.

### **Green Supply Chain Management: Conceptual Framework, Opportunities, Challenges and Strategies**

Submission #273 (*Research Abstract*)

**Authors:** Asghar Sabbaghi (Indiana University South Bend)

**Abstract:** Supply Chain that is environmentally-friendly and sustainable has been in research focus in the recent years. This paper introduces a framework for green supply chain management. The framework is presented as a five force supply chain model that constitutes supplier, customer, internal, external, and performance pressures on green supply chain.

### **Moderating Effects of Dynamic Capability on Relation between Green Supply Chain and Performance**

Submission #855 (*Research Abstract*)

**Authors:** Donghyun Choi (University of Nebraska-Lincoln), Jin Sung Rha (University of Nebraska Lincoln)

**Abstract:** The green supply chain management(GSCM) is becoming a source of competitive advantage and sustainability of the firms. Also, buying companies are giving pressure to their suppliers to satisfy their criteria of environmental policy. However, not all the firms gain profit after implemented GSCM. The relationship between GSCM and the performance has not been investigated enough. In this study, we consider dynamic capability a moderator on relation between green supply chain and performance.

## **SC-42: Complex Adaptive Systems: Part 1**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Jamison M. Day (Bauer College of Business at the University of Houston)

### **Co-opetition in Improving the Sustainability of Supply Networks**

Submission #743 (*Research Abstract*)

**Authors:** David A Johnston (Schulich School of Business, York University), Jamison M. Day (Bauer College of Business at the University of Houston), Surya Dev Pathak (Vanderbilt University), Mohan Gopalakrishnan (Arizona State University), Daesik Hur (Yonsei University), Kevin Dooley (Arizona State University)

**Abstract:** An examination of the emergence and engineering of cooperation between competitors in the form of consortia, co-operatives, trade associations, social businesses, public-private partnerships, buyer-supplier partnerships and alliance networks. The research addresses what makes this form of cooperation a sustainable system for solving difficult problems in supply networks.

### **Cohesive Subgroup Dynamics in Supply Networks: Driving Forces and Factors**

Submission #790 (*Research Abstract*)

**Authors:** William J. Sawaya (Texas A&M University), Adegoke Oke (Arizona State University), Chad Autry (Oklahoma City University), Arash Azadegan (Arizona State University), Thomas Y. Choi (Arizona State University)

**Abstract:** This research explores the complicated structural and organizational features which impact the formation, evolution, and dissolution of cohesive subgroups in a supply network environment. Insight into patterns of network behavior and emergent structure can help organizations and provide scenarios for the continuing evolution of supply networks in the future.

## **SC-43: Mathematical Modelling for Integrated Demand and Supply Chain Management**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Gokce Esenduran (University of North Carolina at Chapel Hill)

### **The Impact of Take-Back Legislation on Remanufacturing**

Submission #594 (*Research Abstract*)

**Authors:** Gokce Esenduran (University of North Carolina at Chapel Hill), Eda Kemahlioglu-Ziya (University of North Carolina at Chapel Hill), Jayashankar M. Swaminathan (University of North Carolina at Chapel Hill)

**Abstract:** There is disagreement on whether takeback legislation will induce or hinder remanufacturing. We use a stylized model with three levels of legislation (no legislation, legislation on collection levels, legislation on collection and reuse levels) and aim to understand whether legislation causes an increase in remanufacturing levels and if it

induces an OEM (who remanufactures in-house or whose products are remanufactured by a third-party) to manufacture products that are cheaper to remanufacture.

### **A Multi-Product Risk-Averse Newsvendor under Coherent Risk Measures**

Submission #853 (*Research Abstract*)

**Authors:** Sungyong Choi (Rutgers University), Andrzej Ruszczyński (Rutgers University), Yao Zhao (Rutgers University)

**Abstract:** We consider a multi-product risk-averse newsvendor under coherent risk measures. We first establish the convexity in the model. Then we derive the impact of risk aversion, asymptotic behavior and closed-form approximations of the optimal order quantities with independent demands. The approximations are as simple as to compute as the classical newsvendor model. For dependent demands case, we study the impact of demand correlation. These analytical results are confirmed by our numerical study.

### **Yield Selection in a By-Product System with Downward Substitution and Stochastic Demand**

Submission #1035 (*Research Abstract*)

**Authors:** Feng Tian (Boston University)

**Abstract:** A by-product system means multiple outputs are generated by one set input. Usually, the yields of these outputs are correlated. By-product is common in many industries, such as semi-conductor, petro-chemistry, and steel industries. In this paper, we study how to select the right yield when downward substitution is allowed.

### **A Simulation of Backup Agreement in the Supply chain**

Submission #769 (*Research Abstract*)

**Authors:** Hyun Ki Jung (Yonsei University, Seoul), Tae-Hyun Kim (Yonsei University)

**Abstract:** This study is for the decrease of air force combat uniform inventory applying a new supply contract. Air force has a plenty of inventory because of the unpredictability of future demand, the delay of supply, and so on. This study introduces back-up agreement as a kind of new supply contract. As a result of this study, back-up agreement model is to decrease the inventory level against the traditional contract model. The effect of back-up agreement on inventory level depends on the demand patterns.

## **SC-44: Current Issues in Freight Services**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Simon Veronneau (Quinnipiac University)

### **An Investigation of Current Logistics Practices, Challenges and Trends in the Airfreight Industry**

Submission #568 (*Research Abstract*)

**Authors:** Simon Veronneau (Quinnipiac University), Jacques Roy (HEC Montreal)

**Abstract:** This paper reports on some findings of an 8-month study of the airfreight industry, which included 35 interviews with executives in all aspects of the airfreight supply chain. It is found that an environmental shift is having an impact on modal choice.

This shift is seen as a long-term structural change in the current high-velocity logistics practices.

### **Understanding Logistics Services through a Factor-Market Rivalry Lens**

Submission #637 (*Research Abstract*)

**Authors:** Wendy L. Tate (University of Tennessee), Lisa Ellram (Colorado State University), Ed Feitzinger (e2eanalytics)

**Abstract:** The purpose of this research is to examine competition among diverse and unexpected industries in factor-markets using the example of transportation and logistics services. This paper uses factor-market rivalry theory to explore how firms may overlook potential competitors for input resources. This research aims to demonstrate that transportation and logistics services are subject to factor-market rivalry, particularly in light of mass movements of production to low cost regions.

### **Zone Pricing Planning for Time-definite Less-than-truckload Freight Service**

Submission #658 (*Research Abstract*)

**Authors:** Cheng-Chang Lin (National Cheng Kung University)

**Abstract:** To meet shippers' expectation that the same transit time shall be charged with the same tariff, the carrier clusters same transit operations centers into zones. Zone pricing simultaneously determines the zone-to-zone tariffs and an operational plan to maximize a carrier's profit. We proposed an implicit enumeration embedded with LR bounds to determine the optimal prices. Computations on Taiwan's time-definite LTL freight market showed a less profitable for zone-based than OD-based pricing.

### **The Cause of Trucking Accidents: Training, Time, or Other Factors?**

Submission #783 (*Research Abstract*)

**Authors:** Mark T. Frohlich (Boston University)

**Abstract:** This study investigated over 500 accidents at a major trucking company and analyzed whether training, time of day, or other factors such as driver experience were determinates of accident severity and monetary damage. This study has important managerial implications in terms of preventing trucking accidents and also provides a framework for future academic research.

## **SM-7: Service Performance**

Monday, Nov. 16th, 2009 8:00-9:30AM

**Chair:** Michael H. Small (East Tennessee State University)

### **An Overview of the Service Performance Measurement Literature**

Submission #36 (*Refereed Research Paper*)

**Authors:** Mahmoud M.Yasin (East Tennessee State University), Carlos F. Gomes (University of Coimbra), Mohammad Al-Najjar (East Tennessee State University)

**Abstract:** The service performance measurement literature is examined in order to gain insights into the approaches and models utilized. Based on this investigation, which

examined more than one-hundred and forty (140) relevant articles, some conclusions with practical and future research implications are derived.

**Performance Evaluation in Nonprofit Organizations: A Pragmatic Organizing Framework**

Submission #309 (*Refereed Research Paper*)

**Authors:** Joan E Small (Illinois State Board of Education), Michael H. Small (East Tennessee State University)

**Abstract:** This paper proposes a framework for evaluating nonprofit performance that incorporates an assessment of measures of financial survivability and mission achievement measures. The framework provides a general performance evaluation tool that can be used by practitioners, academics, donors and other interested parties to evaluate the performance of nonprofit organizations.

**The Effects of Market Orientation and Service Innovation on Service Industry Performance: An Empirical Study**

Submission #86 (*Refereed Research Paper*)

**Authors:** Colin C. Cheng (Yuan Ze University, Taiwan), Dr. Dennis Krumwiede (Idaho State University)

**Abstract:** While most agree innovation plays the mediating role between market orientation and performance, little research has examined how each component of market orientation contributes to new service performance through various types of service innovation. Based on a survey, the results suggest customer-focus positively relates to incremental service innovation while competitor-focus and inter-functional coordination are significantly associated with radical service innovation.

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**M2: Monday, Nov. 16th, 2009 10:00-11:30AM**

**AC-8: A New Accounting Framework**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Robert Hutchinson (University of Detroit Mercy)

**A Sound Foundation**

Submission #109 (*Refereed Research Paper*)

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

**Abstract:** The IASB-FASB conceptual framework (CF) is expected to create a sound foundation for accounting standards. How will we know the objective is satisfied? This study demonstrates that a formal interpretation of soundness provides CF authors and users a verifiable rigorous method to know the objective is met.

**In Search of New Accounting Metaphors**

Submission #360 (*Refereed Research Paper*)

**Authors:** Richard L. Jenson (Utah State University)

**Abstract:** This paper attempts to provide rationale for the use of a navigational metaphor, and other metaphors, to evaluate existing accounting theory and to further accounting discourse. The author suggests that the field of accounting might benefit by emulating the approaches used by navigational science in solving its research puzzles with respect to the computation of global positioning, particularly in the use of external referents.

**AD-25: Beta Gamma Sigma**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** (none specified)

**AD-26: Decision Line Editor and Feature Editors**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Krishna S. Dhir (Berry College)

**Participants:** Vijayan Sugumaran (Oakland University), Xenophon Koufteros (Texas A&M University), Kenneth E. Kendall (Rutgers University), Vijay R. Kannan (Utah State University), Bih Ru Lea (University of Missouri - Rolla), John Davies (Victoria University of Wellington), Carol Latta (Decision Sciences Institute), Robert L. Andrews (Virginia Commonwealth University), Daniel Samson (University of Melbourne, Australia), Miles G. Nicholls (RMIT University)

**DE-5: Innovative Decision Making Frameworks**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Paul Weist (Dakota State University)

**Future Space Explorers for Asteroids: A Conceptual Framework Using Intelligent Software Agents**

Submission #2 (*Research Abstract*)

**Authors:** Jagannathan V. Iyengar (University System of North Carolina), Walt T Truskowski (NASA Goddard)

**Abstract:** We develop a conceptual framework for understanding characteristics and activities of spacecraft/instrument agents and agent communities in the open-ended problem-solving environment of space exploration and a methodology for testing our model. In this environment, success will depend not only on simple survival (risk avoidance) but also on intelligently selecting, capturing, and abandoning targets for study, analyzing, and interpreting the results with minimal human intervention.

**An AHP-based Decision Making Framework for IT Service Design**

Submission #487 (*Research Abstract*)

**Authors:** Paul Weist (Dakota State University)

**Abstract:** Information Technology services are key enablers of competitive business

advantages. Demands are placed on designing IT services that align with strategic business goals. . IT services must satisfying business needs thus optimizing business value. This paper presents an analytic hierarchy process for aligning information technology and services with business goals.

**A Dynamic Taxonomy Model to Contribute Productivity with Information Technology Practices and Innovations**

Submission #1030 (*Research Abstract*)

**Authors:** Kevin Lohrasbi (Pace Universty)

**Abstract:** This paper explores the taxonomy methodology to use on IT products from the basic idea to the end product user; Four fundamental ideas: 1. IT provides different and conflicting services and how this can be resolved 2. IT can be more efficient 3. IT can improve the skills and services 4. IT utilize efficiency on training to stay within budget Example: third and fourth generation items

**EC-10: Online Behavior Study - I**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Amy Y. Chou (Illinois State University)

**The Mediating Effect of Perceived Intrusiveness and the Dyadic Influence of Permission-Base Email and Spamming on E-mail Advertising**

Submission #62 (*Refereed Research Paper*)

**Authors:** Hsin Hsin Chang (National Cheng Kung University, Taiwan), Mohamad Rizal Abdul Hamid (National Cheng Kung University)

**Abstract:** The objective of the current study is to investigate the influence of advertising values and the mediating effect of perceived intrusiveness on consumer attitude and behavioral intention. Scenario-based method was used in comparing permission emails and spamming. The result indicates consumer perceived higher advertising value on the quality of information, entertainment, and financial reward if communicated via permission emails. Similarly, when the email is found to be a spam, the consumers will perceive higher level of intrusiveness.

**The Determinants of Online Insurance Behavior: An Empirical Study in Taiwan**

Submission #135 (*Refereed Research Paper*)

**Authors:** Mei-Ching Chiu (National Cheng-Kung University/ Kao-Fong College), Yung-Ming Shiu (National Cheng Kung University)

**Abstract:** Online insurance is not as popular as other e-finance services in Taiwan. Based on the transaction cost and the innovation diffusion theory, we develop a model for determining online insurance intention and test it at each insuring stage. We find the relative advantage, trust, and the experience of e-banking would influence the consumer intention to use the web especially at the purchase and the after-sales service stages. Several implications and suggestions for insurance companies are offered.

**Online Social Networking Effects on Online Purchasing Behavior**

Submission #205 (*Refereed Research Paper*)

**Authors:** Amy Y. Chou (Illinois State University), David C. Chou (Eastern Michigan University)

**Abstract:** The widely use of social technology has enabled end users to do social networking and to distribute user generated contents online. This paper proposes a research model of social networking effects on online consuming behavior based on the social network theory and agency theory.

### **ES-7: Applied Ethics**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Richard Steven Voss (Troy University)

#### **Whose Ethics and How to Deal with this Reality**

Submission #198 (*Refereed Research Paper*)

**Authors:** James W. Beckman (University of Applied Sciences, Fulda), Norton E. Marks (California State University, San Bernardino)

**Abstract:** We discuss, largely from our consulting and field anthropology experience, how persons/organizations with likely different ethics and personal goals, can understand and negotiate with one another. We cover 40+ years, 139 countries and more than 700 consultancies in our personal data base. The focus is upon business school education and the activities of their graduates when working in a global setting. Scientific method is also discussed.

#### **Bribery in the International Business: An MOA Perspective**

Submission #134 (*Refereed Research Paper*)

**Authors:** Wann-Yih Wu (National Cheng-Kung University), Huang, Chu-Hsin (National Cheng Kung University)

**Abstract:** This study describes bribery phenomenon based on MOA perspective. Differ to prior studies; this study posits that there are three motives of an organization engage in bribery: achievement, affiliation, and power. This study also discusses the direct and interaction effect of opportunity and ability in bribery activities.

#### **An Ethical Dilemma: Smoker's Rights, Are There Really Any?**

Submission #532 (*Refereed Research Paper*)

**Authors:** Nohealani J. Dietz (Cameron University)

**Abstract:** Human resource managers work hard trying to appease both smokers and non-smokers in the workplace. Ever since smoking bans started becoming common place in the 1990's, human resource managers had to add one more task to their list of things to do throughout the company. This article talks about business ethics and ethical dilemmas in relation to human resource management, and how human resource managers handle "smoking" situations.

#### **The Dialectic of Law, Ethics, and Economics: Assessing the Justification of Executive Pay in an Integrated Philosophical Framework**

Submission #1033 (*Research Abstract*)

**Authors:** Vanda Zavala (Troy University), John C. Duncan (Florida A&M University College of Law)

**Abstract:** This paper seeks to harmonize the competing perspectives of law, ethics, and economics in an integrated decision-making model tested against executive compensation. It pursues its argument constrained by the model to draw optimally objective conclusions on the issue under study. The paper argues that the three perspectives reinforce one another.

### **HC-9: Healthcare - Technology - Supply Chain**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Cara J. Dienes (Iowa State University)

#### **The Role of Information Technology and Supply Chain Integration within Healthcare Strategic Alliances**

Submission #993 (*Research Abstract*)

**Authors:** Evelyn H. Thrasher (Western Kentucky University), Christopher W. Craighead (The Pennsylvania State University), Terry A. Byrd (Auburn University)

**Abstract:** This study examines the impact of information technology and supply chain integration within healthcare strategic alliances. Based on primary and secondary data, we examine various forms of integration between healthcare providers and compare supply chain integration benefits across different organizational levels within the healthcare industry.

