

# SESSION SCHEDULE – WDSI 2010

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Wednesday, April 7, 2010

8:00 A.M. - 9:40 A.M.

- [ACC-W1] Wednesday 8:00 A.M. - 9:40** Refereed Session **Session 1 Pyramid Peak**  
**Accounting: Accounting - Managerial Controls & Ethics**  
 Chair: Sheldon Smith, Utah Valley University  
*A Matrix Approach to Support Department Reciprocated Cost Allocations*  
 Dennis Togo, Univ of New Mexico  
*Failing the Systems Development*  
 John McEldowney, University of North Florida  
**Strengthening Ethics and Compliance Programs**  
 James Bailey, Utah Valley University
- [CWS-W1] Wednesday 8:00 A.M. - 9:40** Workshop **Session 2 Castle Peak B**  
**Cases, Workshops, Special Sessions: Workshop - Online Graduate MBA Education**  
 Natasa Christodoulidou, California State University  
 Melissa St.James, CSUDH
- [CWS-W1] Wednesday 8:00 A.M. - 9:40** Refereed Session **Session 3 Martis Peak B**  
**Cases, Workshops, Special Sessions: Cases - Operational, Ethical, Time Critical and Risk Issues**  
 Chair: Fred Raafat, San Diego State University  
**Stone Brewing Company: A Case Study in Operations & Supply Chain Management**  
 Fred Raafat, San Diego State University  
**The Critical Incident- The Student Consulting Team Dilemma**  
 David (Lynn) Hoffman, Metropolitan State College of Denver  
 Deb Gilliard, Metropolitan State College - Denver  
**Planning an IT Project Implementation: Comparing Different PM Techniques**  
 Jakov Crnkovic, University at Albany  
**Impact of Biased Perspective on Risk Management: A Case Study on Southwest and China Eastern Airlines**  
 Chin-Yen Liu, Our Lady of the Lake University  
 James Burns, Texas Tech University  
 Zhangxi Lin, Texas Tech University
- [MKT-W1] Wednesday 8:00 A.M. - 9:40** Abstract Session **Session 4 Martis Peak A**  
**Marketing: Technology and Product Acceptance**  
 Chair: Suzan Burton, Macquarie University  
**Consumers' Behavioral Intention on Technology Innovation Products: a Case of Nano Air Cleaner**  
 Shih-Chi Chang, National Changhua University of Education  
 Lee-Yun Pan, Feng Chia University  
 Li Chiung Hui, National Changhua University of Education  
 Wen Chun Yeh, National Changhua University of Education  
**An Extended Technology Acceptance Model to Analyze Consumers' Behavioral Intention: a Case of LCD TV**  
 Shih-Chi Chang, National Changhua University of Education  
 Lee-Yun Pan, Feng Chia University  
 Ming-Ying Yang, National Changhua University of Education
- [MSQ-W1] Wednesday 8:00 A.M. - 9:40** Abstract Session **Session 5 Castle Peak A**  
**Management Science and Quantitative Methods: MSQM - Miscellaneous**  
 Chair: Rick Wilson, Oklahoma State University  
**Decision Support via Mathematical Programming for the NFL 'Survivor' Contest**  
 Rick Wilson, Oklahoma State University  
**Median Absolute Percentage Errors (MdAPE) on Errors from Simple Moving Average Methods for Independent Normal Time Series**  
 Luh Ren, UHV  
 Yong Glasure, UHV  
**Simulation Experiments to Evaluate an Alternative to One Factor Anova**  
 Edward Markowski, Old Dominion University

**[OLS-W1] Wednesday 8:00 A.M. - 9:40** Refereed Session **Session 6 Martis Peak C**

**Operations, Logistics & Supply Chain Management: Location Issues & Spatial Analysis in Supply Chains**

Chair: John Bell, Georgia College

***Identification and Spatial Analysis of Logistics Clusters in Southern California***

Avijit Sarkar, University of Redlands

Martin Wong, University of Redlands

Anne Desmarais, University of Redlands

***Location Analysis: A Strategic Network for Homeland Defense***

John Bell, Georgia College

Stanley Griffis, Michigan State University

William Cunningham, Air Force Institute of Technology

***Location consolidation of military equipment for deployment***

John Bell, Georgia College

Joseph Skipper, Air Force Institute of Technology

William Cunningham, Air Force Institute of Technology

Daniel Mattioda, Air Force Institute of Technology

Krista LaPietra, Air Force Institute of Technology

Wednesday, April 7, 2010

10:00 A.M. - 11:40 A.M.

