

Program Schedule

The following pages contain the day-to-day schedule of presentations, workshops, panels, administrative meetings, and social and networking events that comprise the **2014 Annual Meeting of the Decision Sciences Institute**.

Presentation “No Shows”

In order to maintain the quality of our annual meeting and prevent presentation “no shows,” we asked the presenting author to register by September 15, offering a grace period up until the time the conference program materials had to be sent to the printer (mid-October). Any remaining scheduled presentations for which authors have yet to register are identified in the Program Schedule by *** so that Session Chairs can better manage the time allotted to their sessions.

Program Schedule

Saturday, Nov 22nd, 2014, 7:30-8:30 a.m.

1

Saturday, Nov 22nd, 2014, 7:30-8:30 a.m. | Grand Foyer

Tampa Marriott Waterside Hotel

Continental Breakfast 1

(Sponsored by **Project Management Institute**)

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m.

2

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

ANALYTICS: Philosophical Perspectives and Challenges

Chair: Shiwei Sun (Auburn University)

Big Data and Postmodernism

Abstract

Q B. Chung (Villanova University)

The big data phenomenon has gained sufficient respect from both academics and practitioners. This paper treats big data from a philosophical angle, postmodernism in particular, attempting to make a connection between the big data and Baudrillard's notion of "simulation" as well as Lyotard's "incredulity towards metanarratives" and "emergence of micronarratives."

Business Social Media Analytics: Definition, Benefits, Challenges, and a Conceptual Model

Abstract

Clyde Holsapple (University of Kentucky), Shih-Hui Hsiao (University of Kentucky), Ram Pakath (University of Kentucky)

Social Media Analytics (SMA) is a relatively recent Analytics innovation. We develop an integrated, unifying definition of Business SMA, identify several benefits, describe several challenges, and present a conceptual Business SMA model. Our work is intended to further understanding of the Business SMA phenomenon and its future development.

Data Analytics in the Accounting Profession – A Study Regarding Data Integrity Challenges

Abstract

Jacqueline A. Burke (Hofstra University), Elaine R. Winston (Hofstra University)

The results of an exploratory study are presented in which the researcher examines data integrity challenges when using data analytics. The purpose of this study is to examine how data integrity, particularly data completeness and consistency, challenges the use of data analytics in the accounting profession (Kwon, Lee & Shin, 2014).

Understanding the Factors Affecting Organizational Adoption of Big Data in Developing Countries

Full Paper

Shiwei Sun (Auburn University), Casey Cegielski (Auburn University), Lin Jia (Auburn University), Dianne Hall (Auburn University)

Big data has become a driver for firms' competitive advantage. This study explores factors affecting organizational adoption of big data. Ten predictors of firms' intention to adopt big data are distinguished, which are categorized into innovation, organization, and environment characteristics. The moderation effect of market turbulence is also discussed.

Program Schedule

3

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Room 10

Tampa Convention Center

CURRICULUM: Blending Analytics into the Business Curriculum

Chair: Cheryl Aasheim (Georgia Southern University)

Developing Undergraduate Curriculum of Business Analytics Using SAP Software

Abstract

Wenge Zhu (California State Polytechnic University, Pomona)

We present a new undergraduate curriculum of Business Analytics using SAP software. We survey benchmark universities and exam the trend in AACSB and the expectation from the hiring companies. We propose a curriculum of a new Business Analytics and also discuss the delivery methodology and technology.

Developing a Data Analytics Curriculum through Industry Partnerships

Abstract

Charles Apigian (Middle Tennessee State University), Scott Seipel (Middle Tennessee State University), Steven Morris (Middle Tennessee State University)

Curriculum has been developed to leverage the use of hardware, software, and professional training for courses that will educate students in three different objectives; service courses at the undergraduate level, graduate courses across all disciplines, and a curriculum to develop high level students with excellent database and analytics skills.

Big Data Analytics and Data Science Undergraduate Degree Programs

Full Paper

Cheryl Aasheim (Georgia Southern University), Susan R. Williams (Georgia Southern University), Paige S Rutner (Georgia Southern University), Adrian L Gardiner (Georgia Southern University)

With a demand for employees who are skilled in big data and analytics, some universities have started to offer programs in analytics and data science. This paper reviews these programs. Results indicate that analytics programs are associated with business schools, while data science programs are associated with computer science units.

4

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Room 7

Tampa Convention Center

EDUCATION: Educational Challenges within and beyond Business

Chair: Grace Dagher (Lebanese American University (LEBANON))

Developing a Data-Centric Outcomes Assessment Model of Introductory STEM Courses in U.S. Colleges

Abstract

Kihyun Kim (Jacksonville State University), Monica Trifas (Jacksonville State University)

Science, technology, engineering, and mathematics (STEM) education faces challenges in the U.S. as many of the introductory STEM courses become institutional or individual barriers. We present how learning management systems and course data can be incorporated to develop a data-centric outcomes assessment model of Introductory STEM Courses.

Program Schedule

Developing an Honors Program

Abstract

Hae Choi (Savannah State University)

This research is aimed at creating an honors program in a small public university. This honors program will focus on African American traditional heritages, whole person education with civic duties and services, international perspectives, and creative mind with less teaching and more experiential curriculum for 21st century world.

Best Practices for Improving Faculty Diversity

Abstract

Denise Philpot (University of North Texas)

Achieving faculty diversity can be difficult. Many organizations use training to address performance gaps and then promote their actions as best practices. This study examines the impact of search committee training on faculty diversity over time. Trends examined include enrollment trends, faculty employment, and changes in population demographics.

The Graded Model of Salary Increase: A Solution to the Problem of Salary Compression and Inversion in Faculty Salaries

Full Paper

Lei Wang (University of Texas-Pan American), Grace Dagher (Lebanese American University (LEBANON))

As suggested by the equity theory, salary compression and inversion could lead to negative attitudinal and behavioral consequences. The purpose of this study is to propose a model of graded salary increase, which is aimed to tie salary increase rates with tenure of faculty members.