#### **RFID as the Edge of Supply Chain in Healthcare Industry: A Survey**

Submission #899 (*Research Abstract*)

**Authors:** Hak Ju Kim (University of Houston - Clear Lake)

**Abstract:** The paper is aimed at building the RFID-enabled HIS which is integrated RFID into a hospital's supply chain. Existing RFID solutions cannot be used directly to the HIS because some requirements in RFID should be addressed for integrating into a hospital's supply chain. The major contribution of this project is to identify these requirements in supply chain and propose a practical design of the RFID-enabled HIS that satisfies the healthcare service providers.

#### **RFID in the Health Care Supply Chain: Usage and Application**

Submission #773 (*Research Abstract*)

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

**Abstract:** The study explores implementation of RFID into the healthcare supply chain. A few viable applications of how RFID technology can be implemented in the healthcare supply chain are presented and how the current state of technology limits the broad use and implementation of this technology in the healthcare industry.

#### **Modeling the Physician Preference Item Supply Chain**

Submission #721 (*Research Abstract*)

**Authors:** Cara J. Dienes (Iowa State University), John K. Jackman (Iowa State University)

**Abstract:** Physician preference items are a driver of healthcare supply costs. These items are produced by medical device manufacturers, who market their goods directly to physicians. However, the manufacturer-physician supply chain relationship is not typical. This work models the exchange of goods and incentives between a device manufacturer, physician, and hospital in the physician preference item supply chain, to understand the impacts of current industry strategies and healthcare policies.

### **IB-6: Financial Crisis: European Union**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Diane M. Harvey (Roger Williams University)

#### **The Current Financial Crisis and the European Monetary Union**

Submission #598 (*Research Abstract*)

**Authors:** Luis Eduardo Rivera-Solis (Dowling College)

**Abstract:** The current financial crisis resulting from the Sub Prime market collapses had endangered the world financial system as a whole, including the European Monetary Union. It is the purpose of this study to review the key factors leading up the the crisis and how it has impacted the financial markets of the EMU. The study will also explore the recommended courses of action that will ameliorate or resolve this crisis.

#### **The Pension Crisis in Hungary**

Submission #153 (*Refereed Research Paper*)

**Authors:** Laura Forker (University of Massachusetts Dartmouth)

**Abstract:** Hungary has a growing elder population, a large pool of retired workers, years of fiscal deficits, and pension obligations that now exceed 10% of its gross domestic product. Burdened by these constraints, will Hungary be able to pay its growing pension obligations in the future? If so, at what cost?

#### **Market Forces and Government Policies in the Czech Republic's Transition**

##### **Economy**

Submission #729 (*Research Abstract*)

**Authors:** Kim Dedee (University of Wisconsin, Oshkosh), Lee Van Scyoc (University of Wisconsin Oshkosh)

**Abstract:** Market forces and government policies in The Czech Republic's transition economy This research examines government and market forces in the Czech Republic's transition economy. Variables included but were not limited to fiscal and monetary policies foreign and domestic direct investments and international trade all in light of the global economic meltdown.

## **IE-25: Online Exam Software, Asynchronous Communications, and Institutional Self-Assessment**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Gerald V. Post (University of the Pacific)

### **Design Features for Online Examination Software**

Submission #614 (*Research Abstract*)

**Authors:** Gerald V. Post (University of the Pacific)

**Abstract:** Online education and CAI have existed for years, but few general tools exist to help instructors. Some proprietary tools exist for creating online exams, and LMSs have simple testing tools. This study is designed to identify common features of online examination software that could be used across disciplines in higher education. The study asks instructors to identify and design features they need, including programmability to add responsiveness and intelligence to respond to students.

### **Asynchronous Communications Networks for Collaborative Learning in Information Systems**

Submission #784 (*Research Abstract*)

**Authors:** Rohit Rampal (State University of New York, Plattsburgh)

**Abstract:** This research looks at the use of asynchronous communications technologies for collaborative learning in information systems. The paper identifies factors that affect collaborative learning via a thorough review of existing literature. These factors are then tested via a pilot study conducted in hybrid face to face and online information systems courses.

### **Engaging Students in the Institutional Self-Assessment Process**

Submission #825 (*Research Abstract*)

**Authors:** Victor L. Berardi (Kent State University), Gregory E. Blundell (Kent State University)

**Abstract:** From the Academic Quality Improvement Program (AQUIP) to the Voluntary System of Accountability (VSA), universities are being challenged to plan, measure, and improve their processes and outcomes. Another seemingly unrelated movement is challenging schools to involve students in real-world, value-added educational opportunities. In this project, we discuss an experiential approach to engaging students in the institutional self-assessment process through a total quality management course.

## **II-2: Instructional Innovation Award Judges Session**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Christine T. Kydd (University of Delaware)

**Participants:** Janelle Heineke (Boston University), Larry Meile (Boston College Carroll School of Management), John Robb Dixon (Boston University), Rhonda Aull-Hyde (University of Delaware), Lori S. Cook (DePaul University), Ronald Klimberg (St. Joseph's University), Madjid Tavana (La Salle University)

## **IS-19: IT Role in Organizational Decision Making**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Adam M. Mahmood (University of Texas at El Paso)

### **Technology-enabled Competitive Advantage: Leadership, Skill, and Infrastructure**

Submission #275 (*Refereed Research Paper*)

**Authors:** Michael L. Gonzales (University of Texas at El Paso), Adam M. Mahmood (University of Texas at El Paso), Leopoldo L. Gemoets (University of Texas at El Paso)

**Abstract:** Leadership, Skill, and Infrastructure are identified as technical determinants of IT competitive advantage. Current research makes no distinction between IT Operations versus Decision Support. This study extends existing research by examining IT Decision Support versus IT Operations in order to study specific IT functions that contribute to competitive advantage.

### **Implications and Cost of Change Management in Information Technology Decision Making**

Submission #943 (*Research Abstract*)

**Authors:** Mayur S. Desai (Texas Southern University), Kiran J. Desai (CMP, LLC)

**Abstract:** In the face of changing environment created by dynamic information technology managing change in the organizations is imperative. Thus it is critical that organizations are able to measure the “cost” of managing the change and include this “cost” in the cost/benefit analysis before making a decision about deploying new technology. This study explores the factors critical in measuring this “cost”.

## **IS-20: ERP Systems**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Khaled Alshare (Emporia State University)

### **Influence the Capabilities of ERP Vendors on ERP Project Success and the Moderating Effect of Government Support**

Submission #496 (*Refereed Research Paper*)

**Authors:** Jaehyun Paek (University of Central Florida), Taesoo Moon (Dongguk University), Shih-Chieh Hsu (University of Central Florida), Ross T. Hightower (University of Central Florida)

**Abstract:** This study focuses on the relationship between ERP vendor’s capabilities and ERP project success. Four capabilities of ERP vendors are studied: human resource capability, market analyzing capability, product capability, and R&D capability. Government support as a moderator is proposed. Data from 50 local South Korean ERP vendors were collected. The results show that the capabilities of human resource and product are the most important determinants to influence on ERP project success.

### **The Determinants of Student Satisfaction and Performance in ERP Courses: A Conceptual Model**

Submission #217 (*Refereed Research Paper*)

**Authors:** Khaled Alshare (Emporia State University), Peggy Lane (Emporia State University)

**Abstract:** This paper examines factors that influence student satisfaction and performance in enterprise resource planning courses using the technology acceptance model (TAM) as the basis for the research. The paper extends the original TAM model by considering external variables such as training, course structure, career relevance, learning style, and instructor knowledge.

## **MM-10: Manufacturing Strategy - 2**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Carlos F. Gomes (University of Coimbra)

### **Manufacturing Practices and Performance: An International Comparison**

Submission #927 (*Research Abstract*)

**Authors:** Yoshiki Matsui (Yokohama National University), Osam Sato (Tokyo Keizai University), Hideaki. Kitanaka (Takushoku University)

**Abstract:** This study aims to explore the relationship of manufacturing practices with competitive performance in industrialized regions and find out the commonalities and differences in the way to high performance manufacturing among different regions. The manufacturing practices include human resource management, quality management, total productive maintenance, JIT production, supply chain management, technology development, new product development, and manufacturing strategy.

### **'Objective' and 'Subjective' Measurements: Main Issues and Implications for Operations Management Research**

Submission #805 (*Research Abstract*)

**Authors:** Enrico Secchi (Clemson University), Scott C. Ellis (Clemson University), Aleda V. Roth (Clemson University)

**Abstract:** This paper investigates the issues arising from the choice of measurement instruments. Specifically, we address the problems and opportunities arising from the alternative or concurrent use of objective and subjective measures. Different approaches in dealing with incongruent results are examined and tested with quality data from an automotive components manufacturer.

### **Utilization and Relevance of Performance Measures in Manufacturing Organizations**

Submission #35 (*Refereed Research Paper*)

**Authors:** Carlos F. Gomes (University of Coimbra), Mahmoud M. Yasin (East Tennessee State University), Joao Veríssimo Lisboa (Coimbra University)

**Abstract:** Given the increasing emphasis on performance measurement and improvement, the objective of this study is to examine the current views of manufacturing executives on key aspects of performance measures. Based on the findings

of this study, several conclusions with organizational performance measurement implication are derived.

### **Evolution of Operations Management from 1980 to Present: Evidence from OM Textbooks**

Submission #973 (*Research Abstract*)

**Authors:** Carol J. Cagle (University of Texas at Arlington), Gregory V. Frazier (The University of Texas at Arlington)

**Abstract:** This study analyzes tables of contents for all operations management textbook series published since 1980 to report on the evolution of the OM discipline.

Understanding how OM topics in introductory textbooks have changed over 30 years provides unique insights into how the core body of knowledge has evolved.

### **MS-11: Modeling Strategic Issues**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** James L. Hoyt, PhD (Troy University)

### **Optimization of Canadian Technology and Innovation Adoption Strategies Using a Constrained Shortest Path Approach**

Submission #288 (*Refereed Research Paper*)

**Authors:** Steven D. Formanek (The American University in Cairo), Brian P. Cozzarin (University of Waterloo)

**Abstract:** A constrained shortest path algorithm is used to analyze and determine optimal technology and innovation decisions within a firm. The empirical analysis is performed using Statistics Canada's Workplace and Employee Survey (WES), 1999-2004. The research explores the relationships among technology and innovation variables and their effect on the success of the firm in terms of profit and labor productivity.

### **An Empirical Description of the Agile Organization: Linking Agility to Firm Performance**

Submission #162 (*Refereed Research Paper*)

**Authors:** James L. Hoyt, PhD (Troy University), Patrick Kreiser (Ohio University), Murat Kasimoglu (Chanakkale Univ.)

**Abstract:** This paper contradicts prevailing arguments that agile organizations thrive in an environment of unpredictable and dynamic change. Instead, agile organizations appear to occupy a position midway between the financially successful and financially unsuccessful organizations. In addition, the condition of agility appears to be unstable and may require considerable expense to sustain.

### **Managing a Production Facility Subject to Uncertainty in Production Modes**

Submission #211 (*Refereed Research Paper*)

**Authors:** Esmail Mohebbi (University of West Florida)

**Abstract:** We consider the problem of production control in a manufacturing system that produces a single product to satisfy an uncertain stream of demand in a competitive

market. The production mode of the facility at any point in time is determined by the adopted control policy and the uncertainty of the operating conditions that surround the manufacturing operation. This paper outlines the bases of a quantitative approach toward modeling and analysis of such system. Some numerical results are provided.

## **MS-12: MS/OR Applications**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Chao-Hsien Chu (Pennsylvania State University)

### **Comparative Study on Bankruptcy Assessment by DEA and DEA-DA**

Submission #32 (*Refereed Research Paper*)

**Authors:** Mika Goto (Central Research Institute of Electric Power Industry), Toshiyuki Sueyoshi (New Mexico Institute of Mining & Tech)

**Abstract:** This study compares DEA (Data Envelopment Analysis) with DEA-DA (Discriminant Analysis) in terms of bankruptcy assessment. Recently, many DEA researchers propose a use of DEA as a quick-and-easy tool to assess corporate bankruptcy. Meanwhile, other DEA researchers indicate a use of DEA-DA for bankruptcy-based financial analysis. This study discusses methodological comparison from computational results of DEA and DEA-DA.

### **Scheduling of Surgical Operations to Operating Rooms by Mathematical Modeling**

Submission #92 (*Refereed Research Paper*)

**Authors:** Irem Ozkarahan (Troy University-Montgomery), Emrah Edis (Dokuz Eylul University, Izmir Turkey), Pinar Mizrak. Ozfirat (Dokuz Eylul University, Izmir Turkey)

**Abstract:** Scheduling of surgical operations to operating rooms (ORs) is of significant research area for the efficient use of time and resources in surgical units. This study deals with a real-life OR scheduling problem including sequence dependent times between operations. Two different models, integer programming (IP) and constraint programming (CP), are proposed to solve the problem. Computational results show that IP provides relatively better performance, while CP gives quick and practical solutions.

### **A Comparative Analysis of Selected Data Filtering Methods for RFID Implementation**

Submission #173 (*Refereed Research Paper*)

**Authors:** Wen Yao (Pennsylvania State University), Chao-Hsien Chu (Pennsylvania State University), Zang Li ((Pennsylvania State University), Rachida Parks (Pennsylvania State University)

**Abstract:** Filtering and aggregating data to ensure data quality is one of the key issues for successful RFID implementation, especially with the increasing of tagging at item level. In this paper, we provide a thorough analysis on the RFID data management issues and assess the relative performance of selected data filtering and smoothing algorithms. Two synthetic experiments are carried out to examine the impact of system parameters, from which the methods of determining system parameters are proposed.

## **NP-6: Modularity, Fast-tracking and Crashing of activities in projects**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Matthew Liberatore (Villanova University)

### **Product Modularity, Commonality, and Competitive Performance**

Submission #738 (*Research Abstract*)

**Authors:** Shawnee K. Vickery (Michigan State University), Delvon B. Parker (Michigan State University)

**Abstract:** Empirical research has proven somewhat inconclusive with regard to the effects of product modularity on various dimensions of competitive performance. This study suggests that the inconsistency in findings may be due to the apparent confounding of two closely related, yet distinct theoretical constructs – modularity and commonality. This research examines the relationship between product modularity and commonality, and the respective effects of each strategy on competitive performance.

### **Implications of Overlapping New Product Development Activities in a Stochastic Environment**

Submission #956 (*Research Abstract*)

**Authors:** Nagesh N. Murthy (University of Oregon)

**Abstract:** Overlapping stochastic activities prior to completion of immediately preceding tasks can lead to significant degradation in task times for succeeding tasks. We develop a model to understand the implications of degree of concurrency for development speed and timeliness and derive results that are independent of the distribution of tasks.

### **Crashing Resource-Constrained Projects**

Submission #999 (*Research Abstract*)

**Authors:** Matthew Liberatore (Villanova University), Bruce Pollack-Johnson (Villanova University)

**Abstract:** The time-cost tradeoff problem ignores resource constraints. Resource-constrained project scheduling does not allow crashing and assumes the total resource usage for a task is fixed. We combine these problems, by allowing each task to be crashed, but recognizing that its total resource usage could then increase due to resource inefficiencies.

## **OB-8: Organizational Citizenship Behavior - Revived?**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** turnip

### **The Good Soldier as a Professional: Reconceptualizing the Organizational Citizenship Behavior Construct**

Submission #369 (*Refereed Research Paper*)

**Authors:** David L Turnipseed (University of South Alabama), Ali Rassuli (Indiana Purdue University Fort Wayne)

**Abstract:** We explore conceptual problems of Organizational Citizenship Behavior (OCB) which has suffered a developmental lag and proffer a reconceptualization, including a dimension of “professionalism” that is consistent with the contemporary organizational environment. This avoids many problems of prior OCB conceptualizations by considering the predisposition of professional behavior to professional attitudes.

### **The Relationship between Organizational Citizenship Behavior and Locus of Control**

Submission #214 (*Refereed Research Paper*)

**Authors:** David L Turnipseed (University of South Alabama), Calvin M Bacon, Jr. (University of South Alabama)

**Abstract:** The value of the organizational citizenship behavior construct may be enhanced by identifying antecedents that help explain why various workers exhibit these discretionary behaviors. In this study, the relationship between organizational citizenship behavior and locus of control was assessed using a sample of 286 college students with a mean age of 24 years and who worked an average of 26 hours per week. Results indicate positive links between locus of control and the four tested organizational (*truncated -- too long*)

### **Organizational Citizenship Behavior as a Source of Competitive Advantage: The Impact of Aggregated Organizational Citizenship Behavior on Firm Performance**

Submission #216 (*Refereed Research Paper*)

**Authors:** William E Gillis (University of South Alabama), David L Turnipseed (University of South Alabama)

**Abstract:** Firm-level effects of Organizational Citizenship Behavior (OCB) as a source of sustainable competitive advantage according to the resource-based view of the firm are explored. OCB is conceptualized as a firm-level phenomenon. A model linking the antecedents, consequences, and the path from organizational-level OCB to competitive advantage according to the RBV is proposed.