- [ACC-W2] Wednesday 10:00 A.M. - 11:40** Refereed Session **Session 7 Pyramid Peak**  
**Accounting: Accounting - Taxation Issues**  
Chair: Francine Lipman, Chapman University School of Law  
**Saving Private Ryan's Tax Refund**  
Francine Lipman, Chapman University School of Law  
**How Temporary are Temporary Tax Benefits Under Economic Stimulus Legislation?**  
Sheldon Smith, Utah Valley University  
Amourae Riggs, Utah Valley University  
**Solving the Retirement Income Problem: An Analysis of Government Pension Plans and Social Security Benefits**  
Francine Lipman, Chapman University School of Law  
Nathan Oestreich, San Diego State University  
James Williamson, San Diego State University  
**Planning May be Possible with the Windfall Elimination Provision and the Government Pension Offset**  
Nathan Oestreich, San Diego State University  
James Williamson, San Diego State University  
Robert Capettini, San Diego State University  
Howard Toole, San Diego State University
- [CWS-W2] Wednesday 10:00 A.M. - 11:40** Workshop **Session 8 Castle Peak B**  
**Cases, Workshops, Special Sessions: Workshop - The Role of Role Plays in Training**  
Cindy Sutton, Metro State College  
Apryl Rogers Brodersen, Metro State College
- [CWS-W2] Wednesday 10:00 A.M. - 11:40** Workshop **Session 9 Castle Peak A**  
**Cases, Workshops, Special Sessions: Workshop - Successful Data Mining in Practice**  
Richard De Veaux, Williams College
- [CWS-W2] Wednesday 10:00 A.M. - 11:40** Refereed Session **Session 10 Martis Peak B**  
**Cases, Workshops, Special Sessions: Cases - Strategic Issues and Strategic Positioning**  
Chair: Deb Gilliard, Metropolitan State College - Denver  
**Tyson Foods, Inc. - a case study**  
Deb Gilliard, Metropolitan State College - Denver  
**Chattem Inc.: The Over-The-Counter Medications Industry**  
Reina Garcia, St. John's university  
Robert Mockler, St. John's University  
Marc Gartenfeld, St. John's University  
**Proctor and Gamble: The Beauty/Feminine Care Segment of the Consumer Goods Industry**  
Ivie Agenmonmen, St. John's University  
Robert Mockler, St. John's University  
Marc Gartenfeld, St. John's University
- [MKT-W2] Wednesday 10:00 A.M. - 11:40** Refereed Session **Session 11 Martis Peak A**  
**Marketing: Dilemmas in Marketing: Consumer Uncertainty and the "Nonchoice" Decision**  
Chair: Jacquelyn Warwick, Andrews University  
**Contextual Effects in Decision Making Under Uncertainty**  
Jeffrey Lim, University of Sydney  
**Beyond Choice: Consumer Nonchoice and Nonpurchase**  
Suzan Burton, Macquarie University
- [OLS-W2] Wednesday 10:00 A.M. - 11:40** Refereed Session **Session 12 Martis Peak C**  
**Operations, Logistics & Supply Chain Management: Operational Issues in Supply Chains**  
Chair: Lawrence Corbett, Victoria University of Wellington  
**The legitimacy of the purchasing function: A case study in a Canadian manufacturing firm**  
Raluca-Mihaela Stoleru, HEC Montreal  
Alain Halley, HEC Montreal  
**Developing an Efficient Warehouse Operation System**  
Andy Yao, CSU, Northridge  
**Costs and Benefits of Six Sigma Programmes**  
Venkateswarlu Pulakanam, University of Canterbury  
**Creating resilience in New Zealand SMEs: the case of performance apparel**  
Lawrence Corbett, Victoria University of Wellington  
**Application of Six-Sigma in the Finance Function: A Case Study**  
Batoul Modarress, Zayed University  
Al Ansari, Seattle

Wednesday, April 7, 2010

1:00 P.M. - 2:40 P.M.

- [ACC-W3] Wednesday 1:00 P.M. - 2:40** Panel Session **Session 13 Pyramid Peak**  
**Accounting: Publishing Opportunities in Professional Accounting Journals**  
Aaron Watson, NZ Institute Of Chartered Accountants
- [BES-W3] Wednesday 1:00 P.M. - 2:40** Refereed Session **Session 14 Castle Peak A**  
**Business Environment - Strategy, Policy, Ethics: Sustainable & Environmental Issues**  
Chair: Kathleen Dale, Minnesota State University, Mankato  
***In Search of Being Green: Do Firm-Specific or Industry-Specific Factors Drive the Adoption of ISO 14001 Certification?***  
Yu-Shu Peng, National Dong Hwa Univ.  
Chin-Jung Luan, National Dong Hwa Univ.  
Chia-Ching Chou, National Dong Hwa Univ.  
***Environmental Sustainability as a Legitimate Business Issue***  
Kathleen Dale, Minnesota State University, Mankato  
Bradley Mayer, LaMar University  
Marilyn Fox, Minnesota State University, Mankato
- [CWS-W3] Wednesday 1:00 P.M. - 2:40** Refereed Session **Session 15 Martis Peak B**  
**Cases, Workshops, Special Sessions: Cases - International Perspectives**  
Chair: Terrence Sebor, University of Nebraska  
***Werner Enterprises and China***  
Terrence Sebor, University of Nebraska  
***The Sarajevo Graduate School of Business***  
John Stocker, University of Delaware  
Paul Laux, University of Delaware  
***Souplantation in Taiwan***  
Massoud Saghafi, San Diego State University
- [FIN-W3] Wednesday 1:00 P.M. - 2:40** Refereed Session **Session 16 Martis Peak C**  
**Finance: Quantitative Issues in Finance**  
Chair: Peter Ellis, Utah State University  
***Power-Log Optimization vs. Mean-Variance Optimization for Different Investment Horizons***  
Jivendra Kale, Saint Mary's College of California  
Thomas McCullough, Saint Mary's College of California  
Philip Perry, Saint Mary's College of California  
***Range of Optimality Sensitivity Analysis in Portfolio Selection With Simultaneous Market Value Changes in Expected Returns***  
Peter Ellis, Utah State University  
***Expected Return On Investment and Parlay Betting***  
Sheri Faircloth, University of Nevada Reno  
Henry Amato, University of Nevada Reno
- [IE1-W3] Wednesday 1:00 P.M. - 2:40** Refereed Session **Session 17 Castle Peak B**  
**Innovative Education I (Curricular Content/Design: Engaging Our Students in the 21st Century)**  
Chair: Nancy Merlino, Cal Poly Pomona  
***Key Pedagogical Strategies for Millennial Generation Students in University Business Courses***  
Nancy Merlino, Cal Poly Pomona  
Rhonda Rhodes, Cal Poly Pomona University  
***Innovation in Higher Education: Putting Assessment at the Heart of Learning***  
Norah Jones, University of Glamorgan  
Alice Lau, University of Glamorgan  
Catherine Jones, University of Glamorgan  
***Collaborating Across a Two Course Sequence: Do Students Remember Anything?***  
David Lewis, University of Massachusetts Lowell  
Thomas Sloan, University of Massachusetts Lowell