5

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: Designing and Improving Delivery of Health-Related Services

Chair: Scott Sampson (Brigham Young University)

Operational System Integrity: A Grounded Theory Study

Abstract

Maryam Memar Zadeh (Western University (CANADA))

The purpose of this study is to understand managerial mechanisms through which organizations ensure "operating integrity" of work efforts/flows. We define operating integrity as a firm characteristic that represents a firm level compliance with day-by-day operational plans and standards. We develop a mid-range theory by studying three long-term care organizations.

The Investigation of Quality Management Practices on Health and Fitness Industry

Full Paper

Wonsuk Cha (University of Texas-Pan American)

This study examined the effects QM practices on the health and fitness industry. Besides, this study established an integrated foundation between operations (e.g., QM practices) and marketing (e.g., customers' behavioral intentions). I argued that throughout relational competence and technical competence, QM practices could be applied to health and fitness industry.

Program Schedule

Service Network Design with PCN Analysis: A Healthcare Case Study

Full Paper

Scott Sampson (Brigham Young University), Glen Schmidt (University of Utah), John Gardner (Brigham Young University)

Traditional technologies for service design have largely focused on dyadic relationships between service providers and customers. We present a new technology called Process-Chain-Network (PCN) Analysis that provides greater analytical detail than prior methods. We apply PCN Analysis to healthcare contexts, demonstrating how multi-entity service processes can be modeled and improved.

6

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Florida Salon V

Tampa Marriott Waterside Hotel

HEALTHCARE: Using Information to Improve Healthcare Delivery

Chair: Jingyun Li (University of Texas at Dallas)

Availability of Valid and Reliable Bariatric Healthcare Information

Abstract

Christine Alexander (University of Central Oklahoma), Sonya Hsu (University of Louisiana Lafayette)

The Internet and World Wide Web make tremendous amounts of information available for consumption. For bariatric patients, heeding the wrong advice can be a matter of life and death. This research reviews sources of bariatric healthcare information available on the WWW in order to assist bariatric patients in wise decision-making.

Best Practices in CABG Operations

Abstract

Jingyun Li (University of Texas at Dallas)

Observable variances exist on patient healthcare outcomes after they are discharged from cardiac surgery. This study aims to identify and evaluate best practices related to cardiac surgeries on patients in North Texas by using the TQI database as well as the regional database of the Society for Thoracic Surgeons (STS).

7

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Grand Salon J

Tampa Marriott Waterside Hotel

HUMANITARIAN: Disaster Recovery Preparedness - Pre-Positioning Inventories and Services

Chair: Monique French Dooley (University of Colorado Colorado Springs)

A Model to Preposition Inventory for Timely Disaster Relief Support

Abstract

Faizul Huq (Ohio University), Heather Lutz (Pennsylvania State University), Trevor Schuyler Hale (University of Houston-Downtown)

This research presents a model that determines the ideal placement of stockpiles of goods to provide timely support for disaster relief. It considers both the supply and delivery of goods in determining the ideal location to pull goods from after a disaster, while considering the network costs and capacity constraints.

Program Schedule

Regret Models of Preparedness and Response for Emergency Supply Chain

Abstract

Peter Kelle (Louisiana State University), Helmut Schneider (Louisiana State University), Huizhi Yi (Louisiana State University)

Minimizing expected cost of pre-positioning and response of disaster supply results in high shortages for scenarios with small probabilities - hardly tolerated by the public. Considering the worst-case scenario provides too high pre-positioning cost. Our compromise decision models were applied for hurricane supply management in the Louisiana Gulf Coast.

Disasters: Impact on Area Emergency Service Resources

Full Paper

Monique French Dooley (University of Colorado Colorado Springs), Ying Fan (University of Colorado Colorado Springs), Gary L Stading (University of Houston-Downtown)

During disaster response, emergency services in and near the disaster are strained. Better understanding of how area emergency services are affected by disaster can enhance preparation for when disaster strikes. Incident-related variables in a local fire district are studied before, during, and after major area incidents using archival data.

8

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: R&D Spending and Performance

Chair: Oleksiy Osiyevskyy (Northeastern University)

Do Ventures Abide by Their Claims? The Effect of Intended Use of Proceeds on R&D Spending

Abstract

Hyunju Ahn (Korea University (KOREA)), Kye Won Lee (Korea University (KOREA)), Dae-il Nam (Korea University (KOREA))

We examine the credibility of 'intended use of proceeds' section in the prospectus, comparing such investment intentions to actual R&D spending and the complementary interaction of number of patents owned. Results suggest that main effect has no relationship while moderator enhances the relationship, implying that signals can complementarily raise credibility.

Performance Outcomes of R&D and Internationalization in New Ventures

Abstract

M. Amin Zargarzadeh (University of Calgary (CANADA)), Oleksiy Osiyevskyy (Northeastern University)

We develop and test a model explaining the effects of R&D and internationalization on short-term performance of new ventures. Based on data from Kauffman firm survey, our results reveal that R&D is negatively related to new venture performance; this negative association is exacerbated for new ventures engaged in international sales.

Exploring the Impact of an External Crisis on R&D Expenditures of Innovative New Ventures

Abstract

Oleksiy Osiyevskyy (Northeastern University), M. Amin Zargarzadeh (University of Calgary (CANADA))

Uniting prior contradicting views, we develop and test an analytical model of the impact of a crisis on R&D expenditures of new ventures (using empirical data from Kauffman firm survey). During crises, R&D-intensive ventures tend to substantively decrease their R&D investments, while their non-innovative counterparts demonstrate insignificant change in R&D.

Program Schedule

A Longitudinal, Multi-Factor Analysis of the Research and Development Performance of Taiwan

Full Paper

Shad Dowlatshahi (University of Missouri Kansas City)

This paper analyzes and evaluates the educational, intellectual, and Research and Development (R&D) performance of Taiwan over a period of 30 years spanning from 1981 to 2010.