### **The Effect of Job Involvement and Collectivism on Organizational Citizenship Behavior in a Japanese Organization**

Submission #163 (*Refereed Research Paper*)

**Authors:** Yutaka Ueda (Seikei University), Atsuko Yoshimura (Seikei University), Masanobu Asanuma (Seikei Gakuen School Juridical Person)

**Abstract:** This study investigated the effect of job involvement and collectivism on OCB using data collected from 132 professors or clerical workers of a Japanese private university. The results indicated that job involvement (affective and behavioral) and collectivism had a significantly positive effect on OCB. In addition, the effect of collectivism on OCB was moderated by employees' age such that there was a stronger effect of collectivism for young employees than older ones.

**PD-6: Developing Executives as Faculty: Strategies for Promoting Teaching Excellence**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Freda Z. Hartman (University of Phoenix)

**Developing Executives as Faculty: Strategies for Promoting Teaching Excellence**

Submission #830 (*Panel Discussion*)

**Authors:** Freda Z. Hartman (University of Phoenix), Lee III Melancon (University of Phoenix), Barbara Holloway (University of Phoenix), Kevin Browning (University of Phoenix)

**Abstract:** As business schools hire full time and adjunct faculty with executive experience, teaching skill can be an issue. Without prior teaching experience, executive faculty may struggle to translate their professional experience into effective classroom teaching moments. This paper will address development programs for practitioner faculty and strategies for teaching excellence.

**QP-16: Performance Excellence Research**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** James R. Evans (University of Cincinnati)

**Performance Excellence Research: The Monfort Initiative**

Submission #684 (*Panel Discussion*)

**Authors:** James R. Evans (University of Cincinnati), Victor R. Prybutok (University of North Texas), John R. Latham (The Monfort Institute, University of Northern Colorado), Sharon Clinebell (University of Northern Colorado)

**Abstract:** This panel will describe current research initiatives on performance excellence sponsored by the Monfort Institute at the University of Northern Colorado. Specific research that will be described includes a study of motivation, organizational learning, and leadership from the CEO perspective, development of survey instruments for self-assessment and MBNQA model testing; leadership succession in Award recipients, and content analysis of opportunities for improvement of feedback reports.

**SB-3: Today's Statistics Curriculum**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Keith Ord (Georgetown University)

**Today's Statistics Curriculum**

Submission #1004 (*Symposium*)

**Authors:** Timothy C. Krehbiel (Miami University), Heather N. Haskin (Miami University), John D. McKenzie, Jr. (Babson College)

**Abstract:** The first two speakers will present the results of a survey of the statistics curriculum from all of the 2009 Business Week top 50 undergraduate business programs. The third speaker will comment on these results by comparing them to responses from other business programs and a similar survey presented at the 1997 MSMESB conference. These presentations will be followed by an ample opportunity for discussion from the audience.

### **SC-45: The Bullwhip Effect in the Supply Chain II**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Kaushik Ghosh (University of Mississippi)

#### **The Bullwhip Effect in Fixed Period Review System: Management Deviation from Policy**

Submission #619 (*Research Abstract*)

**Authors:** Kaushik Ghosh (University of Mississippi), Jody Strong (University of Mississippi)

**Abstract:** In this study we look at a retail store that uses a multi-item, Fixed Period Review inventory management with a yearly horizon, undiscounted inventory method with proportionally holding, shortage costs with no backlogging. We propose to compare the actual manager inventory control with the stated inventory policy and evaluate differences.

#### **Oscillation Patterns in the Bullwhip**

Submission #642 (*Research Abstract*)

**Authors:** Jerry Flatto (University of Indianapolis), Leslie Gardner (University of Indianapolis)

**Abstract:** This research further studies at the the rich variety of oscillation patterns that can occur with the bullwhip effect. Previous research in this area has demonstrated that changing Sterman's parameters produce different types of oscillations. This research maps the patterns based on Sterman's parameters.

#### **The Impact of Cascading Failures on the Bullwhip Effect**

Submission #682 (*Research Abstract*)

**Authors:** Dean C. Chatfield (Old Dominion University), Jack C. Hayya (Penn State University), David P. Cook (Old Dominion University)

**Abstract:** Most investigations of the bullwhip effect (BWE) rely on decomposing the supply chain into a set of node pairs, which are examined independently. We believe that such decomposition results in BWE estimates that are systematically low, because they do not accurately reflect inventory stockout propagation, which we refer to as "cascading failures". Using simulation modeling, we investigate and characterize the impact of cascading failures on the bullwhip effect.

## **SC-46: Complex Adaptive Systems: Part 2**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Nezhil Altay (DePaul University)

### **Exploring the Effects of Disasters on Supply Chain Partners**

Submission #859 (*Research Abstract*)

**Authors:** Nezhil Altay (DePaul University), Andres Ramirez (Bryant University)

**Abstract:** Using regression analysis we explore how disasters affect firms in different positions in a supply chain using secondary data for disasters and firm performance.

### **Humanitarian Supply Chain Adaptation in Response to Disruptive Events**

Submission #936 (*Research Abstract*)

**Authors:** Jamison M. Day (Bauer College of Business at the University of Houston), Murat Kristal (York University), Surya Dev Pathak (Vanderbilt University), William J. Sawaya (Texas A&M University), Kevin Dooley (Arizona State University)

**Abstract:** In this paper, using data from Aidmatrix, a humanitarian aid supply chain management organization, we investigate how food banks adapt to their changing operational environments. Specifically, we use Statistical Process Control to identify significant events and analyze these events by conducting formal interviews with supply chain partners of Aidmatrix.

### **Optimal Responses to Multiple Simultaneous Disturbances in Complex Supply Networks**

Submission #343 (*Refereed Research Paper*)

**Authors:** Frenck Waage (University of Massachusetts)

**Abstract:** This paper shows how to model a complex supply network as a linear program. The optimal LP solution will give the manager of the supply network his optimal decisions, and the optimal way to react to any disturbance to the information flows, or to the material flows in the supply network.

### **Interorganizational Integration and Operational Performance in the Logistics Triad: The Role of Interorganizational Information Systems Fit**

Submission #635 (*Research Abstract*)

**Authors:** Annibal Sodero (Arizona State University), Elliot Rabinovich (Arizona State University, Main Campus)

**Abstract:** How do interorganizational integration and interorganizational information systems fit impact the operational performance of logistics triads? This study uses a longitudinal dataset of actual trade and information exchanges to inform managers' decisions regarding these supply chain initiatives.

## **SC-47: The Impact of Culture and Knowledge Management on the Supply Chain**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Dina Ribbink (University of Maryland)

### **Impact of Culture on Contractual Buyer-Supplier Relationships**

Submission #1019 (*Research Abstract*)

**Authors:** Dina Ribbink (University of Maryland), Curtis Grimm (University of Maryland)

**Abstract:** The current study takes contractual data from a global fortune 500 company using a transaction cost economic lens and investigates the impact of culture on buyer-supplier relationships. The main focus of this study are variations in contracts and contract terms due to the impact of culture.

### **Knowledge Transfer in Health Care Supply Chain for Underserved Communities:**

#### **A Longitudinal Field Study**

Submission #787 (*Research Abstract*)

**Authors:** Emily J. Kohnke (University of Minnesota), Kingshuk K. Sinha (University of Minnesota)

**Abstract:** This longitudinal field study will examine the learning process in a supply chain resulting in a reduction in mortality for a hospital. It will use learning theory to understand the acquisition of technical skills and institutional theory will show the necessity of changing the relevant schemas, rules, norms and routines.

### **Supply Management and Social Embeddedness: Implications for Knowledge Seeking Behavior and Supply Performance**

Submission #994 (*Research Abstract*)

**Authors:** Ednilson S. Bernardes (Georgia Southern University), Rachna Shah (University of Minnesota)

**Abstract:** Past research suggests that strategic supply management enables the development of social capital through social embeddedness in supply base relationships. In this study, we extend prior research by investigating the effects of social embeddedness on the scanning behavior of the supply management organization of a focal firm. Specifically, we examine if, in a socially embedded focal firm, the supply management function will scan the supply base for market knowledge more or less intensely.

### **SC-48: Supply Chain Network Design and Management**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Marc J. Schniederjans (University of Nebraska-Lincoln)

### **Reliable Supply Chain Network Design**

Submission #555 (*Research Abstract*)

**Authors:** Hakan Yildiz (Michigan State University), Srinivas Talluri (Michigan State University)

**Abstract:** Risk management in supply chains has been receiving increasing attention in the last few years. We present formulations for the strategic supply chain network design problem with two objectives, which usually conflict with each other: minimizing cost and

total risk. We assign risk indices to entities in a multi-echelon supply chain, which consists of suppliers, manufacturers, and warehouses. We provide preliminary results that show a trade-off between reliability and cost.

### **Guidelines for Supply Chain Network Design: A Practical Approach**

Submission #77 (*Research Abstract*)

**Authors:** Mohammed Khurram S Bhutta (Ohio University), Adnan Omar (Southern University at New Orleans), Atul Agarwal (University of Illinois at Springfield), M. Kamran Mumtaz (Lahore University of Management Sciences)

**Abstract:** This paper presents a process that can be used as a standard method to approach a network design problem. We propose that the problem be initially solved using optimization and then tested for real life scenarios with the help of simulation.

### **USA Supply Chains: What's Left to Manage?**

Submission #137 (*Research Abstract*)

**Authors:** Marc J. Schniederjans (University of Nebraska-Lincoln), Dara G. Schniederjans (Texas Tech University)

**Abstract:** Globalization of supply chains truncates much of the upstream traditional USA supply chain to foreign sources. What are left in the USA to manage are only downstream components. This study identifies critical success factors and how lean supply chain management can aid firms to maximize business performance.

## **SC-49: The Performance Effects of Supply Chain Management Practices I**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Santosh K Mahapatra (Clarkson University)

### **A Supply Chain Performance Measurement Model with Timely Delivery and Capacity Management**

Submission #25 (*Refereed Research Paper*)

**Authors:** Lihua Chen (Kent State University), Alfred Guiffrida (Kent State University)

**Abstract:** We develop a cost-based model that considers supply chain performance based on delivery timeliness and capacity allocation. The supplier randomly assigns a portion of his permanent capacity to the buyer and the buyer determines his order quantity accordingly. The expected costs associated with untimely delivery and capacity allocation decisions turn out to be useful to evaluate supply chain performance

### **The Outcome-Driven Supply Chain: Implications for Supply Chain Management**

Submission #613 (*Research Abstract*)

**Authors:** Steven A. Melnyk (Michigan State University), Edward Davis (University of Virginia), Laird A. Burns (Michigan State University)

**Abstract:** Based on a major study into supply chain management, this presentation introduces the "outcome-driven supply chain." That is, supply chains can be designed to deliver one of six outcomes: "efficiency", responsiveness, sustainability, security, resilience, and innovation. In practice, effective supply chains are often hybrids – designs

reflecting various combinations of these six outcomes. This presentation explores this concept and discusses its implications for research and teaching.

### **Impact of Different Operational Strategies on the Performance of a Multi-Stage Supply Chain**

Submission #644 (*Research Abstract*)

**Authors:** Santosh K Mahapatra (Clarkson University), Dennis Yu (Clarkson University), Farzad Mahmoodi (Clarkson University)

**Abstract:** We analyze the performance of push, pull and push-pull systems in a multi-stage supply chain. The systems differ in terms of their reliance on anticipatory and responsive operations. Specifically, we examine how demand uncertainty, lead-time uncertainty, forecast error, planning horizons and inventory control policies affect the system performance.

### **SE-4: Information Security Frameworks and Models**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Janet Renwick (University of Arkansas - Fort Smith)

#### **How to Get Information Security Project Approved by Business Managers?**

Submission #473 (*Refereed Research Paper*)

**Authors:** Revital Elitzur (Department of Computer and Information Systems College of Business Administration Loyola Marymount U), Ying Sai (Loyola Marymount University), Dong Chen (Department of Management College of Business Administration Loyola Marymount University)

**Abstract:** Companies often have the knowledge on procedures to prevent information technology security risks. Yet these companies may not take adequate measures to implement these procedures, and instead, leave themselves vulnerable to security breaches. This research has identified the most fundamental factors that lead to the gap between information security knowledge and its implementation. A framework is developed and four gap reduction mechanisms are then proposed in alignment with this framework.

#### **Security Awareness Revisited: What and How Should We Measure?**

Submission #352 (*Refereed Research Paper*)

**Authors:** Kamphol Wipawayangkool (The University of Texas at Arlington)

**Abstract:** Security awareness is acknowledged as a true culprit in many failures in information security management, yet very limited literature has explored its nature. Of those studies proposing how to study and measure it, their approaches appear to be vague, limited, or ineffective. To address such gaps, this paper explores the nature of security awareness by drawing from the theory of learning outcomes and suggests that triangulating methods helps researchers learn its multidimensional nature better.

#### **Creating an Infrastructure Maturity Model**

Submission #415 (*Refereed Research Paper*)

**Authors:** Brett J. L. Landry (University of Dallas), Sue Conger (University of Dallas)

### **Perceptions of Information Security: Comparing Security Experts and Users**

Submission #722 (*Research Abstract*)

**Authors:** Clay Posey (Louisiana Tech University), Tom L. Roberts (Louisiana Tech University), Rebecca Bennett (Louisiana Tech University), James F. Courtney (Louisiana Tech University), Paul Benjamin Lowry (Brigham Young University)

**Abstract:** The perception of organizational information security varies between security professionals and "ordinary" employees. This study examines this divergence by comparing and contrasting the responses from interviews conducted with 10 security experts and 10 ordinary employees across various industries. The benefits and drawbacks of information security are examined.

### **SM-8: Customer Needs and Satisfaction**

Monday, Nov. 16th, 2009 10:00-11:30AM

**Chair:** Patti Collett (University of Maine)

### **Customer Satisfaction and Loyalty: A Function of Service Characteristics**

Submission #432 (*Refereed Research Paper*)

**Authors:** Patti Collett (University of Maine), Grant Miles (University of North Texas)

**Abstract:** This empirical study analyzes the relationship between service characteristics and competitive strategy. First, ANOVA is utilized to examine levels of service characteristics when firm strategy is considered. Next a moderated regression analysis is utilized to empirically examine the role monetary value plays in customer satisfaction and loyalty. Utilizing two outcome variables: customer satisfaction and loyalty researchers are able to assess the relative value of service characteristics with(*truncated -- too long*)

### **Linking Customer Needs to Corporate Strategic Intention in Economy Downturn**

Submission #687 (*Research Abstract*)

**Authors:** Xin Ding (University of Houston), Yang Huang (Master Student, University of Houston)

**Abstract:** In an earlier study, we investigated the connection between customer needs and organization strategic decisions prior to financial crisis (2006-2007). In this research, we repeat the prior study and examine how such connections are affected by the changing economy condition. Specifically, we examine how consumers' technology needs affect their actual experience with the service delivery system in online financial services. Conclusions and insights are drawn based on the comparison study.

### **Complexity of Customer Needs as a Determinant of the Collaboration Effort Required in Service Supply Chains**

Submission #599 (*Research Abstract*)

**Authors:** Vikram Tiwari (University of Houston), Xin Ding (University of Houston)

**Abstract:** We investigate the relationship between the complexity of customers' needs

and the coordination requirements between the different service providers that form a company's service supply chain. Using survey techniques and other empirical methodologies, we find that customer-need-complexity drives the integration and collaboration effort required among the service supply chain members.

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## **M3: Monday, Nov. 16th, 2009 1:00-2:30PM**

### **AC-9: Accounting and Public Policy**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Mary Fischer (The University of Texas at Tyler)

#### **Would You Make the Loan?**

Submission #9 (*Refereed Research Paper*)

**Authors:** Sheldon R. Smith (Utah Valley University)

**Abstract:** A hypothetical loan is described and compared to the first-time homebuyer tax credit. The basic provisions of the credit are detailed, and implications of the credit are discussed. Because of the potential unfavorable impacts for both the government and taxpayers, this credit may not be the best way to stimulate the economy and encourage home ownership.

#### **Management and Accounting Strategy to Improve Public Higher Education**

Submission #116 (*Refereed Research Paper*)

**Authors:** Gus Gordon (The University of Texas at Tyler), Mary Fischer (The University of Texas at Tyler)

**Abstract:** Public higher education is in a cost crisis compounded by questions about effectiveness. This presentation proposes a strategy of lean management and a financial and managerial reporting model built upon value stream accounting to solve the crisis.