Wednesday, April 7, 2010

3:00 P.M. - 4:40 P.M.

- [BES-W4] Wednesday 3:00 P.M. - 4:40** Refereed Session **Session 18** **Castle Peak A**  
**Business Environment - Strategy, Policy, Ethics: Strategy, Public Policy and Ethics**  
Chair: Mitch Casselman, California State University, Chico  
**A Typology of Capabilities**  
Mitch Casselman, California State University, Chico  
Danny Samson, University of Melbourne  
**Measuring Operating Efficiency of Global Airlines for Strategic Implications**  
Karen L. Fowler, Colorado State University-Pueblo  
Jong Soon Park, Colorado State University-Pueblo  
Seong-Jong Joo, Colorado State University-Pueblo  
**Sport and Terror: Dynamics, Stakeholders and Strategy**  
John E Davies, Victoria University of Wellington  
Arun Elias, Victoria University of Wellington  
**Ethical Axioms of a "Socially Responsible Market Economy"(SRME) – Basic Values for an Exemplary Economic Constitution**  
Josef Neuert, University of Applied Sciences Kufstein  
Matthias Stengel, University of Applied Sciences Kufstein  
Markus Spriestersbach, University of Applied Sciences Kufstein  
Mariya Lebedeva, University of Applied Sciences Kufstein
- [CWS-W4] Wednesday 3:00 P.M. - 4:40** Workshop **Session 19** **Pyramid Peak**  
**Cases, Workshops, Special Sessions: Workshop - Understanding and Navigating the Review Process**  
Thomas Wright, Kansas State University
- [CWS-W4] Wednesday 3:00 P.M. - 4:40** Abstract Session **Session 20** **Martis Peak B**  
**Cases, Workshops, Special Sessions: Cases - Evaluation Processes: Environment, Choice and Implementation**  
Chair: Mike Canniff, University of the Pacific  
**Transportation Mode and Carrier Choice Decisions: A Teaching Case**  
Stephen Hill, Weber State University  
**Going Live in the Cloud : Analysis and Comparison of Enterprise Software Implementation Models Between Cloud Based and On Premise Systems**  
Mike Canniff, University of the Pacific
- [FIN-W4] Wednesday 3:00 P.M. - 4:40** Refereed Session **Session 21** **Martis Peak C**  
**Finance: Financial Issues**  
Chair: Hamdi Bilici, CSULB  
**Western Winds and the Levelized Cost of Power**  
Andrew Solocho, University of Toledo  
**Examination of the Unemployment Rate and the GA Caseload**  
Xingguo Zhang, Caseload Forecast Council  
Kirsta Glenn, Caseload Forecast Council  
Fen Wang, Central Washington University  
**Perverse Compensation Incentives: Root Cause of Financial Crisis**  
Hamdi Bilici, CSULB  
John Bagby, CSULB
- [HRM-W4] Wednesday 3:00 P.M. - 4:40** Refereed Session **Session 22** **Martis Peak A**  
**Human Resource Management & Development: HRM: Individual and Organizational Development**  
Chair: Paul Nesbit, Macquarie  
**Designing Diversity Based Corporate Management Teams**  
Owen Hall, Jr., Pepperdine  
Ken Ko, Pepperdine  
**The Effect of Self-Leadership on Performance: A Study in a Financial Services Organisation**  
Paul Nesbit, Macquarie  
**Global Human Resource Management: The New Paradigm**  
Yudhi Ahuja, San Jose State University  
**The Effect of Academic Learning on Improvability Beliefs and Self-efficacy for Management**  
Quey-Jen Yeh, National Cheng-Kung Univ.  
Yu-Lin Wang, National Cheng-Kung Univ.
- [IE2-W4] Wednesday 3:00 P.M. - 4:40** Refereed Session **Session 23** **Castle Peak B**  
**Innovative Education II (Delivery & Dist Learning: Innovative Education II - Delivery & Distance Learning**  
Chair: Kathryn Zuckweiler, University of Nebraska at Kearney  
**Student Engagement in Online Business Classes: Comparing Quantitative and Non-Quantitative Classes**  
Kathryn Zuckweiler, University of Nebraska at Kearney  
**Using Flexible and Blended Learning Environments for a large Production Operations Management Class**  
Carl Rebman, University of San Diego  
Queen Booker, Minnesota State University, Mankato

Thursday, April 8, 2010

8:00 A.M. - 9:40 A.M.