9

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Software Development and Usage

Chair: Nikhil Mehta (University of Northern Iowa)

Users' Extended and Exploratory Use of Software Services

Abstract

Kholekile Gwebu (University of New Hampshire), Jing Wang (University of New Hampshire)

This study theoretically investigates the factors that contribute to users' intention to use a wide array of services in software products, as well as their intention to use successive software services and features. The proposed hypotheses are tested using Facebook's software service offerings.

Software Usage among Small-to-Medium Size Building Construction Firms

Abstract

John Seydel (Arkansas State University), Lian Lian Li (Glodon Software)

Some construction management software addresses relatively narrow needs, yet other software integrates a number of the more focused components. This study addresses what software is actually in use, what software needs remain to be met, and what will it take to meet those needs for small to medium firms.

Relational Capital and Knowledge Heterogeneity in Software Teams: Effects on Knowledge Integration

Full Paper

Nikhil Mehta (University of Northern Iowa)

We examine the role of knowledge heterogeneity and relational capital on knowledge integration in software teams. Based on absorptive capacity and social capital literatures, we test relationships between these team characteristics and internal as well as external knowledge integration.

10

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

LEAN & QUALITY: Implementing Lean Practices and Tools in Manufacturing and Non-Manufacturing Settings

Chair: Giuliano Almeida Marodin (Ohio State University)

The Feasibility of Lean Knowledge Work

Full Paper

Douglas M Stewart (University of New Mexico)

Experts suggest the application of Lean to knowledge workers is a promising area for future growth. At a conceptual level, the core principles of Lean are certainly applicable. Yet, the tools of lean are heavily rooted in manufacturing, and appear inapplicable to knowledge work. We resolve this dilemma.

Program Schedule

Application of Lean to Service Front Office

Abstract

Uzay Damali (University of Victoria (CANADA)), Andrew Melendrez Stapleton (University of Wisconsin-La Crosse)

The objective of this study is to explore the lean practices applied to the front-office of services. While lean is extensively studied in manufacturing and back-office of services, lean in the front-office services is not well understood. We explored lean practices through observations and interviews in various service industries.

Lean Tools in a Job Shop

Full Paper

Daniela Todorova (Eastern Michigan University), John Dugger (Eastern Michigan University), David D. Dobrzykowski (Rutgers University)

While lean is thought to benefit performance, effective implementation is challenging perhaps owing to firm idiosyncrasies. It may be possible to identify specific lean tools that improve lean implementation. This cross-sectional empirical study investigates the applicability of few lean tools in a job shop manufacturing setting.

Factors that Affect Lean Production Practices Implementation in Manufacturing Cells

Full Paper

Giuliano Almeida Marodin (Ohio State University), Guilherme Luz Tortorella (Federal University of Rio Grande do Sul (BRAZIL)), Tarcisio Abreu Saurin (Federal University of Rio Grande do Sul (BRAZIL)), André Seidel (Federal University of Rio Grande do Sul (BRAZIL))

Factors influencing the implementation of Lean Production in the company are widely studied; however, the literature does not present the most relevant factors from the perspective of individual parts of the manufacturing system, such as manufacturing cells. Four case studies were conducted to identify and understand those factors.

11

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Grand Salon H

Tampa Marriott Waterside Hotel

LIVE Competition: Best Teaching Case Studies Award

(Sponsored by **Alpha Iota Delta**)

Coordinator: Matt Drake (Duquesne University)

Judges: Gopesh Anand (University of Illinois at Urbana-Champaign), Ozgun Demirag (Penn State Erie), Eric Huggins (Fort Lewis College)

Idiopathic Pulmonary Fibrosis

David Kopcsó (Babson College), Howard Simon (Babson College), Annie Gao (Babson College)

Container Returns at Pasadena Water Solutions

John Visich (Bryant University), Christopher J. Roethlein (Bryant University), Pedro M. Reyes (Baylor University)

Panasonic and the Micro Four-Thirds Camera System: Disrupting the Digital Camera Industry

Michael Weeks (University of Tampa)

Lolly's Restaurant

Steven Harrod (Technical University of Denmark (DENMARK))

Program Schedule

12

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Florida Salon III

Tampa Marriott Waterside Hotel

LOGISTICS: Routing and Dispatching in Transportation Networks

Chair: David C. Novak (University of Vermont)

Customer Location Impacts on the Alternative Fuel Vehicle Fleet Mix and Routing Problem

Abstract

Joonhwan In (University of Tennessee, Knoxville), John Edward Bell (University of Tennessee, Knoxville)

This study investigates how customer locations impact the use of conventional and alternative fuel vehicle usage in vehicle routing and refueling problems. The analysis focuses on changes in the optimal fleet mix across customer location patterns. The results support the critical role of customer location patterns in logistics operations.

Online and Open Vehicle Routing Problem with Split Delivery

Abstract

Ibrahim Capar (University of Alabama), Burcu Keskin (University of Alabama)

We consider an online, nomadic vehicle routing problem with split deliveries. This type of problem is common for shippers that use common carriers with TL, LTL, or container services. To minimize the total transportation cost, we develop an online integer program. Via structural reductions, we solve real size problems efficiently.

Effective Truckload Dispatch Decision Method with Incomplete Advance Load Information

Abstract

Hossein Zolfagarinia (Wilfrid Laurier University (CANADA)), Michael Haughton (Wilfrid Laurier University (CANADA))

One source of improved profitability for truckload freight carriers is advanced knowledge of detailed client demand. We quantify the profit improvement by using mixed integer programming (MIP) to model dynamic truckload transportation operations.

A Routing Heuristic for Roadway Snow and Ice Control (RISC)

Abstract

Jon Dowds (University of Vermont), Jim Sullivan (University of Vermont), David C. Novak (University of Vermont)

Stand-alone applications of the vehicle-routing problem (VRP) or the arc-routing problem are not necessarily applicable in the real world of roadway snow and ice control (RSIC) operations. We introduce a continuous measure of priority into a sequenced, iterative heuristic for RSIC network clustering, vehicle allocation, and routing.