### **AD-27: Doctoral Student Affairs Committee**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Elliot Bendoly (Emory University)

**Participants:** Xenophon Koufteros (Texas A&M University), Rhonda Aull-Hyde (University of Delaware), Powell Robinson (Texas A&M University), Anthony D. Ross (Michigan State University), Funda Sahin (University of Tennessee), Tobias Schoenherr (Michigan State University), Asoo Vakharia (University of Florida), Rohit Verma (Cornell University), Kurt M. Bretthauer (Indiana University)

**AD-28: Fellows Committee**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Sang M. Lee (University of Nebraska-Lincoln)

**Participants:** Lee Krajewski (University of Notre Dame), Rodger Collons (Drexel University), Mark M. Davis (Bentley College), Kee Young Kim (Yonsei University), Gary Klein (University of Colorado), Carol Latta (Decision Sciences Institute), Roger G. Schroeder (University of Minnesota), Kwei Tang (Purdue University), Chris Voss (London Business School), Robert Zmud (University of Oklahoma)

**BA-3: Chinese Business**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Jinfeng Yue (Middle Tennessee State University)

**Analyzing the Business Potential of Mobile Video Services in China**

Submission #362 (*Refereed Research Paper*)

**Authors:** Rong Chen (Pennsylvania State University), Zang Li ((Pennsylvania State University), Chao-Hsien Chu (Pennsylvania State University)

**Abstract:** In this paper, we analyze the business potential of mobile video services on M-Vzone.com using an exploratory approach. We interview decision-makers of several enterprises in Guangdong of China to identify the factors contributing to the adoption of mobile video technologies in China, followed with an analysis by a m-business value chain, a structure in which participants can add value directly or indirectly through mobile platform to provide, deliver and maintain products and services.

**Finding Music by Lyrics Search: The Design and Implementation of a Chinese Lyrics Search Engine**

Submission #400 (*Refereed Research Paper*)

**Authors:** Jingjing Li (University of Colorado at Boulder)

**Abstract:** we proposed a basic framework for a Chinese lyrics search engine combining a search system and a recommendation system. In the search system, we implemented the Forward Maximum Matching Algorithm to solve the Chinese segmentation problem, and then used Lucene java as a main platform to develop the search functions. In the recommendation system, we applied K Nearest-neighbor Algorithm to categorize lyrics according to emotions, and then recommended the songs with similar emotions to end users.

**Assessing Quantity and Quality of Chinese Science Institutes in Nanotechnology Research**

Submission #839 (*Research Abstract*)

**Authors:** Ricky Leung (University of Minnesota)

**Abstract:** Chinese institutes have sought to enhance both quantity and quality in high-tech research. This paper focuses on nanotechnology research, and conducts a preliminary assessment on the performance of top Chinese institutes. I employ the Data Envelopment Analysis (DEA), which incorporates funding, journal productivity and citation score as input/output (I/O) conditions.

### **CI-3: DSJIE Best Empirical Research Articles**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** David C. Chou (Eastern Michigan University)

#### **Investigating Business Schools' Intentions about Offering E-Commerce Education Using an Extended Theory of Planned Behavior**

Submission #563 (*Research Abstract*)

**Authors:** Jean Baptiste K. Dodor (Jackson State University), Dharam Singh Rana (Jackson State University)

**Abstract:** This study investigates business schools' intentions about offering E-Commerce Education (ECE) using an Extended Theory of Planned Behavior (ETPB). The need for a match between future supply and demand of e-commerce skills constitutes the main motivation. Theoretically, the study contributes to a growing literature on the adoption of innovative educational products like ECE. Practically, it provides valuable insights that administrators can use in their strategic curriculum decision-making.

#### **Enhancing Knowledge Transfer in Classroom Versus On-line Settings: The Interplay among Instructor, Student, Content, and Context**

Submission #585 (*Research Abstract*)

**Authors:** Louise Nemanich (Arizona State University), Michael Banks (University of Houston), Dusya M. Vera (University of Houston)

**Abstract:** We integrate management education and organizational learning theories to identify the factors that drive the differences in student outcomes between the on-line and classroom settings. We draw on theory on knowledge transfer barriers in firms to understand the interlinking relationships among Presage conditions, deep learning Process, and Product in the 3P model of student learning. Our results have implications for course design in the traditional classroom and the innovative on-line contexts.

#### **An Evaluation of Factors Regarding Students' Assessment of Faculty in a Business School**

Submission #782 (*Award Competition Entry*)

**Authors:** Richard L. Peterson (Montclair State University), Mark L. Berenson (Montclair State University), Ram Misra (Montclair State University), David J. Radosevich (Montclair State University)

**Abstract:** Student-faculty ratings are used for three important purposes. The ratings provide feedback to the faculty to adjust their teaching styles. The ratings provide the administration with data to assist in mentoring faculty toward effective pedagogical performance. The ratings also provide the administration with information to be used in the reappointment, tenure, and promotion processes. This paper reports such a study.

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Hongwei Du (California State University, Hayward)

**Factors in Developing Collaborative Commerce**

Submission #988 (*Research Abstract*)

**Authors:** Ming-Hsien Yang (Fu-Jen Catholic University), Cheng-lun Tsai (Fu Jen Catholic University)

**Abstract:** This study applies multi-cases method to explore the factors in developing collaborative commerce and finds that businesses will develop collaborative commerce because of resource dependence. The collaborative commerce can be developed when the IT infrastructure abilities of the businesses meet the requirements of collaborative interface and the businesses' internal operation can adapt the influences of the collaborative interface.

**Solving Online Security Problems for E-Commerce by SiteKey**

Submission #1042 (*Research Abstract*)

**Authors:** Hongwei Du (California State University, Hayward), Svetlana Yankina (California State University, East Bay)

**Abstract:** While E-Commerce increasing the online security threats grow as well. For example, one of the big concerns for E-banking is phishing. This paper researches one of the security technology how Bank of America, one of leading brands in the bank industry, try to enhance security by implementing SiteKey. Our works also explore several possibilities to enhance protection and additional security measures to be considered/combined.

**A Portable Single Sign-On System with Keystroke Dynamics in E-Commerce**

Submission #1045 (*Research Abstract*)

**Authors:** Dong-Her Shih (National Yunlin University of Science and Technology, Taiwan), Po-Chin Chuang (National Yunlin University of Science & Technolog)

**Abstract:** Password verification is the most common authentication mechanism today. As the growing of using Internet, people have to manage multiple passwords in E-Commerce. Although SSO and federated identity management have been proposed, however, these mechanisms meet some restrictions. Thus, a portable SSO system with keystroke dynamics to reduce the burden of management passwords in E-Commerce is proposed. After compared the security and performance with others, our scheme is shown more efficiently.

**FE-1: Workshop: Incorporating Sustainability in Operations and Supply Chain Management Courses**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** (none specified)

**HC-10: Elements of Healthcare System**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Mary E. Malliaris (Loyola University of Chicago)

**A Comparative Analysis of Perception of the State of Healthcare System: Views of Patients Vs Providers**

Submission #472 (*Refereed Research Paper*)

**Authors:** Neset Hikmet (Nicholls State University), Snehamay Banerjee (Rutgers University)

**Abstract:** Managing healthcare is a complex business. One of the major sources of this complexity can be attributed to the diversity of parties involved in this process and their potentially conflicting goals and measures of success for this business. For example, the healthcare providers (i.e., physicians and facilities) may try to spread their limited resources to benefit maximum number of deserving patients and in the process deny the best possible care for an individual patient. A patient on the other (*truncated -- too long*)

**Hospital Foundations: Compensation and Results by U.S. Region and Associated Hospital Size**

Submission #215 (*Refereed Research Paper*)

**Authors:** Mary E. Malliaris (Loyola University of Chicago), Maria A. Pappas (Thorek Memorial Hospital Foundation), Thomas W. Whitaker (Loyola University Chicago)

**Abstract:** Is it worthwhile to pay our hospital foundation board and staff? We looked at non-profit foundations of various sizes and regions. We found that financial success is directly related to the presence of foundation staff. It is also greater for organizations that report paying compensation to staff, Board, or fundraisers.

**An Exploration of the Factors Impacting the Attraction of Nurses to Rural Areas**

Submission #104 (*Refereed Research Paper*)

**Authors:** Michael J Dotson (Appalachian State University), Dinesh Dave (Appalachian State University), Joseph A Cazier (Appalachian State University), Michael P Lischke (Northwest Area Health Education Center), Larry Freeman (Northwest Area Health Education Center), Kay Herr (Northwest Area Health Education Center)

**Abstract:** This paper explores the current and predicted nursing shortage factors that attract nurses to work in rural areas, which tend to be the ones hardest hit by the shortage. These factors are assessed and measured through a comprehensive literature review, interviews with 6 focus groups and a survey of more than 1,000 registered nurses. Results indicate that nurses break out into four distinct clusters: rural preference, urban preference, do not want to change location, and looking for a change.

**Positive Perceptions of Patients and Employee Satisfaction in Healthcare Lead to Increased Revenue**

Submission #937 (*Research Abstract*)

**Authors:** Luis Eduardo Rivera-Solis (Dowling College), James P, Driscoll (Capella University)

**Abstract:** This article examines how positive patient experiences within the hospital setting can lead to an increase in gross revenues. While examining not only patient satisfaction as a means to attract and retain new customers (patients), hospital

administration is encouraged to couple their efforts with employee satisfaction, which will result in ensuring the patient receives a positive experience.

### **IB-7: Global Teams**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Susan M. Bosco (Roger Williams University)

#### **The Impact of Differences in Cultural Crossvergence on Global Team Performance: Developing Research Propositions**

Submission #493 (*Refereed Research Paper*)

**Authors:** André M. Everett (University of Otago), Yim-Yu Wong (San Francisco State University)

**Abstract:** Multinational enterprises rely on global teams to enhance their performance. Cross-cultural interactions within teams complicate attainment of optimal outcomes. Recent work on cultural change dynamics identified three primary forms of the crossvergence perspective: conforming, static, and deviating. This paper proposes research into their impact on the performance of global teams.

#### **The Roles of Knowledge Creation in Virtual Teams and Information Security Compliances in Internationalization**

Submission #351 (*Refereed Research Paper*)

**Authors:** Kamphol Wipawayangkool (The University of Texas at Arlington)

**Abstract:** This paper addresses two topics contemporary to internationalization. First, in this information era, internationalizing firms need to comply with the host country's information security regulations. Second, with emergence of virtual teams, literature analyzing how virtual teams affect knowledge management capability and internationalization is needed. Specifically, this paper examines the roles of knowledge creation in virtual teams and information security compliances in internationalization.

#### **The Impact of Cultural Bipolarization on Team Effectiveness of Indo-American Global Virtual Teams: A Shared Mental Model Perspective**

Submission #856 (*Research Abstract*)

**Authors:** Chinmay a Samanta (University of Toledo), Oanh T.K. Tran (The University of Toledo)

**Abstract:** Advanced communication technologies and globalization has allowed U.S. organizations to form many multicultural virtual work teams. The effectiveness of these global virtual teams is beset with many challenges, cultural differences being the prominent reason. This paper examines the impact of cultural differences on the effectiveness of bipolarized (USA-India) GVTs. Shared mental model is used to investigate this relationship.

### **IE-26: Management Science**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** John F. Kros (East Carolina University)

**Using Online Predictive Markets to Enhance Teaching in Business Decision Modeling Courses**

Submission #210 (*Research Abstract*)

**Authors:** John F. Kros (East Carolina University)

**Abstract:** This paper illustrates how data from an online prediction election market (e.g., Intrade) can be coupled with pedagogical material to enhance teaching. A summary of data available from an online prediction market, a discussion of analysis presented to or required of students in a business decision modeling course, and conclusions regarding some basic pedagogical notes on lesson administration are presented. Spreadsheets will be the media in which analysis is performed.

**Coverage of Management Science and Operations Management in Undergraduate Curriculum**

Submission #1017 (*Research Abstract*)

**Authors:** George Boger (Texas A&M University - Texarkana)

**Abstract:** We examine the coverage of management science and operations management in curriculum of undergraduate business only AACSB accredited schools. Data was collected from online university catalogs to rank the number of courses and discriminate analysis used to categorize the schools into groups.

**IE-27: All Statistics Software is not Created Equal: What's the Difference? (Workshop)**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Brittany Walker (Hawkes Learning Systems)

**All Statistics Software is not Created Equal: What's the Difference?**

Submission #107 (*Workshop*)

**Authors:** Brittany Walker (Hawkes Learning Systems)

**Abstract:** The use of technology has become increasingly implemented in Statistics courses, but what makes one software system different from another? Hawkes Learning Systems (HLS) is a unique program that is proven to be more effective in improving student performance. This presentation will highlight case studies and will demonstrate how HLS's differences can lead to student success.

**IS-21: IT Contribution to Business Competitiveness**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Michael G. Wells (Minnesota State University, Mankato)

### **Maximizing The Efficiency And Effectiveness Of Your Information Systems: Don't Forget About Task-Technology Fit**

Submission #21 (*Refereed Research Paper*)

**Authors:** Kevin E. Dow (University of Alaska, Anchorage), Robert H. Faley (Kent State University), Richard J. Goeke (Widener University), Vincent Shea (Kent State University)

**Abstract:** Systems experts were asked to assess both the degree of task-technology fit and the efficiency and effectiveness of different combinations of three data architectures and three task portfolios of differing complexity. As the fit between a database's architecture and task portfolio increased so did our experts' judgments of its efficiency and effectiveness. These results support the importance of the intimate relationship between system design and system usage.

### **Using Information Technology For International Competitive Advantage And The Strategies Employed**

Submission #228 (*Refereed Research Paper*)

**Authors:** Tuncay Bayrak (Western New England College)

**Abstract:** Information Technology (IT) is increasingly being implemented for strategic reasons and there are many strategies that can be used for obtaining international competitive advantage using IT. In some instances IT has not just given firms a competitive advantage but a "survival" advantage. Without IT many firms would not be able to survive at all. Without information technology it is virtually impossible to gain international competitive advantage. This paper will attempt to examine how firms seeking international competitive advantage rely on IT and the strategies they might employ in doing so. In contrast to past research, which generally assumes that IT creates competitive advantage, this study examines a number of requirements that must be addressed before implementing various strategies for obtaining international competitive advantage through IT.

### **Impact of Information Technology Infrastructure Flexibility on the Competitive Advantage of the Organization**

Submission #346 (*Refereed Research Paper*)

**Authors:** Seong Bae Lim (St. Mary's University)

**Abstract:** This study investigated the impact of Information Technology Infrastructure Flexibility (ITIF) on organizations' competitive advantage (CA). The result of MANCOVA analysis shows that ITIF positively influences organizations' CA, and organizations mainly benefit from ITIF in terms of product quality and the flexibility of product design.

### **Empirical Validation and Comparison of Three Key Accounting Models of Information Decision-Usefulness: FASB, IASB, and the Proposed International Accounting Standard**

Submission #318 (*Research Abstract*)

**Authors:** Matthew W. Bovee (University of Vermont), Tom L. Roberts (Louisiana Tech University), Rajendra Srivastava (University of Kansas)

**Abstract:** This research empirically validates and compares three principal accounting models of the information characteristics that determine decision usefulness. Partial least squares analyses of survey data from financial reporting information users suggest theoretically important characteristics expected to influence decision making are not predictive of user ratings of decision usefulness.

## **IS-22: IT Projects**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Zafer D. Ozdemir (Miami University)

### **A Comprehensive Approach to Process Model Verification**

Submission #98 (*Refereed Research Paper*)

**Authors:** Amber Lo (National University), Ronald Fernandes (Knowledge Based Systems, Inc.), Velma Lee (Le Moyne College)

**Abstract:** Proper process modeling is essential to business competition in a global environment. Various computer-aided process modeling tools are commercially available. However, proper process model verification is not emphasized and at best, vendor-specific. This paper proposes a step-by-step model verification procedure for enhancing the quality of process models.

### **Relationship Marketing in Information Systems Projects**

Submission #1044 (*Research Abstract*)

**Authors:** Laura Lin (Kent State University), Marvin D. Troutt (Kent State University), Alan A. Brandyberry (Kent State University), Tuo Wang (Kent State University)

**Abstract:** Different stakeholders in the information system (IS) project usually have different expectations of the projects. Developing a common understanding of different stakeholders' expectations will improve the outcomes of the IS projects. Relationship marketing is the concept of building long-term relationships with customers for mutual benefits. This study proposes that relationship marketing can be a tool to help develop consonance among all stakeholders and improve the results of IS projects.

### **Process Reengineering and Firm Productivity**

Submission #200 (*Research Abstract*)

**Authors:** Kemal Altinkemer (Purdue University), Yasin Ozcelik (Fairfield University), Zafer D. Ozdemir (Miami University)

**Abstract:** We investigate whether business process reengineering projects improve firms' productivity and overall performance using a panel data that covers the period between 1984 and 2004. Regression estimations show that while overall productivity and performance of firms remain unaffected during the implementation period of the projects, they increase afterwards.