**[CWS-T1] Thursday 8:00 A.M. - 9:40 A.M. Special Session Session 24 Pyramid Peak**  
**Cases, Workshops, Special Sessions: Responsive.net Learning Technologies**  
Chair: Sam Wood, Responsive.net Learning Technologies  
**Responsive.net Learning Technologies - Special Session**  
Sam Wood, Responsive.net Learning Technologies

**[CWS-T1] Thursday 8:00 A.M. - 9:40 A.M. Special Session Session 25 Martis Peak B**  
**Cases, Workshops, Special Sessions: Dean's Forum: Business Education in the New Decade - Challenges and Opportunities**  
Chair: Michael Solt, California State University, Long Beach  
**Business Education in the New Decade: Challenges and Opportunities**  
Michael Solt, California State University, Long Beach

**[ESB-T1] Thursday 8:00 A.M. - 9:40 A.M. Abstract Session Session 26 Castle Peak B**  
**Entrepreneurship & Small Business Management: Women and Small Business**  
Chair: Deb Gilliard, Metropolitan State College - Denver  
**Linking Entrepreneurial Orientation and Use of Technology through Social Networking Media: A Study of University Students**  
Michelle Lane, Western Kentucky University  
Dawn Bolton, Western Kentucky University  
**Venture Capital Funding: A Historical Perspective and Future Outlook**  
Nina Radojevich-Kelley, Metropolitan State College of Denver  
**Women Entrepreneurs of Andhra Pradesh – Demographics, Challenges and Learning Experiences**  
Manga Praveen Aparna, University of Hyderabad  
**Women in Small Business — A Study of Pavalla Vaddi in Andhra Pradesh**  
Manga Praveen Aparna, University of Hyderabad

**[MIS-T1] Thursday 8:00 A.M. - 9:40 A.M. Abstract Session Session 27 Martis Peak C**  
**Management Information Systems: Information Systems Management**  
Chair: Lewis Myers, St. Edward's University  
**Building a Security System from Ground up: A Conceptual Model for MIS Managers**  
Hossein Bidgoli, CSUB  
**Consistency and Constancy in Management of Information: Reflections on the Human and Organizational Aspects**  
Appa Rao Korukonda, Bloomsburg University of PA  
**Customer Relationship Management – between mystification and reality: A case study on a Canadian retail bank**  
Cristina Butnaru, UQAM  
**Will Information Systems Management Privacy Issues have to be Redefined?**  
Lewis Myers, St. Edward's University  
Dwight Daniel, St. Edward's University  
Anna Stewart, St. Edward's University

**[MSQ-T1] Thursday 8:00 A.M. - 9:40 A.M. Refereed Session Session 28 Castle Peak A**  
**Management Science and Quantitative Methods: MSQM - Applied Methods 1**  
Chair: Ferenc Szidarovszky, University of Arizona  
**On the basis of a computational model for decision making**  
Thang Nguyen, California State University Long Beach  
Vanja Cvetojevic, University of Gothenburg  
**Some Notes on the General Prisoner's Dilemma**  
Haiyan Qiao, California State University San Bernardino  
Ferenc Szidarovszky, University of Arizona  
**The Long-term Properties of a Dynamic Market**  
Ferenc Szidarovszky, University of Arizona  
Abdollah Eskandari, University of Arizona  
Tamas Zsitvay, Pima College  
Rida Mourtada, Network of Syrian Scientists  
**The Optimal Parameters of Yield Distribution in an EOQ Model with Planned Shortages**  
Farrokh Nasri, Hofstra University  
Javad Paknejad, Hofstra  
John Affisco, Hofstra

Thursday, April 8, 2010

10:00 A.M. - 11:40 A.M.