13

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

MSMESB: Impact of New MAA and ASA Statistics Guidelines on the Undergraduate Business Curriculum

Chair: John McKenzie (Babson College)

Presenters: John McKenzie (Babson College), Milo Schield (Augsburg College), Shuang-Shii Chuang (National Cheng Kung University (TAIWAN))

The ASA will approve its revision of the 2002 Guidelines for Undergraduate Programs in Statistical Science. These documents will have an impact on many of the statistics courses taken by business students. They will also affect minors or concentrations in business schools. This session first presents a summary of both sets of recommendations and then engages the audience in an in-depth discussion on their implications for the business school curriculum.influence.

Program Schedule

14

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

OBHRM: Causes of Job Attitudes

Chair: Hsu-Yao Chen (National Cheng Kung University (TAIWAN))

Employee Cynicism and Locus of Control Impact on the Job Attitude: A Mediation and Moderated Verification

Full Paper

Hsu-Yao Chen (National Cheng Kung University (TAIWAN)), Shuang-Shii Chuang (National Cheng Kung University (TAIWAN))

The study is to discuss the influence of organizational justice for employees' cynicism and job attitude. Furthermore, it discuss if the locus of control will affect the job attitude. Verification by the moderated SEM, it is observed that reciprocals between organizational justice with locus of control show significantly positive influence.

15

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: Understanding Top Management Roles and Decisions

Chair: Azadeh Zamanian (University of Texas-Pan American)

Defining a Framework to Better Understand the Role of the CIO

Abstract

Vess Lee Johnson (University of the Incarnate Word), Natalie Gerhart (University of North Texas), Leon Kappelman (University of North Texas)

The struggle to understand the changing role of the CIO has been plaguing researchers for decades. In an attempt to define a more granular framework for defining CIO role, a framework is proposed based on two dimensions: interactions and activities.

Organizational Downsizing: Strategic Choice of Founder CEOs versus Non-Founder CEOs

Full Paper

Azadeh Zamanian (University of Texas-Pan American), Yuanqing Li (University of Texas-Pan American)

This study investigates the strategic choice of founder CEOs and non-founder CEOs as organizations' decision makers in implementing the phenomena of downsizing (employees' layoffs). The research shows that the likelihood of being downsized is higher among non-founder led firms than founder led firms.

Program Schedule

16

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Room 11

Tampa Convention Center

PEDAGOGY: Playing Games to Help Students Learn Business Topics II

Chair: Andrew Manikas (University of Louisville)

Using Online Games to Teach Fractional Factorial Designs

Abstract

Peter Salzarulo (Miami University)

Students often have difficulty understanding both the need for and the application of fractional factorial designs. To help make their benefit and use more apparent, we demonstrate how an engaging online game can be utilized.

Learning E-Commerce Using a Virtual Negotiation Exercise

Abstract

Jack Crumbly (Tuskegee University), Peggy Daniels Lee (Indiana University)

A learning outcome of an Electronic Commerce course is the ability to determine the appropriate use of social media, virtual teams, online/hybrid delivery, and virtual worlds. We describe a collaborative effort that taught e-Commerce students about virtual worlds using a negotiation exercise. A research agenda in e-Learning is also presented.

Entertaining Experimental Conditions in the Classic Beer Game

Abstract

Deepak Iyengar (Central Washington University), Thomas J Goldsby (Ohio State University), Shashank Rao (Auburn University)

The Beer Game increases student awareness of the phenomenon of Demand Amplification. However, with modifications, the Beer Game simulates VMI and CPFR replenishment systems, too. When compared with the base case, students benefit from seeing how the replenishment strategies differ in strategy, operations, and performance, in a single class session.

Experiential Exercises with Four Production Planning and Control Systems

Abstract

Andrew Manikas (University of Louisville), Mahesh Gupta (University of Louisville), Lynn Boyd (University of Louisville)

In the authors' experience, students have difficulty understanding the differences among production planning and control techniques. We outline manual games for simulating production runs in four systems (MRP, JIT, TOC, and CONWIP) to give students insight into the logic and mechanics of different production planning control techniques.

Program Schedule

17

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

PROJECT MANAGEMENT: Changing How Organizations Implement and Control Projects

Chair: Ganapathiraman Raghu Raman (University of Texas at Arlington)

Transitioning an Organization from Activity-Based to Project-Based Focus

Abstract

Keith Miller (Clayton State University), Craig Hill (Clayton State University)

Firms typically place management focus on completing collections of activities. This paper describes a process and associated benefits for transitioning an organization from activity management to project management. This transition focuses on increasing performance assessment and continuous quality improvement by moving from a bounded-box to a stage-gate system.

Delays in Projects: A Game Theoretic Study

Full Paper

Milind Shrikant Padalkar (Indian Institute of Management Kozhikode (INDIA)), Saji Gopinath (Indian Institute of Management Kozhikode (INDIA))

Project delays are common. Role of human behavior in causing delays has not received systematic attention. In this paper we use game-theoretic framework to model human behavior as endogenous and show that delay-causing actions can have rational origins. We identify tractable variables influencing such behaviors in project situations.

Adopting Agile Project Management Practices - An Exploratory Case Study

Full Paper

Ganapathiraman Raghu Raman (University of Texas at Arlington)

Organizations are transitioning from using the Project Management Body of Knowledge (PMBOK) practices to Agile Project Management (APM) practices. We conduct an exploratory case study to identify certain organization wide and team specific issues when companies adopt APM practices. We identify important lessons learned in team autonomy and training.