### **A Dynamic Analysis of Good and Poor Performing Open Source Software Projects using Artificial Neural Networks**

Submission #639 (*Research Abstract*)

**Authors:** Barry A. Wray (University of North Carolina at Wilmington), Richard G. Mathieu (James Madison University)

**Abstract:** The purpose of this research is to develop and test a dynamic Artificial Neural Network (ANN) model to predict the performance of Open Source Software (OSS) projects. The ANN model will evaluate how dynamically changing determinants impact the success for OSS projects based on learned interrelationships.

#### **KM-4: Issues in Knowledge Management Process**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Vaidy Jayaraman (University of Miami)

#### **Organization Life Cycle Perspective of Knowledge Management**

Submission #348 (*Refereed Research Paper*)

**Authors:** Praveen Pinjani (Delaware State University)

**Abstract:** To better understand integration between market dynamics and KM strategies, this research proposes a framework that associates KM initiatives with challenges faced by virtue of changes in internal and external environment of the firm. The study employs secondary data case-analysis of companies in different stages and explores their KM initiatives.

#### **Nursing Diagnosis Ontology Using a Problem-Driven Approach**

Submission #1068 (*Invited Refereed Research Paper*)

**Authors:** Adela Lau (The Hong Kong Polytechnic University, HK)

**Abstract:** The existing nursing ontologies do not describe the knowledge and knowledge flow between the nursing diagnostic entities, resulting in an inability to retrieve relevant nursing knowledge from e-patient records to perform a diagnosis. In addition, nursing diagnosis is a problem-driven decision-making process: a sequence of broken-down problem processes is required to perform a diagnosis. This paper applied the problem-driven approach to identify the key concepts on which to build the ontology.

#### **Reconceptualizing Cognitive and Technical Dimension of Tacit Knowledge: A Preliminary Report**

Submission #353 (*Refereed Research Paper*)

**Authors:** Kamphol Wipawayangkool (The University of Texas at Arlington), James T.C. Teng (University of Texas at Arlington)

**Abstract:** Prior literature holds that tacit knowledge comprises both cognitive and technical dimensions, yet they are rarely investigated systematically, thus conceivably limiting our understanding of tacit knowledge. This study reconceptualizes and develops measurements for both dimensions by primarily drawing from Anderson's ACT theory of human cognition and Glaser et al.'s categorization of dimensions of cognitive skills. The preliminary results and next steps are discussed.

### **MM-11: Purchasing and Inventory Management- 3**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Jack C. Hayya (Penn State University)

#### **Parts Recovery and Procurement under Multiple Setups**

Submission #282 (*Competition Entry*)

**Authors:** Bhaba R Sarker (Louisiana State University), Pablo Biswas (Louisiana State University), Amrish D. Chawhan (Bekaert Corporation)

**Abstract:** This paper finds an EOQ and EPQ for a system in which the demand can be satisfied by a combination of newly purchased products and recovered, used products. Used products which undergo recovery processes are regarded as new ones. The model considers a realistic case where there can be multiple setups for both recoveries and procurements. We obtain the EOQ for newly procured products and the optimal inventory level of recoverable items to start the recovery process simultaneously.

#### **Crashing Stochastic Lead Times**

Submission #56 (*Refereed Research Paper*)

**Authors:** Jack C. Hayya (Penn State University), Terry P. Harrison (Penn State University), Xin James He (Fairfield University)

**Abstract:** We present a procedure for crashing lead times and consider iid lead times where the choice is, say, between air or rail freight. Our model uses iid lead times with deterministic demand. The model takes advantage of order crossovers inherent in long-term ordering from a large number of identical suppliers.

### **MS-13: Applications in Measuring, Predicting & Estimating**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Linda G. Fontenot (University of Tennessee College of Health Sciences)

#### **Predicting Success of a Drug Treatment Program Using Computer Simulation**

Submission #589 (*Research Abstract*)

**Authors:** Donna Retzlaff-Roberts (University of South Alabama), Linda G. Fontenot (University of Tennessee College of Health Sciences)

**Abstract:** Drug court is a treatment program created to keep nonviolent drug offenders out of prison and off drugs. Participants must complete two drug free years to avoid prison. Positive drug tests restart the 2-year clock, and breaking other rules results in prison. Using data from the first year of recently created drug court, a simulation was conducted to predict long term expected behavior. Questions include what are the expected values for success rate, number of participants, etc.?

#### **Measuring and Improving Service Quality in Dial-a-Ride Operations**

Submission #646 (*Research Abstract*)

**Authors:** Julie Paquette (HEC Montréal), Jean-François Cordeau (HEC Montréal), Gilbert Laporte (HEC Montréal)

**Abstract:** We study the quality of dial-a-ride services offered by a Canadian operator. The study is based on interviews and on a large-scale survey. Service quality criteria were identified and incorporated within a tabu search algorithm for the dial-a-ride problem. Computational results on real and artificial data will be presented.

### **Market Value Estimation for Real Estate: a Comparison of Two Multicriteria Methods**

Submission #570 (*Research Abstract*)

**Authors:** Helen M. Moshkovich (University of Montevallo), Alexander I. Mechitov (University of Montevallo)

**Abstract:** The study compares two multicriteria methods- TODIM and SAW - as applied to real estate evaluation. In multiple criteria decision making the results are rarely checked against previous cases as problems are usually unique for each time and each decision maker. In real estate, there are always “cases with known outcomes” – properties with already assigned monetary value.

### **Economic Impact of Extreme Weather Events on U.S. Produce Industry**

Submission #876 (*Research Abstract*)

**Authors:** Ram N. Acharya (New Mexico State University), William Nganje (Arizona State University), Jesus Bravo (Arizona State University), Mark Edwards (Arizona State University), Ignacio Molina (Arizona State University), Albert Kagan (Arizona State University)

**Abstract:** Catastrophic events such as earthquakes, hurricanes, tornadoes, drought, freeze, and terrorism can create havoc to the economic system. A market equilibrium model is developed to illustrate the impact of such events on U.S. economy using historical data for the orange industry. Preliminary results show that extreme events can create lasting impacts.

## **MS-14: Complex Decision-Making**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Evangelos Triantaphyllou (Louisiana State University)

### **Hierarchical Principle for Uncertain Decision Analysis**

Submission #75 (*Refereed Research Paper*)

**Authors:** Junwen Feng (Nanjing University of Science And Technology)

**Abstract:** As far as the uncertain decision analysis problems are concerned, a decision principle called Hierarchical Optimism Index Decision Principle is proposed, based on which a decision analysis method under uncertainty called Hierarchical optimism index Method labeled HOIM is developed, in which the hierarchical optimism index of the decision maker for the uncertain states is obtained in an interactive way involving the dialogue between the decision analysis and decision maker. Method HIOM has good  
*d(truncated -- too long)*

## **Can We Always Decide on Multi-Criteria Decision Making?**

Submission #350 (*Refereed Research Paper*)

**Authors:** Evangelos Triantaphyllou (Louisiana State University), Xiaoting Wang (Louisiana State University)

**Abstract:** This paper presents a comprehensive overview of some important old and new research findings on the problem of ranking a set of alternatives in multi-criteria decision-making (MCDM). Different cases of ranking irregularities are described. Cases where such irregularities could be explained are also discussed. This paper aims at providing a platform for understanding the effectiveness of various MCDM methods and also for characterizing the complexities of a given MCDM problem.

### **Optimal Training and Technology Decision-Making Via a Constrained Shortest Path Method**

Submission #501 (*Refereed Research Paper*)

**Authors:** Steven D. Formanek (The American University in Cairo), Brian P. Cozzarin (University of Waterloo)

**Abstract:** The research explores the relationships among training methods, education levels of employees, and technology use in regards to their correlations with the success of the firm in terms of profit and labor productivity. A constrained shortest path algorithm is implemented to determine optimal organizational decisions within a firm using empirical data from Statistics Canada's Workplace and Employee Survey (WES), 1999-2004.

## **NP-7: Empirical Investigations in Project Management**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Deanna M. Kennedy (University of Massachusetts Amherst)

### **An Empirical Examination of Project Management Excellence Instrument in Developing Economies**

Submission #436 (*Refereed Research Paper*)

**Authors:** Kwasi Amoako-Gyampah (University of North Carolina-Greensboro), Adjei A.S. Smith (Ghana Institute of Management and Public Administration), Francis Kofi Andoh-Baidoo (University of Texas Pan American)

**Abstract:** This study examines the dimensions of project management excellence instrument posited by Kerzner (2004) in four developing economy environments. Using Exploratory Factor Analysis, we identified six dimensions. Because the items do not load on the factors as expected, we argue that researchers should be cautious in using the Kerzner model in assessing project management excellence in non-Western environments.

### **Explaining Structural Ambidexterity in High Technology Organizations: A Multilevel Perspective**

Submission #810 (*Research Abstract*)

**Authors:** Aravind Chandrasekaran (University of Minnesota), Kevin Linderman (University of Minnesota), Roger G. Schroeder (University of Minnesota)

**Abstract:** Prior studies have emphasized the importance of structural ambidexterity. Yet, our understanding about this capability is still limited. This research delineates structural ambidexterity into two different contexts: macro and micro organizational contexts. Using multilevel data collected from 34 high technology divisions and 110 innovation and improvement projects, we examine the effects of both these contexts on project performance. Theoretical and practical Implications are discussed.

**Resource Estimation for Projects with High Levels of Epistemic Uncertainty: An empirical Investigation**

Submission #707 (*Research Abstract*)

**Authors:** April Reagan (Univ of Washington), Surya Dev Pathak (Vanderbilt University)

**Abstract:** Estimating project resources for radically new projects have always been a challenge. The creative and dynamic nature of such projects combined with high levels of epistemic uncertainties present, makes it harder to estimate project resources for successful completion. We are conducting an empirical investigation at a major software firm to understand the heuristics behind resource estimation in such environments.

**OB-9: The Influence of Personality on Workplace Outcomes**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Wai Kwan. Lau (University of North Texas)

**Personality Traits Effects on Job Satisfaction: The Role of Goal Commitment**

Submission #65 (*Refereed Research Paper*)

**Authors:** Wai Kwan. Lau (University of North Texas)

**Abstract:** The present research investigates the effects of personality traits, such as self-efficacy and locus of control, on job satisfaction. It also examines the mediating impact of goal commitment on relationships between personality and job satisfaction. The results indicate that most of the hypotheses are supported.

**Determinants of Learning Outcomes in Distance Education: Affect, Cognition and Technology**

Submission #989 (*Research Abstract*)

**Authors:** Shanggeun Rhee (Kean University), Silvana Trimi (University of Nebraska - Lincoln)

**Abstract:** In this study, structural equation modeling is used to see the determinants of students' learning outcomes in the context of distance education. Attitude as an affective characteristic, self-regulation as a personality characteristic and technological support as an environmental characteristic are independent variables. The result indicates that all of the independent variables were significant predictors of learning outcomes in distance education.

**Determinants of Success in Transportation Brokerage: The Intersection of Organizational Structure, Entrepreneurial Orientation and Breadth of Service Offering**

Submission #798 (*Research Abstract*)

**Authors:** Bryan Ashenbaum (Miami University), Peter A. Salzarulo (Miami University), William R. Newman (Miami University)

**Abstract:** Research suggests that proactive personality and self-management are linked to potential success within the transportation brokerage industry. A case study of eight transportation brokerage firms was conducted to enrich our understanding of this linkage, by considering the contextual dimensions of organizational structure, entrepreneurial orientation and breadth of service offering.

**PD-7: Are Teaching Effectiveness and Learning Research Important: Business Dean Perspectives**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Barbara A. Price (Georgia Southern University)

**Are Teaching Effectiveness and Learning Research Important: Business Dean Perspectives**

Submission #345 (*Panel Discussion*)

**Authors:** Barbara A. Price (Georgia Southern University)

**Abstract:** This panel of Business Deans will discuss the importance of teaching and the value of pedagogical research for faculty in promotion/tenure decisions and career development. Each Dean will describe the procedure for evaluating teaching effectiveness at his/her institution, the importance placed on teaching contributions, and the means of rewarding teaching excellence. In addition, the deans will discuss how pedagogical research contributes to the mission of the school and is recognized.

**QP-17: Environmental Management and Quality**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Farzad Mahmoodi (Clarkson University)

**Beyond Total Quality Management to Total Green Management: Exploring Tools Needed for Green Management**

Submission #986 (*Research Abstract*)

**Authors:** Mohamed Askar (Dominican University - Brennan School of Business), Arvid C. Johnson (Dominican University), Syed Imam (Business Consultant)

**Abstract:** Green Management is an evolving paradigm that bases management decisions on environmental well being as well as profit maximization. The successful adoption of this paradigm depends on the development of appropriate tools that define and measure green issues across the organization and integrating these measures in organizational decisions. This paper explores the tools developed for Total Quality Management and the possibility of enhancing/refining them to address Green Management practices.

**Improving Environmental Management: The Payoff of ISO 14000 Certification During Financial Uncertainty**

Submission #634 (*Research Abstract*)

**Authors:** Kathleen M Martino (Rutgers University), Rose Sebastianelli (University of Scranton), Nabil Tamimi (University of Scranton)

**Abstract:** We examine if improved environmental management impacts the economic bottom line by evaluating the stock prices of ISO 14000 certified companies. We compare the stock performance of ISO 14000 certified companies to the S&P 500 Index using a buy-and-hold portfolio investment strategy that extends to cover the recent financial downturn. Preliminary results indicate consistently higher average monthly returns for the ISO 14000 portfolio.

**Commitment to the Green Movement by Organizations and Individuals, Impacts of Organizational Culture, and Perceptions of Impacts upon Outcomes**

Submission #49 (*Refereed Research Paper*)

**Authors:** Susan M. L. Zee (Southeastern Louisiana University), Sandra J. Hartman (University of New Orleans), Lillian Y. Fok (University of New Orleans)

**Abstract:** In this research, we find that in organizations which are oriented toward the green movement and which have organizational cultures which are supportive of the green movement, employees who believe that their organizations are aligned with the green movement are more likely to also see the organization as higher in QM Maturity. In turn, outcomes in terms of overall performance and positive impact of the green movement will also be higher.

**SB-4: Technology: Opportunities and Challenges for Statistics Education**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Robert L. Andrews (Virginia Commonwealth University)

**Technology: Opportunities and Challenges for Statistics Education**

Submission #957 (*Symposium*)

**Authors:** Robert L. Andrews (Virginia Commonwealth University), Kim I. Melton (North Georgia College & State University), Kellie B. Keeling (University of Denver), Glenn Gilbreath (Virginia Commonwealth University)

**Abstract:** Discussion with audience participation of big picture issues about using technology like computational software, automated homework systems, automated response systems and course management systems to effectively assist instruction in statistical thinking. The challenge is to keep the focus on statistical thinking and not on teaching the use of the technology. Knowledge of statistical software is not sufficient. Instructors must practice and advocate the importance of statistical thinking.

**SC-50: Supply Chain Integration II**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Mark Jacobs (University of Dayton)

**Key Drivers to Supplier Integration: A Multiple Case Study in the Chinese Automotive Industry**

Submission #525 (*Refereed Research Paper*)

**Authors:** Norma J Harrison (China Europe International Business School), Martin Lockström (China Europe International Business School), Joachim Schadel (China Europe International Business School), , Roger Moser (Indian Institute of Management Bangalore)

**Abstract:** The aim of this paper is to identify influencing factors of supplier integration in Chinese automotive industry. An inductive approach based on grounded theory was chosen that comprised data collection through 30 case interviews with automotive companies in China. Buyer leadership was found to be an important antecedent for building motivation, trust and commitment on the one hand and for inducing necessary changes in mindset, organizational set-up and processes on the other hand.

**Are the Effects of Modularity on Service and Delivery Performance Mediated by Supply Chain Integration?**

Submission #678 (*Research Abstract*)

**Authors:** Mark Jacobs (University of Dayton), Shawnee K. Vickery (Michigan State University), Cornelia Droge (Michigan State University)

**Abstract:** The effects of product modularity on service and delivery performance are examined, with supply chain integration as a mediator. We examine whether the product modularity-performance linkages are significant and mediated by integration strategies and find that supply chain integration fully mediates the product modularity-performance linkage.

**Impact of Strategic Sourcing, E-Procurement and Integration on Supply Chain Risk Mitigation and Performance**

Submission #817 (*Research Abstract*)

**Authors:** Minkyun Kim (The State University of New York at Buffalo)

**Abstract:** This research investigates strategic sourcing, e-business technologies and supply chain integration in the context of supply chain risk mitigation in order to improve performance. It also examines the role of business environment, organizational culture and other characteristics on supply chain practices and supply chain risk mitigation.

**SC-51: Aligning Supply Chains for Agility**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Divesh Ojha (Clemson University)

**Impact of Strategic Agility on Operational Competitive Capabilities and Financial Performance**

Submission #670 (*Research Abstract*)

**Authors:** Divesh Ojha (Clemson University), V. Sridharan (Clemson University), Lawrence LaForge (Clemson University)

**Abstract:** In this paper, we develop the strategic agility scale and evaluate the impact of strategic agility on operational competitive capabilities and financial performance. Data collected from US manufacturers are used to evaluate our hypotheses. The findings suggest that strategic agility improves financial performance only via improvement in operational competitive capabilities.