- [ACC-T2] Thursday 10:00 A.M. - 11:40** Refereed Session **Session 29 Pyramid Peak**  
**Accounting: Accounting - Current Issues**  
Chair: Nathan Oestreich, San Diego State University  
***A Critical Evaluation of the Resource Based View in Family Business Appraisals***  
Ashley Burrowes, Woodbury  
***On the Hazards of Inferring Housing Price Trends Using Mean/Median Prices***  
Chee Chow, San Diego State  
Damon Fleming, San Diego State University  
James Williamson, San Diego State University  
***Do bankruptcy models really have predictive ability? Evidence using China publicly listed companies.***  
Ying Wang, Montana State University-Billings  
Michael Campbell, Montana State University-Billings
- [CWS-T2] Thursday 10:00 A.M. - 11:40** Workshop **Session 30 Castle Peak B**  
**Cases, Workshops, Special Sessions: Workshop - Activity Based Instruction: Proven Practices**  
Randall Brown, Cal state univ, Stanislaus  
Maryann Hight, California State University, Stanislaus
- [ESM-T2] Thursday 10:00 A.M. - 11:40** Refereed Session **Session 31 Martis Peak B**  
**Engineering Systems Management: Engineering Systems Management I - Roles for Optimization**  
Chair: Khosrow Moshirvaziri, California State University, Long Beach  
***A Systems Optimization Simulation Technique for Deployed Medical Support***  
Khosrow Moshirvaziri, California State University, Long Beach  
***Multi-objective optimization of an in situ bioremediation technology to treat perchlorate-contaminated groundwater***  
Mark Goltz, Air Force Institute of Technology  
Mark Knarr, Army Corps of Engineers  
Junqi Huang, U.S. EPA Kerr Laboratory  
Gary Lamont, Air Force Institute of Technology  
***Optimal Scheduling of Overlapping Phases in the Concurrent/Simultaneous Approach to New Product Development***  
John Hebert, University of Akron  
Richard Deckro, Air Force Institute of Technology
- [MOB-T2] Thursday 10:00 A.M. - 11:40** Refereed Session **Session 32 Martis Peak A**  
**Management and Organizational Behavior: Management & Organizational Behavior I - Aspects of Decision-Making**  
Chair: Amy Hurley-Hanson, Chapman University  
***Intuitive vs. „Discursive“ Decision Making Behavior. Which one is superior?***  
Josef Neuert, University of Applied Sciences Kufstein  
Mariya Lebedeva, University of Applied Sciences Kufstein  
***How Good Leaders Make Bad Decisions***  
Noorein Inamdar, San Jose State University  
Asbjorn Osland, San Jose State University
- [MSQ-T2] Thursday 10:00 A.M. - 11:40** Refereed Session **Session 33 Castle Peak A**  
**Management Science and Quantitative Methods: MSQM - Applied Methods 2**  
Chair: Edward Markowski, Old Dominion University  
***Consensus-Based Group Decision Making***  
Omer S. Benli, CSULB  
Philip Chong, CSULB  
***The Development of a Simple Goal Programming Model to Assist in Attaining the Triple Bottom Line for a Business***  
Miles Nicholls, RMIT University  
Barbara Cargill, University of Melbourne
- [STU-T2] Thursday 10:00 A.M. - 11:40** Refereed Session **Session 34 Martis Peak C**  
**Student Papers: Human Resources and Curriculum**  
Chair: Cihan Cobanoglu, University of Delaware  
***The Effects of an AUIP on Employee Personal Internet Use***  
Jose Limas, Utah State University  
Jeffrey Johnson, Utah State University  
***Collaborative Research in the Curriculum: A Case Example of Action Learning in Marketing***  
Kenneth Bartkus, Utah State University  
Daniel Clark, Utah State University  
Nikelle Hunsaker, Utah State University  
***Human resource outsourcing and offshoring to Central and Eastern Europe***  
Kiryl Katushkin, California State University, Dominguez Hills  
***Sustainable Diversity: Managing Retention and Succession Planning for a Diverse Workforce***  
Tammi Redd, University of Texas - Pan American

Thursday, April 8, 2010

1:00 P.M. - 2:40 P.M.

- [BES-T3] Thursday 1:00 P.M. - 2:40 P.M.** Abstract Session **Session 35** **Castle Peak A**  
**Business Environment - Strategy, Policy, Ethics: Ethics & Social Entrepreneurship**  
Chair: Deb Gilliard, Metropolitan State College - Denver  
**Abstract of the New Gray Area- Non-Profits Doing Socially Entrepreneurial Projects**  
David (Lynn) Hoffman, Metropolitan State College of Denver  
Deb Gilliard, Metropolitan State College - Denver  
**The Influence of Negative Emotions and Emotional Intelligence on Ethical Decision Making**  
Sukumarakurup Krishnakumar, North Dakota State University  
Doug Rymph, North Dakota State University
- [ESM-T3] Thursday 1:00 P.M. - 2:40 P.M.** Refereed Session **Session 36** **Martis Peak B**  
**Engineering Systems Management: Engineering Systems Management II - The Broader Context**  
Chair: Khosrow Moshirvaziri, California State University, Long Beach  
**D-Schools - Not B-Schools or E-Schools**  
Willard Price, University of the Pacific  
**Too Complex Not to Fail: "Normal Accidents" and Systems Management**  
Mahyar Amouzegar, California State University, Long Beach  
**Post Merger performance: Do Market-Based Performance Measures Hold for Operating-Based Performance Measures? A New Investigation**  
Sal Kukalis, CSULB
- [IE1-T3] Thursday 1:00 P.M. - 2:40 P.M.** Abstract Session **Session 37** **Castle Peak B**  
**Innovative Education I (Curricular Content/Design: 21st Century Curriculum**  
Chair: Leanne Powers, Cal Poly Pomona  
**Applying Lean Principles to Reengineer a Financial Modeling Course**  
Zsolt Ugray, Utah State University  
Alan Stephens, Utah State University  
**Survey of Students' Deal or No Deal Decisions**  
Jaesun Park, University of North Dakota  
**Using Menus to Build Student Engagement**  
Thomas Norman, California State University- Dominguez Hills  
**A New Curriculum Architecture to Prepare Business Students for Extreme Service Collaborations**  
Vish Iyer, University of Northern Colorado  
Tod Sedbrook, University of Northern Colorado
- [MIS-T3] Thursday 1:00 P.M. - 2:40 P.M.** Refereed Session **Session 38** **Pyramid Peak**  
**Management Information Systems: Knowledge Management and Sharing**  
Chair: Hayward Andres, North Carolina A&T State University  
**Learning and Reflexivity in Technology-Mediated Distributed Teams**  
Hayward Andres, North Carolina A&T State University  
**Towards Iconic-Based Information Technology and Application Exception Messages**  
T.S. Amer, Northern Arizona University  
**Transformations in Client-Vendor Relationship in the IT Outsourcing Landscape**  
Mohammed Tafti, Hofstra University  
**Knowledge sharing attitude: An empirical test of a multifactor model**  
Bassam Hasan, Qatar University
- [MOB-T3] Thursday 1:00 P.M. - 2:40 P.M.** Refereed Session **Session 39** **Martis Peak A**  
**Management and Organizational Behavior: Management and Organizational Behavior II - Crisis, Stress and Organizational Culture**  
Chair: Cristina M. Giannantonio, Chapman University  
**Depression & Post-Traumatic Stress In Organizations After 9-11**  
Amy Hurley-Hanson, Chapman University  
Cristina M. Giannantonio, Chapman University  
**Human Resource Information Systems and Crises: Post 9-11**  
Amy Hurley-Hanson, Chapman University  
Cristina M. Giannantonio, Chapman University  
**Improving Hospital Performance through Organizational Culture**  
Chee Chow, San Diego State  
Kamal Haddad, San Diego State