18

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: Alignment and Tradeoffs in the Design of Supply Chain Networks

Chair: Willis Mwangola (Georgia Southern University)

Supply Chain Fit and Performance: The Role of Environment

Abstract

David M. Gilgor (Massachusetts Institute of Technology)

The purpose of this research was to build on Fisher's (1997) seminal article on supply chain fit (i.e., match between the products' characteristics and the underlying supply chain design). Specifically, the current study offers a better understanding of how environmental conditions impact the relationship between supply chain fit and performance.

Program Schedule

The Impact of Product Architecture on the Design of Global Production Networks

Abstract

Jan Olhager (Lund University (SWEDEN)), Sebastian Pashaei (Lund University (SWEDEN))

We present research examining how decisions on product architecture impact the design of global production networks. We use an embedded multiple-case study of ten product groups from three large global manufacturing corporations. The findings include the identification of significant impact factors and an impact model.

Alignment in Unorganized Supply Chain: Assessment of the Handloom Sector in India

Abstract

Santosh K Mahapatra (Clarkson University), W. S. William (Xavier Institute of Management), Ramakrishna Padhy (Indian Institute of Management Kashipur (INDIA))

Handloom products can range from highly functional to highly artistic. The sector being highly unorganized, faces multiple challenges. Alignment among various organizations and operations in the supply chain is crucial for the survival of the sector. Using case studies, we provide insights into alignment in this unorganized supply chain.

Risk vs Reward: Examining Performance Trade-offs of Efficiency and Complexity in Supply Chain Operations

Abstract

Willis Mwangola (Georgia Southern University), Alan Mackelprang (Georgia Southern University), Gerard Burke (Georgia Southern University)

Efficiency driven operations are essential to improving firm performance. However, they potentially increase firm vulnerability. Similarly, complex operations, arising from increased globalization and product diversification, also improve performance while increasing vulnerability. Through response surface analysis, this study quantifies the non-linear effects of these two factors on firm performance.

19

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 9

Tampa Marriott Waterside Hotel

SCM: Information and Integration Technologies in the Supply Chain - Adoption Drivers and Effects

Chair: Akhadian S Harnowo (Georgia Southern University)

The Study of Influential Adaptation of Information Technology between Buyers and Suppliers

Abstract

Thawatchai Jitpaiboon (Ball State University), Qiannong Gu (Ball State University)

This research introduces the influential adaptation model to explain how buyers and suppliers adopt different ITs as they enter into buyer-supplier relationships. The results show suppliers' adoption of IT use is largely influenced by buyers' level of IT use; however, there is no clear relationship pattern relating to suppliers' IT use.

The Drivers and Effects of Supply Chain Technology (SCT) Adoption

Abstract

Zhongzhi Liu (Arizona State University), Daniel Prajogo (Monash University (AUSTRALIA)), Adegoke Oke (Arizona State University)

The objectives of this paper are to explore managerial perceptions of what drives SCT adoption in firms and to investigate the conditions under which SCT adoption will be more or less effective, by exploring the roles that information sharing and logistics integration between supply chain partners play in SCT adoption.

Program Schedule

Supply Chain Information Technology and Firm Performance: A Meta-Analysis

Abstract

Akhadian S Harnowo (Georgia Southern University), Alan Mackelprang (Georgia Southern University), Gerard Burke (Georgia Southern University)

Previous studies of Supply Chain Information Technology (SCIT) report various and sometimes contradictory relationships between SCIT and firm performance measures. We consolidate empirical findings from published studies and seek general insights on this topic. By doing so, we also reveal opportunities to better develop aspects of this research area.

20

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Social Capital - Sustainability, Supplier Termination, and Operational Performance Considerations

Chair: Luri Gavronski (UNISINOS (BRAZIL))

Social Capital on CSR Commitment and Sustainable SCM Performance

Abstract

DonHee Lee (Keimyung University), Seong-No Yoon (Savannah State University), John Kim (Troy University)

The purpose of this study is to provide a theoretical correlation by examining how CSR commitment influences the improvement of sustainable SCM performance within the social capital. This study suggests nine propositions, which explains the relationship among social capital, CSR commitment, and sustainable SCM performance.

Identifying Determinants of Supplier Termination: An Empirical Examination from Buyers' Perspective

Abstract

Sehwon Kang (University of Minnesota), Rachna Shah (University of Minnesota), Hojung Shin (Korea University (KOREA))

While benefits of long-term relationships between buyers and suppliers are well established, few studies examine why buyers might terminate relationships with their key suppliers. We empirically study the impact of relationship-termination determinants using data from 300 purchasing managers. Results show that social-capital and resource-dependence significantly impact supplier-termination, but transaction-costs does not.

Social Capital for Buying Firms: Why Does It Matter?

Full Paper

Juliana Celestini (UNISINOS (BRAZIL)), Luri Gavronski (UNISINOS (BRAZIL)), Hale Kaynak (University of Texas-Pan American)

To investigate the relationship of the social capital with the buyer's operational performance, we conducted a survey in the apparel industry in Brazil. The results show that the buying firms can improve their operating performance, if some of the dimensions of social capital are developed.

Program Schedule

21

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Room 1

Tampa Convention Center

SERVICES: Designing and Improving Airline Services

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

Does No Assigned Seats Policy Really Work?***

Abstract

BooYun Cho (Jeju National University (KOREA)), DaeSoo Kim (Korea University (KOREA)), Minchol Min (Jeju National University (KOREA))

The “no assigned seats” policy on Southwest Airlines is considered as a best practice to pursue punctuality and promote on-time performance. Evidence of reducing boarding time has not been reported. We collected data from two airlines which have different policies, and compare the effect of it.

The Impact of Baggage Fees on Airlines’ Operations and Demand

Abstract

Mariana Nicolae (Eastern Michigan University), Mark Ferguson (University of South Carolina)

We empirically test the impact of checked bag fees on airlines’ departure delay performance. Then, based on a choice-based survey, we determine if customers who check bags are more/less valuable to an airline than those who do not.