### **Decision Model For The Application Of Just In Sequence**

Submission #428 (*Refereed Research Paper*)

**Authors:** Stephan M. Wagner (Swiss Federal Institute of Technology Zurich), Victor Silveira Camargos (Swiss Federal Institute of Technology Zurich)

**Abstract:** Switching to just in sequence (JIS) sourcing of modules with many variants is often indispensable in order to enable the cost efficient production of customized products. The main goal of the research is to provide a framework to determine under which circumstances switching from just in time to JIS is most advantageous. For this purpose a module selection as well as a logistics costs function model of the production system is developed.

### **Aligning Supply Chain Firms: Firm Types and Supply Chain Orientation**

Submission #523 (*Refereed Research Paper*)

**Authors:** Ahmet Ozkul (University of New Haven)

**Abstract:** Supply chains should be properly aligned towards common objectives. However, there are a few major frameworks that may help managers to determine a general strategic orientation and composition for the supply chain. This study reviews some of the well known supply chain strategic frameworks and designs an experimental study to test some hypotheses using a simulation methodology.

## **SC-52: The Role of Social Capital in Supply Chain Management**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Xun Li (University of Kentucky)

### **Social Capital, Relationship Quality, and Supply Chain Performance**

Submission #248 (*Refereed Research Paper*)

**Authors:** His-An Shih (National Cheng Kung University, Taiwan), Hsiao-Yun Liang (National Cheng Kung University)

**Abstract:** In this study, we develop and test the relationships among social capital, relationship quality, and supply chain performance. Besides, we also test mediating effect of relationship quality. Based on the multi-sources data from 107 Taiwanese manufacturing companies, we found that there are positive relationships between social capital and relationship quality. Furthermore, the positive relationship between relationship quality and supply chain performance is found.

**The Dark Side of Social Capital in Collaborative Buyer-Supplier Relationships: Building Social Capital or Social Liability?**

Submission #759 (*Research Abstract*)

**Authors:** Veronica H. Villena (Instituto de Empresa Business School)

**Abstract:** Building on social capital and SCM literature, this research analyzes the bright and dark sides of social capital within buyer-supplier relationships. The results indicate that social capital is a relevant productive asset that improves a buying firm's ability to create value. However, they also show that social relations that emerge owing to accumulated social capital hamper a firm's ability to question the status quo, create occasions and means for misconduct, and reduce chances to access new ideas

**Entrepreneurial Work Design: Creating Social Capital to Increase the Attractiveness of Supply Chain Networks**

Submission #681 (*Research Abstract*)

**Authors:** Xun Li (University of Kentucky)

**Abstract:** This paper introduces the concepts of design relevance and design diversity as key entrepreneurial capabilities that allow firms to create supply chain network capital at two work design levels: strategic and operational. Hypotheses drawn from social network theories and strategic entrepreneurship literature are tested. Results strongly support the hypotheses that a firm's degree of design relevance and design diversity are positively associated with supply chain network attractiveness.

**SC-53: Perspectives on Interorganizational Relationships**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Arash Azadegan (Arizona State University)

**The Evolution of Power and Centrality of the Transportation Sector - A Longitudinal Analysis**

Submission #826 (*Research Abstract*)

**Authors:** Shashank Rao Suresh (University of Kentucky), Deepak Iyengar (University of Kentucky), Thomas J Goldsby (University of Kentucky)

**Abstract:** This paper investigates a question that has been gaining the attention of logisticians for some time; has logistics become more central to the economy over time. The paper makes use of social network analysis over panel data spanning two decades. This paper demonstrates that while the overall economic landscape in the United States has become less centralized over time, logistics has become increasingly central.

**Strategic Buyer-Supplier Relationship Dissolution as Divorce: An Empirical Test**

Submission #960 (*Research Abstract*)

**Authors:** Yi-Su Chen (University of Minnesota- Twin Cities), Johnny Rungtusanatham (University of Minnesota)

**Abstract:** We propose and test a model of strategic buyer-supplier relationship dissolution. This model specifies antecedents that increase the likelihood of a dissolution

between a buyer and its strategic supplier. Data for testing the model come from purchasing professionals participating in a role-playing experiment.

### **SM-9: Service Scheduling**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** John C. Goodale (University of Oregon)

#### **Service Appointment Scheduling with Walk-In, Short-term, and Traditional Scheduling**

Submission #755 (*Research Abstract*)

**Authors:** Stephen Lawrence (University of Colorado), Linda R. LaGanga (Mental Health Center of Denver)

**Abstract:** Service providers have utilized appointments to match time-based customer demand for services to staffing availability. We allow different proportions of walk-in traffic or same-day appointments to mix with traditionally scheduled appointments, and show how service utility varies with different policies and mixes. We study a variety of problems with data collected from actual service operations using a heuristic scheduling procedure that provides near-optimal schedules for our problem set.

#### **The Effect of Productivity Incentives on Scheduling Employees**

Submission #910 (*Research Abstract*)

**Authors:** John C. Goodale (University of Oregon)

**Abstract:** We study the effects of productivity incentives on scheduling employees for front-line service environments. We introduce a new scheduling model for employee scheduling that accounts for individual productivity. We show that solutions generated for the new formulation are effective in allocating service capacity. Insights into the scheduling issues in this environment are provided.

### **ST-8: Education of Statistics**

Monday, Nov. 16th, 2009 1:00-2:30PM

**Chair:** Vivek Shah (Texas State University - San Marcos)

#### **Teaching Statistics in Today's Environment**

Submission #113 (*Refereed Research Paper*)

**Authors:** Frank G. Landram (West Texas A&M University), Vivek Shah (Texas State University - San Marcos), Francis A. Méndez Mediavilla (Texas State University)

**Abstract:** A major objective in elementary statistics is providing a foundation for a second course in statistics. However, this objective narrows the options of what statistic areas to cover in a one semester course. This paper discusses methods in which these scarce options are optimized.

**Teaching Introductory Business Statistics: A 2008 Review**

Submission #622 (*Research Abstract*)

**Authors:** William S. Borders (Troy State University Dothan)

**Abstract:** This paper seeks to describe the current status of introductory business statistics courses in schools of business. The focus is on the types of introductory statistics courses in the business curriculum, what is being taught in these courses, how it is being taught, and who is doing the teaching.

**Using Clickers to Collect Real Time Data in a Business Statistics Course**

Submission #996 (*Research Abstract*)

**Authors:** Nicole Koppel (Montclair State University)

**Abstract:** Using student response systems in Business Statistics classes provides not only opportunities for faculty to get immediate feedback from students and gauge their level of understanding of class material, it can be used to collect real time data from students to illustrate statistical concepts in a fun and interactive way.

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**M4: Monday, Nov. 16th, 2009 3:00-4:30PM**

**AC-10: Earnings Management**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Richard L. Jenson (Utah State University)

**Use of Discretionary Accruals Models to Distinguish between Firms with Weak Internal Controls and Firms with Specific Types of Financial Reporting Fraud**

Submission #238 (*Refereed Research Paper*)

**Authors:** Mary Jane Lenard (Meredith College), Pervaiz Alam (Kent State University)

**Abstract:** Models of discretionary accruals have been investigated in order to indicate earnings management, and to detect weak internal controls. Discretionary accruals models have also been used to detect cases of fraud and restated earnings. This paper extends the investigation of the ability of discretionary accruals models to predict fraud.

**Income Shifting: The Unspoken Advantage of Keiretsu Affiliation**

Submission #317 (*Refereed Research Paper*)

**Authors:** Robert Hutchinson (University of Detroit Mercy)

**Abstract:** This paper reviews existing research on international intra-firm transfer pricing and income shifting and demonstrates how firms might arbitrage international tax differentials. It looks critically at the recent retrenchment of Keiretsu affiliation in Japan

and its unspoken advantage for shifting income among member firms in order to mitigate tax liability.

**The Alternative Use of Pro Forma Earnings versus Accruals Management, and Real Earnings Management**

Submission #344 (*Refereed Research Paper*)

**Authors:** Essam Elshafie (Kent State University)

**Abstract:** We examine the association between the use of pro forma earnings and earnings management through both discretionary accruals and real earnings management. We report evidence on the alternative use of pro forma earnings and the other earnings management methods and the effect of earnings management on earnings relevance.

**AD-29: Cengage Publishing**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** (none specified)

**AD-30: Information Technology Committee**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Vijayan Sugumaran (Oakland University)

**Participants:** Gerald R DeHondt II (Grand Valley State University), Anil Gurung (Neumann University), Harold C. Jacobs (Decision Sciences Institute), Carol Latta (Decision Sciences Institute), Binshan Lin (Louisiana State University-Shreveport), Larry Meile (Boston College Carroll School of Management), Mary Redmon (Decision Sciences Institute), Subhashish Samaddar (Georgia State University), Arijit Sengupta (Wright State University), Kenneth Sousa (Bryant University), Doug White (Roger Williams University), Gregory W. Ulferts (University of Detroit Mercy)

**CI-4: Business Degree Design Issues**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** André M. Everett (University of Otago)

**Development of an Executive MBA Module on Ethical Decision Making and Leadership**

Submission #1069 (*Invited Research Abstract*)

**Authors:** George J. Siedel (University of Michigan)

**Designing and Developing a New Business Degree: An Integrative Model**

Submission #726 (*Research Abstract*)

**Authors:** Freda Z. Hartman (University of Phoenix)

**Abstract:** The process of designing and developing new curricula varies, but usually involves leadership from one faculty champion. An alternative model is presented involving multiple stakeholders and faculty collaboration to create a new undergraduate degree program. Key stakeholders and processes central to this effort are examined along with relevant outcomes.

## **EC-12: Web Applications - I**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Wim A. Van der Stede (University of Southern California)

### **Web Development Life Cycle: A New Methodology for Developing Web Applications**

Submission #96 (*Research Abstract*)

**Authors:** Aaron M. French (Mississippi State University)

**Abstract:** This paper describes a new methodology for the development of web applications and eCommerce. This methodology is designed to add structure to a highly unstructured problem assisting in the development of web applications. The new methodology, called the Web Development Life Cycle (WDLC), is adapted from existing methodologies and applied to the context of web development.

### **Web Site Business Models, Trust, and Objective Outcomes**

Submission #245 (*Refereed Research Paper*)

**Authors:** James R. Van Scotter (Louisiana State University), Begona Perez-Mira (Louisiana State University), Andrew Schwarz (Louisiana State University), Sonja Wiley-Patton (Louisiana State University), Helmut Schneider (Louisiana State University)

**Abstract:** This study examined relationships between business models, web site features, trust, and objective outcomes. Results show that price, familiarity, reputation, information quality, and usability differ across business models; explained substantial variance in trust and intention to buy; and predicted web site stickiness, loyalty and growth in visitors over time.

### **The Impact of Entrepreneurial Orientation on the Adoption of Web 2.0 Services**

Submission #519 (*Refereed Research Paper*)

**Authors:** Seong Bae Lim (St. Mary's University)

**Abstract:** This study investigated the impact of entrepreneurial orientation (EO) on the adoption of Web 2.0 services. The results of the study showed "proactiveness," and "IT skill" are the most important factors influencing the adoption of Web 2.0 services. These results suggest that organizations need to raise proactive mindset among employees and provide more IT training opportunities for employees to motivate their adoption of Web 2.0 service.

### **A Study of "Millennials" Attitudes toward Enterprise 2.0**

Submission #1057 (*Refereed Research Paper*)

**Authors:** Abbas Foroughi (University of Southern Indiana), Marvin Albin (University of Southern Indiana), Jennifer Williams (University of Southern Indiana)

**Abstract:** A survey measured students' use of social networking, attitudes about its usefulness for employee collaboration, and the attractiveness of companies that use it for employee collaboration. The majority of students use social networking tools regularly

and have positive attitudes about the usefulness of Enterprise 2.0 tools for enterprise collaboration.

### **FI-5: Stock Market Volatility in Emerging Markets and Portfolio Selection Models**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Richard T. Henage (Utah Valley State College)

#### **Stock Market Volatility in Emerging Markets**

Submission #63 (*Refereed Research Paper*)

**Authors:** Gerald Kohers (Sam Houston State University), Theodor Kohers (Mississippi State University), Vivek Pandey (The University of Texas at Tyler)

**Abstract:** Examining the stock market volatility for different countries over time reveals important evidence on the changing nature of the risk and return tradeoff in different markets. This study examines the changes in stock price fluctuations in the world's emerging stock markets. Our findings show common trends in the risk and return characteristics of these diverse emerging markets over time.

#### **Choices of Mean in the Portfolio Selection Models**

Submission #123 (*Refereed Research Paper*)

**Authors:** Ken Hung (Texas A&M International University), Chin W Yang (Clarion University of PA), Yifan Zhao (Clarion University of Pennsylvania)

**Abstract:** In this paper, we calculate four different kinds of means- AM, GM, HM, and GDM- to investigate the risk-return contour using Markowitz risk minimization and Sharpe's angle maximization models. For a given value (target portfolio return), the rank order of risk or variance-covariance (?) can change. In the vertical segment of an efficient frontier curve, we observed  $v(\text{GDM}) > v(\text{HM}) > v(\text{GM}) > v(\text{AM})$ . At higher values, the rank changes to  $v(\text{GDM}) > v(\text{HM}) > v(\text{AM}) > v(\text{GM})$ . That is to say, ranking a portfolio using different kinds of means may well give different rankings depending on what  $k$  value one is evaluating. It is also shown the harmonic mean should not be used in the case of a small negative growth rate in shock prices.

#### **Threshold Non-Linear Dynamics between Hang Seng Stock Index and Futures Returns**

Submission #847 (*Research Abstract*)

**Authors:** Wai-Sum Chan Chan (The Chinese University of Hong Kong), Hon-Lun Chung (Hong Kong Polytechnic University), Jonathan A Batten (Hong Kong University of Science & Technology)

**Abstract:** We test the joint dynamics between the Hong Kong Hang Seng Index futures and the underlying cash index using a Bivariate Threshold Autoregressive (BTAR) model, which is better able to capture the complex return dynamics evident in financial time series. The results are consistent with a three-regime version of the model, where the lead-lag relation between index and futures returns is a non-linear threshold-type and the regime switching process depends on the state of the threshold variable.

**Intraday Liquidity Dimensions by Ownership and Location in the Chinese Stock Markets: A Puzzle of Shenzhen B Shares**

Submission #33 (*Refereed Research Paper*)

**Authors:** Yan He (Indiana University Southeast)

**Abstract:** We investigate intraday liquidity dimensions in the Shanghai and Shenzhen markets in China. Results show that the Shanghai and Shenzhen A shares are similar in bid-ask spreads and quoted sizes, but the Shanghai and Shenzhen B shares are significantly different. It is a puzzle that the Shenzhen B shares have the best trading quality, whereas the Shanghai B shares have the worst.

**HC-11: IT Driven Issues and Challenges**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Neset Hikmet (Nicholls State University)

**IT-Driven Innovation in Healthcare Management**

Submission #766 (*Research Abstract*)

**Authors:** Sarah James Moss (University of Louisiana at Lafayette), Sean Baylor (University of Louisiana Lafayette), Gwen Fontenot (University of Louisiana Lafayette), H.Y. Sonya Hsu (University of Louisiana Lafayette), Ramendra Thakur (University of Louisiana Lafayette)

**Abstract:** The principal aim of this study is to identify the processes by which innovative techniques are implemented in healthcare management. An in-depth interview methodology was conducted to understand the decision-making processes used by different types of healthcare providers in providing innovative healthcare services including those using information technologies. Empirical results along with related implications for practitioners and policy makers are provided in the paper.

**Quality of Health-related Websites: The Perception of the African American**

Submission #923 (*Research Abstract*)

**Authors:** Samar I Swaid (Philander Smith College)

**Abstract:** An empirical study is conducted to examine quality factors of health-based websites from the perception of African American. Health consumers were asked to use health-based websites to find information about Vitamin D deficiency. Analytical work reveals that factors of: interface-design, website-usability, reliability, information-quality, assurance, emotional-support and innovativeness are the factors.

**A Review of How Job Descriptions Have Evolved in the Health Care Management Field with Respect to the Chief Information Officer, the Chief Privacy Officer and the Chief Security Officer**

Submission #944 (*Research Abstract*)

**Authors:** Cynthia Knott Eck (Marymount University), donna m Schaeffer (marymount university)

**Abstract:** This paper builds on the previous work of Schaeffer, McGarry and Knott,

“Issues Concerning Operationalizing Efficiency and Effectiveness When Operations are Dispersed Among Three Executives.” (2006) We examine the changes to the job descriptions of the three positions responsible for maintaining privacy rights which are the Chief Information Officer (CIO), the Chief Privacy Officer (CPO), and the Chief Security Officer (CSO) per HIPPA requirements 1996. The individuals most often identified to(*truncated -- too long*)

### **Managing Healthcare Process Knowledge: The Role of Governance**

Submission #474 (*Refereed Research Paper*)

**Authors:** Varol O Kayhan (University of South Florida), Neset Hikmet (Nicholls State University), Anol Bhattacharjee (University of South Florida)

**Abstract:** Healthcare organizations can implement knowledge repositories to aggregate, codify, and store process related know-how. This paper discusses two mechanisms, expert-governance and community-governance, that help improve knowledge quality in these repositories, and presents propositions about their impacts on healthcare professionals' contributing knowledge to and use of knowledge from these repositories.