**[STU-T3] Thursday 1:00 P.M. - 2:40 P.M.** Refereed Session

**Session 40 Martis Peak C**

**Student Papers: Technology and Finance**

Chair: Natasa Christodoulidou, California State University

***Interlocking Directorates and Citigroup's Eight Links with the Mortgage Crisis***

Karen L. Fowler, Colorado State University-Pueblo

Jane O. Schifferdecker, Colorado State University-Pueblo

***Gap Analysis of In-Room Technology Amenities in Hotels***

Ekaterina Berezina, University of Delaware

Cihan Cobanoglu, University of Delaware

***Capital Budgeting and Probabilistic Scenario Analysis: A Student Research Experience in Finance***

Kenneth Bartkus, Utah State University

Joseph Irvine, Utah State University

Thursday, April 8, 2010

3:00 P.M. - 4:40 P.M.

- [BES-T4] Thursday 3:00 P.M. - 4:40 P.M. Refereed Session Session 41 Castle Peak A**  
**Business Environment - Strategy, Policy, Ethics: Ethics, Law & Social Responsibility**  
Chair: Adele Santana, University of Northern Iowa  
***Application of Japanese concepts to quality/risk management in healthcare sector***  
Arvinder Loomba, San Jose State University  
***The Market Response of Patent Litigation Announcement towards Defendant and Rival Firms- Evidence from the Taiwanese Electronics Industry***  
Yu-Shu Peng, National Dong Hwa Univ.  
Yu-En Lin, National Dong Hwa Univ.  
Yi-Chen Yang, National Dong Hwa Univ.
- [CWS-T4] Thursday 3:00 P.M. - 4:40 P.M. Workshop Session 42 Castle Peak B**  
**Cases, Workshops, Special Sessions: Workshop - Assessment of Learning in Business Schools**  
G Keong Leong, University of Nevada Las Vegas  
Krishna Dhir, Berry College
- [IEB-T4] Thursday 3:00 P.M. - 4:40 P.M. Refereed Session Session 43 Martis Peak B**  
**Internet and e-Business: Internet and E-business Applications**  
Chair: Simon Lee, Eastern Illinois University  
***The Effects of Cultural Difference on the Service of the Internet Portal***  
Simon Lee, Eastern Illinois University  
***Understanding the Factors Affecting Users' Intention to Continuously Pay for the Service of Social Networking Sites***  
Ching-Ting Huang, National Sun Yat-sen University  
Kuo-Lun Hsiao, Shu-Te University  
***The Ebay Allure: Compulsive Buying, Internet Addiction and the Ability to Self-Control***  
Gerhard Raab, University of Applied Sciences Ludwigshafen  
Kathrin Paul, University of Applied Sciences Ludwigshafen
- [MIS-T4] Thursday 3:00 P.M. - 4:40 P.M. Refereed Session Session 44 Pyramid Peak**  
**Management Information Systems: Decision Support and Data Mining**  
Chair: Abbas Heiat, Montana State University-Billings  
***Evaluation and Analysis of Class Scheduling Software: An Information Management Case***  
Bruce Raymond, Montana State University  
***An Application to Assist Prevention of Student Dropout in Distance Learning Using Data warehouse and Data Mining Techniques***  
Sumruay Komlayut, Sukhothai Thammathirat Open University  
Waranya Poonawat, Sukhothai Thammathirat Open University  
Siwaporn Rookachart, Sukhothai Thammathirat Open University  
***Software Development Productivity Attributes: An Exploratory Study***  
Abbas Heiat, Montana State University-Billings  
***Analysis of the Relationship between Per Capita Income and Educational Background: Special Case of Montana's***  
Nafisseh Heiat, Montana State University-Billings
- [MOB-T4] Thursday 3:00 P.M. - 4:40 P.M. Abstract Session Session 45 Martis Peak A**  
**Management and Organizational Behavior: Management and Organizational Behavior III - Values and Goals - Individual & Organizational Performance**  
Chair: Amy Hurley-Hanson, Chapman University  
***Value Preferences and Occupational Ethical Attitudes for Financial Specialists: Evidence from a Taiwanese Financial Institution***  
Melien Wu, National ChiaYi University  
Shu-Lien Wen, Chung Yuan Christian University  
***The Role of Goal-Setting and Self-Efficacy in Supply Chain Management***  
Rodney Traub, North Dakota State University  
Sukumarakurup Krishnakumar, North Dakota State University
- [STU-T4] Thursday 3:00 P.M. - 4:40 P.M. Refereed Session Session 46 Martis Peak C**  
**Student Papers: Culture and Business Relationships**  
Chair: Vijay Kannan, Utah State University  
***The Relationship between History, Culture, and Chinese Business Practices: Using Sociological Awareness to Avoid Common Faux Pas***  
Vijay Kannan, Utah State University  
Vikki Ballard, Utah State University  
***Exploring the Relationship between Cultural Dimensions and Entrepreneurial Activity in 30 Countries: An Undergraduate Research Collaboration***  
Ronda Callister, Utah State University  
Darcy Steward, Utah State University