The Impact of Customer’s Operational Exposure on Customer’s Choice: An Analysis of U.S. Airline Industry

Abstract

Woohyun Cho (University of New Orleans)

This study examines if customers become more sensitive to operation quality when they are more exposed to service operations and may seek air service providers with higher operation quality products. Using a variable choice set model, we analyzed a large panel data from the U.S. airline industry.

Heuristic and Mathematical Modeling Approaches to the Aircraft Boarding Problem

Full Paper

Ching-Chung Kuo (University of North Texas), Mohammed Alkhars (University of North Texas)

This paper surveys the aircraft boarding strategies adopted by major U.S. airlines. Heuristic procedures are explained and graphically illustrated. A zero-one linear program for finding the optimal grouping of passengers to load is presented.

22

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Room 9

Tampa Convention Center

STUDENT SUCCESS: Business Students - What Skills Should They Have?

Chair: Janet Bailey (University of Arkansas at Little Rock)

Technology Skills Needed in Business Core Curriculum

Abstract

Keren H. Deal (Auburn University at Montgomery), Jeffery Periatt (Auburn University Montgomery), Judith A. Kamnikar (Auburn University at Montgomery)

According to recent studies, business students do not have the requisite technology skills needed to meet employer needs. As a means of revising the core business curriculum, a survey was administered to business employers on the most critical skills needed for Word, Excel, PowerPoint and Access and statistical analysis tools.

Program Schedule

Can University Business Students Recognize Plagiarism?

Abstract

Rhonda Rhodes (California State Polytechnic University, Pomona), Kazem Darbandi (California State Polytechnic University, Pomona)

Business students were presented with ten scenarios addressing plagiarism. Their perceived appropriate action for each scenario was identified. Total responses, Major, Gender, Age and Ethnicity responses were analyzed and compared. Forty six percent the university students did not recognize plagiarism. Differences among Gender, Major, Age and Ethnicity were analyzed.

Developing Innovative Thinkers: The Windows 8 App Experience

Full Paper

Janet Bailey (University of Arkansas at Little Rock), Bradley K. Jensen (Microsoft)

This paper reports the results of an ongoing pedagogical process and evaluations being conducted to determine if requiring students to code and get apps accepted into the Windows 8 Store would help develop innovative thinkers. Student participants were primarily non-traditional and none had any prior coding experience.

23

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Content, Importance, Performance Measures, and Research Agenda

Chair: Gökçe Esenduran (Ohio State University)

Strategy Framework of Market-Oriented Supply Chain Sustainability

Abstract

Amit Arora (Savannah State University), Gerard Burke (Georgia Southern University), Ednilson S. Bernardes (West Virginia University), Alan Mackelprang (Georgia Southern University)

The purpose of this paper is to present a framework of market-oriented supply chain sustainability derived from sustainability reports of firms. To achieve this purpose, a structured content analysis using Crawdad software on sustainability reports is conducted and optimization routines for teasing out themes from these data are developed.

Brand Value and Corporate Reputation: How Important Is Sustainability?

Abstract

Ernest Hall (University of Southern Indiana), Jooh Lee (Rowan University)

Interest on sustainability has exploded over the past several years and promises to become an even more important topic in the future. Firms are coming under extreme pressure to not only earn an acceptable level of profit, to be able to earn this profit in a socially acceptable manner.

Designing a Dynamic Standard for Corporate Reporting of Sustainability Performance in Value Chains

Abstract

Thomas Kjaergaard (Aarhus University (DENMARK)), Martin C. Schleper (EBS University (GERMANY)), Kai Förstl (EBS Universität für Wirtschaft und Recht (GERMANY))

Using Absorptive Capacity as a scale model, we develop a dynamic standard for sustainability reporting in corporate value chains. By applying case studies and content analysis, we integrate value chain-related performance indicators from acknowledged reporting standards and generate a range of complementary measures consisting of both compliance-oriented and competitiveness-oriented measures.

Program Schedule

The Sustainability Agenda: How Can OM/SCM Scholars and Researchers Contribute?

Abstract

Gökçe Esenduran (Ohio State University), Johnny Rungtusanatham (Ohio State University), Matthew Schwieterman (Ohio State University)

We offer insights regarding an agenda for sustainability research in the OM literature. In particular, we suggest building a research agenda (i) by extending economic dimension of the traditional triple bottom line perspective, (ii) by encouraging research in multi-disciplinary arena, and (iii) by extending the scope of entities studied.

24

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Room 5

Tampa Convention Center

WORKSHOP: Creating B-School Technology Camps for Students - Administration, Curriculum, and Learning Outcomes

Workshop Coordinator: Terribeth Gordon Moore (University of Toledo)

Presenters: Seth J. Powless (University of Toledo), Teresa Keefe (University of Toledo), Timothy Moore (University of Toledo)

B-Schools are beginning to offer technology camps to compete with existing STEM-based camps. This workshop addresses the research behind business technology camps, administration of a camp, curriculum selection and implementation, funding models, and learning outcomes and assessment. Takeaways include a primer for designing and executing a business technology camp.

25

Saturday, Nov 22nd, 2014, 8:30-10:00 a.m. | Room 3

Tampa Convention Center

WORKSHOP: What's Trending - Cutting Edge Research Methods

Workshop Coordinator: Anand Nair (Michigan State University)

Presenters: Surya D. Pathak (University of Washington Bothell), Ilaria Giannoccaro (Politecnico di Bari (ITALY))

In the past decade or so, several influential studies have emphasized the need for viewing organizations as complex adaptive systems (CAS). While researchers agree that consideration of issues such as complexity, adaptation, self-organization, and non-linearity is important, by and large, there is a lack of understanding regarding the techniques that can be used for the CAS perspective. This workshop will present two methodologies – (i) Agent-based modeling; and (ii) NK simulation modeling – and show how these techniques can be empirically grounded to provide some interesting insights.

Saturday, Nov 22nd, 2014, 10:00-10:30 a.m.