### **IB-8: Emerging Markets**

Monday, Nov. 16th, 2009 3:00-4:30PM

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

### **Global Outsourcing of R&D: A Network Analysis**

Submission #862 (*Research Abstract*)

**Authors:** R. Balachandra (Northeastern University), Sagar Kamarthi (Northeastern University)

**Abstract:** Firms in developed countries have established R&D facilities in India, China and other emerging economies. This research examines the relation between the size of investment in an offshore R&D facility and the facility's focus using a network approach. It reveals that the intensity of investment is related to the R&D field.

### **Offshoring to Latin America**

Submission #931 (*Research Abstract*)

**Authors:** R. Balachandra (Northeastern University)

**Abstract:** In recent years there has been much attention to offshoring to India and China from the industrialized countries. This research reports on some of the major offshoring activities to Latin America, which have been mainly in the areas of manufacturing and R&D, especially from India and China.

### **Value Chain in Emerging Markets: Cases, Issues, and Research Questions**

Submission #818 (*Research Abstract*)

**Authors:** Jay Kim (Boston University)

**Abstract:** Sustainable success in emerging markets requires a comprehensive value chain that is optimally configured, flexibly implemented, and rigorously monitored. While companies struggle with this formidable challenge, they find little assistance from the

operations management field. This research explores cases of successful and unsuccessful attempts by multinational companies in several critical emerging markets. Core managerial issues, research questions and framework are then identified.

**IE-28: Animated Lecture Notes, Supply Chain Killer, & Excel Decision Support Student Projects, Supply Chain Killer, & Excel Decision Support**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Robert P. Sroufe (Duquesne University)

**Teaching Quantitative Analysis and Mathematics with Animated Lecture Notes**

Submission #192 (*Research Abstract*)

**Authors:** Laihan Luo (New York Institute of Technology)

**Abstract:** Animated lecture notes are the tools we can use to help students learn more effectively. Such tools can play an integral part in teaching, while improving the learning environment as well. Animated lecture notes keep students interested in the topic, stimulate them to think, and help them visualize and obtain a better understanding of the important concepts covered in the courses. Animated lecture notes bring colors into our classroom.

**The Case of the supply Chain Killer**

Submission #208 (*Research Abstract*)

**Authors:** Scott Young (DePaul University)

**Abstract:** The Case of the Supply Chain Killer is written as a mystery novel, thrusting an operations manager into the middle of a crime investigation. The purpose is to introduce students to how operations is important to the typical workplace - in this case, a police station and a hospital. This is an entertaining exercise designed to add fun to the study of operations management. Students are provided a chapter each week of the semester.

**An Excel Decision Support System for Validating and Scaling Multiple Choice Exams**

Submission #267 (*Research Abstract*)

**Authors:** Christopher M. Keller (East Carolina University)

**Abstract:** This instructional innovation is a decision support system for validating and scaling multiple choice exams. The DSS is implemented in Excel 2007, without macros, using only existing functions and the new Excel Table feature. The model provides standard statistical analysis of individual and overall exam performance. More importantly, the model also provides an interactive interface for the user to selectively validate individual exam questions.

**IE-29: Online Quantitative Content, Statistics Mini Term, and Computer Proficiency**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Jena Shafai (Bellevue University)

**Overcoming the Challenge of Delivering Quantitative Content in Online Education**  
Submission #925 (*Research Abstract*)

**Authors:** Jena Shafai (Bellevue University)

**Abstract:** The ever-increasing popularity of online education and the need to stay competitive has prompted many institutions to deliver their business programs online. The challenge in teaching quantitative courses in such a format is to maintain student learning and program integrity. Technology can be most effective to overcome that challenge. Screen-capture applications with audio overlay, as well as videos which replicate the class-room experience will be demonstrated.

**Business Statistics in a MiniTerm**

Submission #526 (*Research Abstract*)

**Authors:** Jesus Tanguma (University of Texas Pan American)

**Abstract:** Business statistics is commonly taught in all business schools every semester. However, a university in South Texas offered such course for the first time in a MiniTerm. As usual, at the end of the semester the students completed a student opinion questionnaire of course/faculty. Several of the students stated that they "enjoyed the class," "developed lasting relationships with fellow students/professor," etc. Additionally, the attrition rate was lower than during normal semesters.

**The Impact of a Computer Proficiency Exam on Business Students' Admission to and Performance in a Higher-Level IT Course**

Submission #128 (*Refereed Research Paper*)

**Authors:** Patrick J. Rondeau (Butler University), Xiaolin Li (Towson University)

**Abstract:** Many universities now offer freshmen the opportunity to take a computer proficiency exam (CPE) in lieu of the freshman IT course. While an efficient alternative, our study revealed mixed results. Students who took the CPE generally scored higher in the follow-on, sophomore IT course. The CPE also proved to be a valuable diagnostic tool. However, its low pass rate created a backlog of students unable to enroll in the sophomore IT course. A hybrid course/CPE solution was developed in response.

**IS-23: IT Value and Compensation**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Alan A. Brandyberry (Kent State University)

**Firm Size, Information Technology, and Firm Performance in Cross Industry Analysis**

Submission #540 (*Refereed Research Paper*)

**Authors:** Aurore J. Kamssu (Tennessee State University), Jeffrey S. Siekpe (Tennessee State University)

**Abstract:** The purpose of this study is to examine the interacting effects on the relationship between firm size and firm performance. We propose a research model that posits that firm size impact on corporate social performance and corporate social

performance is moderated by information technology. Propositions concerning both direct and moderating effects are developed and secondary data will be used to test the model. Plan analysis involves the application of correlation analysis and structural equ(*truncated -- too long*)

### **Exploring the Impact of Tangible Extrinsic Rewards on the Initial Trial of a Technology**

Submission #518 (*Refereed Research Paper*)

**Authors:** Alan A. Brandyberry (Kent State University), Byron Fay (Kent State University), Joseph Nwankpa (Kent State University), Yaman Roumani (Kent State University)

**Abstract:** The impact of tangible extrinsic rewards on various aspects of the formation of an intention to engage in an initial trial of a technology was explored. A pseudo-experimental study with students as subjects in a voluntary trial of a new technology was performed. Incentives were offered to the treatment group to engage in the trial. Results suggest that such incentives may be highly effective in increasing the behavioral intention to try the technology.

### **A Trend Analysis of Compensation for Information Technology Managers**

Submission #796 (*Research Abstract*)

**Authors:** Lai C. Liu (The University of Texas Pan American), Kai Koong (The University of Texas-Pan American)

**Abstract:** This study examines the compensation of thirteen middle- and senior-level information technology managers from 2003 to 2008. The data was obtained from the Computerworld Website. The long-term behavior of the data was analyzed using an index and percentages were used to show the short-term behavior of the data.

### **IS-24: Strategies in IT Outsourcing**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Sergio Picazo-Vela (Southern Illinois University Carbondale)

### **An Onshore Alternative to Offshore Outsourcing of Software Development and Testing**

Submission #38 (*Refereed Research Paper*)

**Authors:** Michael G. Wells (Minnesota State University, Mankato), Lee D. Cornell (Minnesota State University, Mankato)

**Abstract:** Can university students be an alternative resource to offshore outsourcing agents? This paper introduces a unique "onshore" alternative for completing software development and software testing tasks. The productivity of in-house developers, offshore staff, and onshore interns are investigated. This new onshore outsourcing model has benefits for researchers, universities, practitioners, and student interns.

### **The Influence of Organizational Culture on IT Outsourcing Strategy**

Submission #382 (*Refereed Research Paper*)

**Authors:** Sergio Picazo-Vela (Southern Illinois University Carbondale)

**Abstract:** This study examines the influence of organizational culture on the selection of the IT outsourcing strategy by organizations. The moderating role of previous experience in IT outsourcing on the relationship between organizational culture and IT outsourcing strategy is also studied. The findings will have implications for research and practice.

### **Changing Pattern of IT Outsourcing Practices**

Submission #878 (*Research Abstract*)

**Authors:** Mohammed H. Tafti (Hofstra University)

**Abstract:** What are specific changes in characteristics of IT outsourcing clients, vendors, and client-vendor relationships? How can the changing trends be used as a possible predictor of future developments in the IT outsourcing arena? The proposed research is an attempt to shed some light on these questions. A research framework that identifies specific attributes of IT outsourcing clients, vendors, and their relationship is utilized as a guideline to explore the nature of changes in these attributes.

### **KM-5: Knowledge Management Strategy and Model**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Richard J. Miller (Cleveland State University)

### **An Ontology for Knowledge Acquisition and Reuse for Requirement Development in Software Engineering**

Submission #779 (*Research Abstract*)

**Authors:** Chris B. Simmons (University of Memphis), Max H. Garzon (University of Memphis)

**Abstract:** Software Engineering (SE) contains intense knowledge-driven practices and procedures that require collaborative thinking and collaborative environments. This research will focus on an ontology methodology for knowledge building that can be used to capture, embody and capitalize on experiential knowledge to assist project managers in the development of software requirements.

### **Knowledge Seeking Behavior in Virtual Communities**

Submission #623 (*Research Abstract*)

**Authors:** Jae Kyung Kim (State University of New York College at Oneonta)

**Abstract:** This research project will address one of the shortcomings in the KM literature; how passive seeking (as opposed to active) behavior informs our understanding of knowledge seeking, by proposing a conceptual model of knowledge seeking behavior which combines two active seeking behavior (searching and browsing) and one passive seeking behavior (monitoring).

### **Developing Organizational Routines for Exploitation and Exploration: Emergence of Ambidextrous Routines for Managing Knowledge**

Submission #969 (*Research Abstract*)

**Authors:** Roberto Filippini (University of Padova), Wolfgang H. Guettel (University of

Padua), Anna Nosella (University of Padua)

**Abstract:** Our case-study based findings describe the learning path of contextually ambidextrous KM routines, where we underpin empirically the knowledge evolution cycle in order to describe their emergence and evolution. We empirically show that these learning routines can be ambidextrous as they enable both exploration and exploitation.

### **Knowledge Salvage of Dormant Projects Through Knowledge Banks**

Submission #791 (*Research Abstract*)

**Authors:** Richard J. Miller (Cleveland State University)

**Abstract:** Dormant projects contain knowledge that can be maintained through the use of knowledge banks. The knowledge banks provide a repository for the knowledge until it can be used in future for commercialization in another project or product.

### **What Determines the Performance of MNC's Global R&D Activities? : Parent Company vs. Host Country vs. Home Country**

Submission #733 (*Research Abstract*)

**Authors:** Cho Jungeun (Seoul National University), Kim Donghee (Seoul National University), Soo Wook Kim (Seoul National University), Oh Jungsuk (Seoul National University)

**Abstract:** Searching for enhancers of offshore R&D facilities, we investigated the relationships between the performance of offshore R&D and the technological capabilities of a parent company, its home country, and its R&D hosting country. Both patent data of EU and the EU R&D scoreboard of 134 overseas R&D labs from 46 MNCs, dating from the period of 2003 to 2005, are used in the analysis. The same time period is applied in calculating the RTA of each country.

## **MK-7: Advertising**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Albert Rubio (University of the Incarnate Word)

### **A Study on the Multiplier Effect of Cross Media Advertising**

Submission #765 (*Research Abstract*)

**Authors:** Hideaki. Kitanaka (Takushoku University)

**Abstract:** This study focuses on the multiplier effect of cross media advertising; TV and Web advertisements. Using agent-based approach incorporated with TV audience rating survey data and Web survey data provided by Video Research Inc., the study tries to estimate the multiplier effect of cross media advertising for several product groups.

### **Advertising Decision-An Examination of the Characteristics of the Factors Influencing Advertising Effectiveness**

Submission #983 (*Refereed Research Paper*)

**Authors:** Yisan Chen (National Cheng-Kung University/Diwan College of Management), Jeh-Nan Pan (National Cheng-Kung University)

**Abstract:** This study examines the factors influencing advertising effectiveness:

(i) individual differences, (ii) implicit memory, and (iii) cultural values. In addition, this study also explores the characteristics of the factors that influence advertising effectiveness: (a) the personal-inbound, (b) personal-outbound, (c) national-inbound, and (d) national-outbound. The result shows that the factors have a significant impact and are positively related to advertising effectiveness.

### **Marketing Decision in Exploring the Characteristics of the Factors Influencing Advertising Effectiveness**

Submission #984 (*Workshop*)

**Authors:** Yisan Chen (National Cheng-Kung University/Diwan College of Management), Jeh-Nan Pan (National Cheng-Kung University)

**Abstract:** This study examines about the factors influencing advertising effectiveness. These include individual differences, implicit memory and cultural values. In addition, this study explores the characteristics of the factors that influence advertising effectiveness: (i) the personal-inbound, (ii) personal-outbound, (iii) national-inbound, and (iv) national-outbound. The results shows that the factors have a significant impact to advertising effectiveness.

### **MM-12: Product and Process Improvement -2**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Jeffrey E. Schaller (Eastern Connecticut State University)

### **Handling Demand Disruptions in Manufacturing**

Submission #661 (*Research Abstract*)

**Authors:** Timothy L. Smunt (Wake Forest University)

**Abstract:** The level of flexibility in manufacturing systems greatly affects the ability to handle demand disruptions. Demand disruptions can occur for a variety of reasons, including the positive short-term result of effective advertising and other marketing promotions or, on the downside, economic downturns and the impact of competitors' moves. A comprehensive simulation model tests the effects of disruptions and explicit manufacturing design decisions.

### **A Comparison of Lower Bounds for the Single Machine Weighted Squared Tardiness Problem**

Submission #537 (*Research Abstract*)

**Authors:** Jeffrey E. Schaller (Eastern Connecticut State University), Jorge M. S. Valente (LIAAD - INESC LA, Faculdade de Economia, Universidade do Porto)

**Abstract:** This paper considers a problem in which there is a set of jobs to be sequenced on a single machine. Each job has a weight and the objective is to sequence the jobs to minimize total weighted squared tardiness. Several lower bounds are presented and tested on randomly generated problems.

### **Impact of Empty Vehicle Trips on the Design of a Material Handling Network for Automated Guided Vehicle System**

Submission #680 (*Research Abstract*)

**Authors:** Ardavan Asef-Vaziri (California State University Northridge)

**Abstract:** We compare quality of solution and solution times of alternative operational dispatching policies that are integrated into the design phase of a material handling network. A primary interest of our work is to illustrate the superiority of the shortest-trip-distance-first over the first-come-first-served when integrated into the design phase. The findings of the optimization models in the design phase are well supported by the outcomes of the simulation model in the operation phase.

### **MS-15: Supply Chain Issues**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Mustafa O. Kabul (University of North Carolina at Chapel Hill)

#### **Coordination of Decentralized Distribution System through Over-forecast Compensation**

Submission #754 (*Research Abstract*)

**Authors:** Panos Kouvelis (Washington University-St. Louis), Ling Dong (Washington University in St Louis), Zhili Tian (Washington University in St Louis)

**Abstract:** In semi-conductor industry, some distributors inflate their forecasts to achieve high demand fill rate from the manufacturer. This results in high excess inventories in the system at the end of product life. We show that the over-forecast compensation contract coordinates the system and achieves Pareto optimum. We analyze the strategic interactions between the manufacturer and distributors and among distributors. We test the model at a leading manufacturer in the industry and report the results.

#### **The Workforce Supply and Facility Location Problem: Introduction and Solutions**

Submission #934 (*Research Abstract*)

**Authors:** Nathan C Palmer (York College of Pennsylvania), Charles Sox (University of Alabama), John Mittenthal (The University of Alabama)

**Abstract:** We briefly introduce the workforce supply and facility location problem. A branch-and-bound method for solving the discrete location problem to optimality is shown. Heuristics for solving large size problems quickly and efficiently are also presented. The model and solutions are applied to some real-world applications.

#### **The Importance of Cross-Order Effects in a Drop Shipping Operations for an E-commerce Inventory System: A Multi-Cycle Simulation Approach**

Submission #945 (*Research Abstract*)

**Authors:** Thierry Rakotobe-Joel (Ramapo College of New Jersey)

**Abstract:** The role of cross order effect in an drop shipping e-commerce inventory system is investigated. A simulation model, using a multi-cycle queuing approach, was used. The results show that avoiding cross- order effect, which was advocated in many similar inventory system modeling, may be detrimental to drop -shipping applications as lead time directly affects the implementation of an effective inventory policy when the main organization does not have the appropriate leverage in the supply chain.