Friday, April 9, 2010

8:00 A.M. - 9:40 A.M.

- [ACC-F1] Friday 8:00 A.M. - 9:40 A.M.** Refereed Session      **Session 47**      **Pyramid Peak**  
**Accounting: Accounting - Issues of Governance**  
Chair: Marc Massoud, Claremont McKenna College  
**The Road to IFRS Challenges and Concerns**  
Marc Massoud, Claremont McKenna College  
Cecily Raiborn, Texas State University - San Marcos  
**Managing California's Fiscal Crisis Budgetary Process to Decrease both the Severity and Opportunities for "Gaming the System"**  
William (L) Murray, University of San Francisco  
Alev Efendioglu, University of San Francisco  
**Is the SEC a fair-weather Agency? - A Performance Review of the SEC Proclamation on Fraud Prevention**  
Stan Sipple, Nebraska
- [GBS-F1] Friday 8:00 A.M. - 9:40 A.M.** Abstract Session      **Session 48**      **Castle Peak A**  
**Global Business: Global Business I**  
Chair: Vish Iyer, University of Northern Colorado  
**The Role of Exchange Rates in the Prices of Imports**  
Fred Raafat, San Diego State University  
**The Decline in Remittances Is Reducing American Border Exports to Mexico**  
Rutilio Martinez, University of Northern Colorado  
Vish Iyer, University of Northern Colorado  
**Globesity: The Potential for Weight-Loss Companies in Emerging Markets**  
Massoud Saghabi, San Diego State University  
Donald Sciglimpaglia, San Diego State University
- [HOM-F1] Friday 8:00 A.M. - 9:40 A.M.** Refereed Session      **Session 49**      **Martis Peak A**  
**Hospitality Management: Supply Chain and Hospitality**  
Chair: Melissa St. James, California State University Dominguez Hills  
**The Impact of Sustainable Hotel Policies on Guest Satisfaction**  
Orie Berezan, UNLV  
Carola Raab, UNLV  
Mehmet Erdem, UNLV  
Christine Bergman, UNLV  
**Examining the Sourcing-Agility Linkage in Restaurant Supply Chain Management: A case-based study**  
Xun Li, Nicholls State University  
En Mao, Nicholls State University
- [IE1-F1] Friday 8:00 A.M. - 9:40 A.M.** Refereed Session      **Session 50**      **Castle Peak B**  
**Innovative Education I (Curricular Content/Design: Assessing and Writing in the 21st Century**  
Chair: Rhonda Rhodes, Cal Poly Pomona University  
**Course Embedded Assessment**  
Mike Parent, Utah State  
**Flesch-Kincaid: A Student Writing Experiment**  
Karen L. Fowler, Colorado State University-Pueblo  
Michael W. Wakefield, Colorado State University-Pueblo  
**Student Perceptions of Their Writing Skills: Myth and Reality**  
Mark Simkin, University of Nevada  
Janna Crews, University of Nevada  
Mary Groves, University of Nevada
- [IEB-F1] Friday 8:00 A.M. - 9:40 A.M.** Refereed Session      **Session 51**      **Martis Peak B**  
**Internet and e-Business: E-Health: Development and Applications**  
Chair: Arvinder Loomba, San Jose State University  
**Electronic Solutions for Clinical Research Studies**  
Arvinder Loomba, San Jose State University  
Audrey Jonas, Abbott Vascular Inc  
**Laboratory Information Management Systems: Implementation Considerations**  
Arvinder Loomba, San Jose State University  
Michael Morad, Abbot Laboratories, Inc.