26

Saturday, Nov 22nd, 2014, 10:00-10:30 a.m. | Grand Foyer

Tampa Marriott Waterside Hotel

Coffee Break 1

Program Schedule

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon

27

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 1 Tampa Marriott Waterside Hotel

ANALYTICS: Innovative Applications of Analytics

Chair: Trevor White (Virginia Polytechnic Institute and State University)

Developing a Dashboard with Multifactor Measurement Models

Abstract

Mohan Rao (Texas A&M University-Corpus Christi)

There is a growing popularity for the scorecards and dashboards to measure organizational performance. This paper presents a visualization application for measuring performance of a golf course and compares it to the traditional spreadsheet-based application.

Analysis of NFL Quarterback Draft Outcome with NCAA Data

Full Paper

Ravi Behara (Florida Atlantic University), Preston J. Huang (Spanish River Community High School), C. Derrick Huang (Florida Atlantic University)

In this paper we use quality management and market finance tools to evaluate the performance of quarterbacks during their NCAA careers and its implications for their professional success in the NFL. We use control charts and Bollinger Bands to develop methods to monitor and analyze overall QB performance.

Exploring Tornado Prediction with Neural Modeling of Radar-Indicated Storm Features

Full Paper

Trevor White (Virginia Polytechnic Institute and State University), Tabitha L. James (Virginia Polytechnic Institute and State University), Deborah Cook (Virginia Polytechnic Institute and State University)

Prediction of tornadogenesis is one of the great problems in meteorology. In this research, we write custom software to mine storm structure variables detected by the Mesocyclone Detection Algorithm (MDA) at the radar stations. Neural modeling in JMP is then used to perform an exploratory analysis of this data.

28

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Room 10

Tampa Convention Center

CURRICULUM: Designing Business/Data Analytics Courses

Chair: Betsy Page Sigman (Georgetown University)

Designing Analytics Courses with Student Success in Mind

Abstract

Matthew Aaron Lanham (Virginia Polytechnic Institute and State University)

We offer evidence about which software/languages most adequately prepare students for analytics-focused employment. The open source R language in parallel with commercial platforms such as SPSS Modeler or SAS E-Miner is ideal.

Program Schedule

Innovative Undergraduate Business Statistics-Business Analytics Course Design

Abstract

Barbara A Osyk (University of Akron), Bindiganavale Vijayaraman (University of Akron)

We explore student experiences (benefits and challenges) from combining the business statistics and analytics courses in a mini-cohort format over one semester. After three semesters, students have performed well and feedback is positive.

Teaching How to Integrate Real Time Big Data Analysis and Visualization for Better Decision Making

Abstract

Betsy Page Sigman (Georgetown University), Marie Selvanadin (Georgetown University), William Garr (Georgetown University), Robert Pongsajapan (Georgetown University), Kristin Bolling (Georgetown University)

This paper discusses how Splunk can help students analyze streaming social media data from Twitter feeds, in tandem with Tableau, to make better decisions. Our hypothesis is that hands-on experience with analyzing and visualizing live data streams will help students to understand how organizations can make better decisions.

29

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Grand Salon H Tampa Marriott Waterside Hotel

CURRICULUM: Teaching Cases for Business Education I

Chair: Matt Drake (Duquesne University)

Case Study on the Tax Ramifications of S Corporation Shareholder Termination or Change of Ownership Interest

Full Paper

Elizabeth Conner (University of Colorado at Denver), Doug Laufer (Metropolitan State University of Denver)

This paper discusses the variation in tax effects that can occur when a shareholder of an S-corporation terminates or changes ownership interest. A case study used in a tax course will be presented. The case is intended to enhance student's thinking skills and technical competencies.

Pizza Express

Jakov Crnkovic (University at Albany, State University of New York)

The Crystal City

Judith Cruz-Sandoval (Universidad de las Americas Puebla (MEXICO)), Erika Galindo Bello (Universidad de las Americas Puebla (MEXICO))

Program Schedule

30

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 4 Tampa Marriott Waterside Hotel

GENERAL BUSINESS: International Management - Organizational, Societal, and Publishing Issues

Chair: Cau Ngoc Nguyen (Texas A&M International University)

MEGlobal: A Case for Culture

Full Paper

John Hayes (Gulf University for Science and Technology (KUWAIT))

When Petrochemical Industries (PIC) of Kuwait and Dow Chemical (Dow) of the USA created MEGlobal, a joint venture, almost overnight, MEGlobal ranked second in the global EG market. This paper explores how the company developed its unique culture, which paved the way to the creation of an immensely successful JV.

The Citation Impact of International Management Journals: An Investigation and Comparison

Full Paper

Milton Mayfield (Texas A&M International University), Jacqueline Mayfield (Texas A&M International University), Cau Ngoc Nguyen (Texas A&M International University)

This paper examined 82 international management journals' citation rates to provide information about which journals serve as more highly cited outlets for disseminating international management research findings. The analysis showed a very skewed distribution in citation rates. Journals were grouped into three suggested citation impact categories: high, strong, and moderate.

31

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Florida Salon IV Tampa Marriott Waterside Hotel

HEALTHCARE: Improving Healthcare Quality

Chair: William Johnson Miller (Georgia College & State University)

Improving Patient Experience: The Effects of Complexity and Health Information Technology

Abstract

Xiaosong David Peng (University of Houston), Yuan Ye (University of Houston), Xin Ding (University of Houston)

We examine the potential effects of hospital service variety and case mix on experiential quality, and how clinical IT and administrative IT help mitigate these effects. We use patient level data to test our hypotheses, which improves upon prior research that uses aggregated experiential quality measures.

Assessing the Relationship between Quality Performance and Organizational Context in U.S. Hospitals: A Three Year Study

Abstract

William Johnson Miller (Georgia College & State University), Christopher M Lowery (Georgia College & State University), Andrew T Sumner (Georgia State University), Theodore J. Randles (Eastern Kentucky University)

This study assesses the relationship between organizational context and quality performance (patient-safety/errors), in hospitals over a 3 year period. It seeks to validate previous results and to develop more specific, theoretically-based explanations as to why large hospitals and teaching hospitals tend to make more errors.