### **The Value of Commitments When Dealing With Strategic Customers, Supply Chain Perspective**

Submission #954 (*Research Abstract*)

**Authors:** Mustafa O. Kabul (University of North Carolina at Chapel Hill), Ali K. Parlakturk (University of North Carolina at Chapel Hill)

**Abstract:** We consider a supply chain composed of a manufacturer and a retailer selling to forward looking customers. The customers are strategic in that they conjecture the retailer's future prices and time their purchases to maximize their utility. We solve for the optimal pricing for the manufacturer and the retailer in the face of such strategic customer behavior and evaluate the value of price and quantity commitments both for the manufacturer and the retailer.

### **NP-8: Evaluation and External Sources in New Product Development**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Anil Akpinar (Instituto de Empresa Business School)

### **Usability Evaluation for iPhone Interface and Mobile Video Services**

Submission #398 (*Refereed Research Paper*)

**Authors:** Rong Chen (Pennsylvania State University), Zang Li ((Pennsylvania State University)

**Abstract:** The paper introduces several important features of iPhone and evaluates its usability from two aspects: input interface and wireless transmission. Based on moto behavior theories and scenarios analysis, we conclude that the multi-touch provide efficient input methods and the poor wireless transmission performance may cause user confusions.

### **New Product Preannouncements and Firm Values**

Submission #250 (*Refereed Research Paper*)

**Authors:** Chi Lin Yang (National Cheng Kung University)

**Abstract:** We investigate new product preannouncements (NPPAs) to influence firm values in new product preannouncements, introductions (NPIs), and long-run period. We use the agency theory to explain NPPAs. In the results, we find that NPPAs have positive effects in the preannouncement period, but NPPAs have negative effects in NPIs period.

### **Aligning Sources of External Knowledge in New Product Development with Choice of Generic Strategy**

Submission #251 (*Refereed Research Paper*)

**Authors:** Anil Akpinar (Instituto de Empresa Business School)

**Abstract:** In this paper I explore the role of generic strategies in the relationship between customer or supplier involvement in new product development and innovation performance. I hypothesize and provide empirical evidence that under differentiation strategy customer involvement will result in superior innovation performance whereas cost leadership benefits from supplier involvement.

**OB-10: Current Issues for Organizations**

Monday, Nov. 16th, 2009 3:00-4:30PM

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

**Agent Gender and Firm Compliance in Relational Exchanges**

Submission #442 (*Refereed Research Paper*)

**Authors:** Young K. Ro (University of Michigan - Dearborn), Kuo-Ting Hung (Suffolk University), Chanchai Tangpong (North Dakota State University)

**Abstract:** Compliance in relational exchanges has been studied over the last few years. However, the literature is vacuous of gender effect studies in firm compliance decisions. Our study investigates whether a gender effect exists. Results support the gender role hypothesis and not the gender stereotype or equality hypotheses.

**A Study of the Relationship Between Workplace Spirituality, National Culture and Individual Outcomes: A Theoretical Framework**

Submission #133 (*Refereed Research Paper*)

**Authors:** Jose L. Daniel (Texas A&M International University)

**Abstract:** The objective of the paper is to propose a theoretical model aimed at understanding the relationship between workplace spirituality with national culture, job satisfaction, absenteeism and turnover. Hofstede framework in its individualistic and collectivistic level is used. Propositions aimed at linking the concept of workplace spirituality with these variables are presented. Conclusions, limitations and implications for future research are mentioned.

**Sexting – Employers’ Latest Nightmare?**

Submission #884 (*Research Abstract*)

**Authors:** Susan M. Bosco (Roger Williams University), Diane M. Harvey (Roger Williams University)

**Abstract:** This study investigates “sexting” - the sending, receiving, and/or forwarding of sexually explicit images via technology. These images may eventually become available to potential or current employers as well as other employees. Are individuals and employers aware of potential outcomes of sending or viewing these images? What should employers do?

**QP-18: Organizational Culture and Quality**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Anil Kukreja (Xavier University of Louisiana)

**Quality Culture, Organizational Culture and Quality Practices Customization**

Submission #930 (*Research Abstract*)

**Authors:** Sarah J. Wu (Fordham University), Dongli Zhang (University of Minnesota)

**Abstract:** The purpose of this paper is to examine the impact of consistency of organizational culture and quality culture on the way quality practices are customized to improve the quality performance in specific and operations performance in general.

### **Relationship Quality and Project Success: Effect of Organizational Cultural Differences**

Submission #719 (*Research Abstract*)

**Authors:** Gertrude P. Pannirselvam (Southern Illinois University Edwardsville), Ramana K. Madupalli (SIUE)

**Abstract:** This research investigates the impact of the strength of the relationship quality between client and vendors on the success of IT projects. The antecedents to relationship quality – organizational cultural differences and social cohesion and the impact of the moderating factors – process control and process quality on project success is studied. The research questions are investigated based on perceptions of the vendor employees' who are based in the clients' organization.

### **Organizational Culture, Knowledge Management, and Patient Safety Performance in U.S. Hospitals**

Submission #144 (*Refereed Research Paper*)

**Authors:** Gregory N. Stock (University of Colorado at Colorado Springs), Kathleen L. McFadden (Northern Illinois University), Charles R. Gowen III (Northern Illinois University)

**Abstract:** This study investigates relationships between organizational culture, knowledge management, and patient safety performance using data from a nationwide survey of over 200 hospitals. Structural equation modeling is used to provide empirical support for the model. We discuss the implications of our study for research and practice in healthcare operations management.

### **QP-19: Productivity and Efficiency**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Robert Dengler (Roosevelt University)

### **The Operational Efficiency of Washington Hydroelectric Plants Using Data Envelopment Analysis**

Submission #367 (*Refereed Research Paper*)

**Authors:** Allison Nieuwenhuis (Central Washington University), Yong Joo Lee (Central Washington University)

**Abstract:** In an effort to help hydropower plants to remain a steady contender as a renewable energy source, this paper aims to locate the efficiency frontier for dams to evaluate performance. This study uses Data Envelopment Analysis to evaluate the efficiency of hydroelectric dams operating along the Columbia River in Washington State.

**Faculty Personal Productivity: Challenges and Solutions for faculty and administrators**

Submission #921 (*Research Abstract*)

**Authors:** Robert Dengler (Roosevelt University), Robert A. Herring (Winston-Salem State University)

**Abstract:** Individual faculty often operate at or beyond task overload. Productivity is a black hole filled with competing academic and administrative demands. The individual faculty member has little training or support in effectively coping with the many facets of an academic career. This session invites academics and administrators to explore issues, tools, and approaches to increasing the individual faculty productivity. A survey of DSI members is planned, with report at a followup session at DSI2010.

**Efficiency Analysis of Public Education in Washington State**

Submission #364 (*Refereed Research Paper*)

**Authors:** Krista Johnson (Central Washington University), Yong Joo Lee (Central Washington University)

**Abstract:** This report utilizes data envelopment analysis to measure the relative efficiency of public school districts grouped by county in the state of Washington, based on data from the 2006-2007 school years. Surprisingly, there are many differences in the efficiency of education from county to county, while some counties share similarities.

**SB-5: Business Analytics**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Robert L. Andrews (Virginia Commonwealth University)

**Business Analytics**

Submission #1002 (*Symposium*)

**Authors:** Curt Hinrichs (SAS Institute, Inc.), Richard D. De Veaux (Williams College), Paul Dwyer (Willamette University)

**Abstract:** Open discussion of business analytics relative to statistics instruction. What is business analytics? Is it just another passing fad? Does it belong in the business school curriculum? Is it only something for graduate students? What tools are needed for business analytics? Does the existence of tremendous amounts of data yielding extremely large sample sizes mean that the need for teaching statistics in the traditional way is less important in some business areas?

**SC-54: Current Issues in SCM and the Future of SCM**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Steven A. Melnyk (Michigan State University)

### **Current Issues in SCM and the Future of SCM**

Submission #1013 (*Invited Panel Discussion*)

**Authors:** Steven A. Melnyk (Michigan State University), Jack C. Hayya (Penn State University), Christopher W. Craighead (The Pennsylvania State University), Bintong Chen (Washington State University), Asoo Vakharia (University of Florida)

**Abstract:** This panel explores the impact of changes taking place in SCM on research. Through discussions, questions, and presentations from five leading SCM researchers, this panel will focus on such emerging research issues as supply chain design, international SCM, unique supply chains (e.g., humanitarian), supply chain outcomes other than efficiency (e.g., responsiveness), and non-demand-driven SCMs.

### **SC-55: Current Issues in Operations Management Research**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Sherry L. Avery (University of Texas at Arlington)

#### **The Operations Management Research Overview: A Process Approach**

Submission #22 (*Research Abstract*)

**Authors:** Randall A. Napier (University of Texas at Arlington), Gregory V. Frazier (The University of Texas at Arlington), Sherry L. Avery (University of Texas at Arlington), Carol J. Cagle (University of Texas at Arlington), Brad Masters (University of Texas at Arlington)

**Abstract:** Leading operations management journals frequently publish research content overviews. These papers analyze and classify published research topics, methods, and other elements—but vary widely in methodology and approach. This presentation offers a structured process for analyzing published OM research, details experience from a recent study, and identifies future research opportunities.

#### **Citation Analysis of Operations Management Research**

Submission #484 (*Refereed Research Paper*)

**Authors:** Gerald R. Aase (Northern Illinois University), Charles G. Petersen (Northern Illinois University), Daniel R. Heiser (DePaul University)

**Abstract:** This paper examines how the perceived quality of journals publishing OM-related research is changing over time. The authors examine six OM journal ranking studies using Meta-analysis to mitigate study bias. This paper then reports results from a new citation analysis of articles published in three OM journals: International Journal of Operations and Production Management, Journal of Operations Management, and Production and Operations Management.

#### **The Importance of Practice-Driven Research**

Submission #584 (*Research Abstract*)

**Authors:** Rhonda R. Lummus (Indiana University), Robert J. Vokurka (Texas A&M University - Corpus Christi)

**Abstract:** The goal of OM researchers today is to develop or extend OM theory. Kilduff

(AMR, 2006) argues that “the route to good theory leads not through gaps in the literature, but through an engagement with problems in the real world that you find personally interesting.” This paper will discuss the importance of practice-driven research and identify current issues from practitioner focus groups.

### **SM-10: Service Quality I**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Sunran Jeon (Butler University)

#### **Mobile Internet Service: Assessment of Quality and Satisfaction from Customer’s Perspective**

Submission #52 (*Refereed Research Paper*)

**Authors:** Sunran Jeon (Butler University), Sung T Kim (University of Nebraska - Lincoln), Donghyun Choi (University of Nebraska-Lincoln)

**Abstract:** This study investigated mobile internet service from the customers’ perspective. Six attributes of mobile internet service were identified and ubiquity, reachability, and instant connectivity were found to have significant effects on mobile internet service quality. Moreover mobile internet service quality also had a direct effect on intentions of continuous usage.

#### **The Effect of E-service Quality on E-customers’ Multichannel Behavior**

Submission #690 (*Research Abstract*)

**Authors:** Rui S. Sousa (Catholic University of Portugal (Porto))

**Abstract:** This paper examines the effect of the quality of service delivered through the internet channel (e-service quality) on e-customers’ relative use of the different channels of service delivery in a Multi-Channel (MC) banking service. Drawing on transactional data and a survey of the bank’s e-customers, the study found that: i) there are distinct segments of e-customers in terms of MC behavior; ii) e-service quality perceptions have no significant influence on e-customers MC behavior.

#### **Order Fulfillment Service Quality: Its Effects on Encounter Satisfaction, WOM, and Repurchase Intentions**

Submission #209 (*Refereed Research Paper*)

**Authors:** Xenophon A. Koufteros (Texas A&M University), Gregory R. Heim (Texas A&M University), Nelson Massad (Florida Atlantic University)

**Abstract:** Delivery performance is a critical driver of customer satisfaction and dissatisfaction. At the same time, a customer’s prior tenure with a service may interact with a present service delivery success or failure, moderating customer satisfaction. This paper examines whether e-service delivery successes and failures are moderated by customer tenure. We examine this issue by examining e-service experiences related to availability, timeliness, billing accuracy, and product condition.

#### **Quantifying the Presence of Service Operations in the Current Literature**

Submission #725 (*Research Abstract*)

**Authors:** Donald E. Simmons (University of Texas at San Antonio)

**Abstract:** A concern within the service operations community is that service research literature is being dominated by a marketing perspective. In an attempt to quantify that suspicion, an extensive review of service management literature covering a period of 30 years was conducted. The review examined where the articles were published by journal orientation (marketing, operations, other); who published them by author discipline; and the relative importance of articles based on the number of times cited.

### **SP-9: Environment, Strategy, and Structure**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Michael A. Abebe (University of Texas-Pan American)

#### **Strategy-Environment Co-alignment: A Comparative Study of Entrepreneurial and Large Corporations**

Submission #471 (*Refereed Research Paper*)

**Authors:** Mohsen Modarres (Humboldt State University)

**Abstract:** In this paper, we examined whether the strength of the relationship between strategy and environment differ in large and small organizations. Furthermore, we examined similarities and differences in strategic responses by large and small organizations to environmental conditions of munificence, dynamism, and hostility. Data for the study were collected from Singapore Manufacturers Association.

#### **Structure Follows Strategy: The Case of Buyer-Supplier Relationship Analysis**

Submission #486 (*Refereed Research Paper*)

**Authors:** Ramesh Dangol (Ball State University), Thawatchai Jitpaiboon (Ball State University)

**Abstract:** The paper investigates the role of competitive strategies in determining firms' choice of governance. It is hypothesized that firms' decisions to compete on certain capabilities require suppliers' investments in specialized assets, which in turn influence choice of governance. Competitive strategies that require such investment are likely to involve establishment of supplier-relationship (vertical market) organizations.

#### **R & D Intensity and Firm Performance: The Moderating Role of the Proportion of Outside Directors**

Submission #108 (*Refereed Research Paper*)

**Authors:** Arifin Angriawan (Purdue University Calumet), Michael A. Abebe (University of Texas-Pan American), Tyson Ang (Southern Illinois University Carbondale, Department of Marketing)

**Abstract:** I examined the moderating role of the proportion of outside directors of the boards on the relationship firm R&D intensity and performance. Using agency theory, I contend that the proportion of outside directors mitigates agency problems of risk-averse managers related to R&D investment decisions. Empirical evidences support the hypotheses.

**ST-9: Study on Multivariate**

Monday, Nov. 16th, 2009 3:00-4:30PM

**Chair:** Mary Whiteside (University of Texas, Arlington)

**Estimating the Customer Response Rate Based on the Daily Response Record**

Submission #533 (*Refereed Research Paper*)

**Authors:** Young H. Chun (Louisiana State University)

**Abstract:** In direct marketing, customers are usually asked to take a specific action and their responses over time are recorded and stored in a database. Based on the response data, we may estimate the number of customers who will ultimately respond, the number of responses anticipated to receive by a certain period of time, and the like. In the paper, we propose several estimations methods and compare their performances in a Monte Carlo simulation.

**Determinants of Response Rate on Web-survey in Business and Management Research**

Submission #928 (*Research Abstract*)

**Authors:** Hyonsong Chong (Jackson State University), Edward Akoto (Jackson State University)

**Abstract:** Despite weak response rate and digital divide nonresponse bias, online survey gradually replaces traditional data collection methods due to its convenience and cost effectiveness. This meta-analysis study is to provide critical factors of online survey response rate by investigating articles from major business research database. The factors under investigation include sampling technique, respondent type, incentives, and number and types of pre/post contacts.

**The Role of Individual Non-Response Bias in Team-Level Research: The Process of Non-Response and the Conditions Under Which the Non-Response Biases Team-Level Correlations**

Submission #446 (*Refereed Research Paper*)

**Authors:** Dmitriy A. Nesterkin (Towson University), Thomas W. Jones (University of Arkansas), Bill Hardgrave (University of Arkansas)

**Abstract:** This study analytically examines the effects that individual within-team non-response and the factors that condition its effect have in biasing team-level correlations. Practical recommendations are provided and the extent to which these recommendations are heeded in the extant team-level literature is discussed.

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Monday, Nov. 16th, 2009, 5:00-6:00pm

**EV-12: Fellows Reception**

Monday, Nov. 16th, 2009, 5:00-6:00pm  
**Chair:** (none specified)

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Monday, Nov. 16th, 2009, 5:45-6:30PM

**EV-13: Capitol Steps**

Monday, Nov. 16th, 2009, 5:45-6:30PM  
**Chair:** (none specified)

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Monday, Nov. 16th, 2009, 6:30-7:30PM

**EV-14: President's Reception**

Monday, Nov. 16th, 2009, 6:30-7:30PM  
**Chair:** (none specified)

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**End of Monday session list.**