**[MIS-F1] Friday 8:00 A.M. - 9:40 A.M.** Refereed Session **Session 52 Martis Peak C**

**Management Information Systems: Security Issues in MIS**

Chair: Chet Claar, Central Washington University

***Ethical Issues in the Information Age***

Dominique Louis, Pace University

***The Adoption of Computer Security: An Analysis of Home PC User Security Behavior Using the Health Belief Model***

Chet Claar, Central Washington University

Jeffrey Johnson, Utah State University

***Factors Leading to Successful Knowledge Integration in Offshoring Relationships: A Preliminary Model***

Richard L. Jenson, Utah State University

Jeffrey S. Rickords, Utah State University

***Research in Information Security: A Literature Review Using a Multidimensional Framework***

Kuang-Wei Wen, University of Wisconsin-La Crosse

Yan Chen, University of Wisconsin-Milwaukee

Friday, April 9, 2010

10:00 A.M. - 11:40 A.M.

- [ACC-F2] Friday 10:00 A.M. - 11:40 A.M.** Refereed Session **Session 53 Pyramid Peak**  
**Accounting: Accounting - Teaching & Learning**  
Chair: Judith Sage, Texas A & M International University  
**An Active-Learning Exercise for Teaching Tax Topics at Five Universities**  
Judith Sage, Texas A & M International University  
Lloyd Sage, Texas A & M International University  
**Keeping content relevant: A case study to teach advanced data analysis and visualization tools in financial accounting and reporting**  
Charmayne Cullom, University of Northern Colorado  
Karen Turner, University of Northern Colorado  
**Starbucks Corporation: A comprehensive case on financial**  
Suneel Udpa, Saint Mary's College of California
- [BES-F2] Friday 10:00 A.M. - 11:40 A.M.** Abstract Session **Session 54 Castle Peak B**  
**Business Environment - Strategy, Policy, Ethics: Strategy and Public Policy**  
Chair: Fred Raafat, San Diego State University  
**Role of ICT in healthcare industry value chain**  
Arvinder Loomba, San Jose State University  
**Solving the Mystery of Cost: An Analysis of**  
Fred Raafat, San Diego State University  
James Williamson, San Diego State University  
**Motivations for use of social practices aimed at the community: Commitment, Calculation, Conformance, and Caring**  
Adele Santana, University of Northern Iowa
- [GBS-F2] Friday 10:00 A.M. - 11:40 A.M.** Refereed Session **Session 55 Castle Peak A**  
**Global Business: Global Business II**  
Chair: Kamal Haddad, San Diego State  
**Competitive Strategies and Company Performance: A Study of Taiwanese Firms following U.S., Japanese, and Taiwanese Type Competitive Strategies**  
Chee Chow, San Diego State  
Kamal Haddad, San Diego State  
Anne Wu, National Chengchi University  
**Managing Offshore Software Projects**  
Y. Helio Yang, San Diego State University
- [HOM-F2] Friday 10:00 A.M. - 11:40 A.M.** Refereed Session **Session 56 Martis Peak A**  
**Hospitality Management: Education in Hospitality**  
Chair: Thomas Norman, California State University- Dominguez Hills  
**Exploring the Patterns Underlying Online Consumer Reviews**  
Pradeep Racherla, West Texas A&M  
Daniel Connolly, University of Denver  
**Outsourcing Human Resource Activities in the Hospitality Sector**  
Thomas Norman, California State University- Dominguez Hills  
**Mexican Wines and Wineries: Can Education Lead to Appreciation?**  
Melissa St. James, California State University Dominguez Hills
- [IEB-F2] Friday 10:00 A.M. - 11:40 A.M.** Refereed Session **Session 57 Martis Peak B**  
**Internet and e-Business: Internet and E-Business: Current Development**  
Chair: Fei-Fei Cheng, National Chung Hsing University  
**The Influence of Outcome Framing and Price Information in Online Shopping**  
Fei-Fei Cheng, National Chung Hsing University  
Chin-Shan Wu, Tunghai University  
**A Study of Emerging Mobile Finance Services and its Business Model in Taiwan**  
Rai-Fu Chen, Chia Nan University of Pharmacy & Science  
Hsiu Fen Lin, National Sun Yat-sen University

**[OLS-F2] Friday 10:00 A.M. - 11:40 A.M. Refereed Session Session 58 Martis Peak C**

**Operations, Logistics & Supply Chain Management: Material Flows and Inventories in Supply Chains**

Chair: Philip Chong, CSULB

***Strategic Inventories in a two period Stackelberg Duopoly***

Vijayendra Viswanathan, University of Wisconsin-Milwaukee

Jaejin Jang, University of Wisconsin-Milwaukee

***An Insight into Reverse Logistics Practices in the US***

Festus Olorunniwo, Tennessee State University

Xiaoming Li, Tennessee State University

***Product Remanufacturing Planning and Reverse Logistics Network Design***

Eddine Dahel, Monterey Institute of International Studies

***Enhancing Banking Performance through Operational Proactiveness***

Aaron Joyal, University of Memphis

Satish Mehra, University of Memphis

Munsung Rhee, Uiduk University