Program Schedule

32

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Florida Salon V Tampa Marriott Waterside Hotel

HEALTHCARE: Social Responsibility and Sustainability Initiatives in Healthcare

Chair: Henry Aigbedo (Oakland University)

Waste within the Operating Room

Abstract

David Dreyfus (Michigan State University), Anand Nair (Michigan State University), Claudia R. Rosales (Michigan State University)

About one third of over \$4 Billion yearly waste occurring in hospitals takes place in operating rooms. This ethnographic research examines the antecedents and the impacts of material waste in the operating room. A theoretical research model will be presented and results obtained from empirical analyses will be discussed.

The Role of Supply Chain in Healthcare: A Unique View of Humanitarian Logistics

Abstract

Rebecca Scott (University of North Texas), Benjamin George (University of North Texas), Victor Prybutok (University of North Texas)

Humanitarian logistics is often relegated to the dispersal of supplies/services in times of disaster. Results of 860 students from a newly-minted non-smoking campus provide a unique view that health maintenance is dependent upon supply and availability. These findings have implications to help individuals avoid smoking, resulting in potential humanitarian benefits.

Analyzing Factors that Lead to Successful Vocational Rehabilitation

Abstract

Franklin Thomas Warren (Virginia Polytechnic Institute and State University), Roberta S. Russell (Virginia Polytechnic Institute and State University)

States are mandated to provide vocational rehabilitation services to their disabled population with the goal of living independently and obtaining employment. We examine the effectiveness of this training when jobs are scarce and funds for providing these services are dwindling. Suggestions are made for increasing throughput and using resources wisely.

Environmental Disclosures in the Healthcare Supply Chain

Abstract

Henry Aigbedo (Oakland University)

Many organizations around the globe are responding to expectations for them to be environmentally responsible. A vital aspect to these organizations' commitment in this regard is the disclosure of their environmental activities. This issue is examined for the healthcare industry.

Program Schedule

33

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Grand Salon J Tampa Marriott Waterside Hotel

HUMANITARIAN: Supporting Humanitarian Organizations and Supply Chains

Chair: Dara Gale Schniederjans (University of Rhode Island)

Framework of Humanitarian Supply Chains: A New Perspective and Literature Review

Abstract

Degan Yu (University of Rhode Island), Mehmet Gokhan Yalcin (University of Rhode Island), Koray Ozpolat (University of Rhode Island), Doug Hales (University of Rhode Island)

Although successful disaster relief requires the whole humanitarian supply chain to respond in harmony, it is surprising to observe that there is no humanitarian aid framework drawn from SCM perspective. This article proposes a new framework for Humanitarian SCM and identifies some gaps after a systematic literature review.

Social Media and Humanitarian Logistics: An Empirical Example

Abstract

Jack Crumbly (Tuskegee University), Lemuria Carter (North Carolina A&T University), Quintus Jett (Rutgers University)

Recent advances in social media have enabled organizations to reach a large number of stakeholders. In this study we explore the utilization of social media by food banks. Implications of research and practice are discussed

Cloud Computing in Humanitarian Organizations

Full Paper

Dara Gale Schniederjans (University of Rhode Island), Koray Ozpolat (University of Rhode Island), Yuwen Chen (University of Rhode Island)

We present research examining how cloud computing enhances collaboration and ultimately agility in humanitarian organizations. We use both case study and survey analysis to examine the impact of cloud computing on humanitarian organizations.

ERP Systems in Humanitarian Enterprises: Issues, Implementation and Potential

Abstract

Jose Gavidia (College of Charleston), Nezih Altay (DePaul University)

We study humanitarian relief supply chains and identify the issues with and the potential of ERP systems in distributing aid more effectively and efficiently.

Program Schedule

34

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 8 Tampa Marriott Waterside Hotel

IS/IT: Developing and Deploying IS/IT Capabilities Successfully

Chair: David W. Hwang (Shippensburg University of Pennsylvania)

Developing a Practical Framework for Assessing E-Procurement Post Implementation Success Using DANP and Bayesian Belief Networks

Abstract

Ramkumar Maria Arputham (Indian Institute of Technology Kharagpur (INDIA)), Mamata Jenamani (Indian Institute of Technology Kharagpur (INDIA))

Implementing e-procurement in organizations is highly sophisticated, lengthy and costly process which tends to face failure. Thus it is essential to perform a success assessment at post-implementation stage. This paper proposes a practical framework for assessing a firm's e-procurement post-implementation success by utilizing DANP and Bayesian belief networks.

The Role of Information and Communication Technology: An Investigation of the “Thousand of Villages” Program

Abstract

Xitong Guo (Harbin Institute of Technology), Guanyi Lu (College of Business, Oregon State University), Yulin Fang (City University of Hong Kong (HONG KONG)), Doug Vogel (Harbin Institute of Technology (CHINA))

The Chinese government has initiated a “Thousands of Villages” (ToV) program to supply quality food products to rural citizenry. We study the role of the ToV program prescribed IT systems in association with the Information and Communication Technology ecosystem. We present new insights regarding the antecedents of prescribed systems usage.

An Integrated Approach for the Deployment of Cloud Computing: A Nine Step Process

Full Paper

Hossein Bidgoli (California State University, Bakersfield)

This paper first examines the existing opportunities and challenges in cloud computing environment and then offers nine integrated steps for managers to consider before adopting this technology. If these steps are carefully analyzed they should increase the chances of success when deploying cloud computing into your organization.

The Impact of Organizational Shared Values on Information Technology and Organizational Capabilities

Full Paper

David W. Hwang (Shippensburg University of Pennsylvania)

This study examines how a firm's shared values influence their IT and organizational capabilities, which in turn impact overall organizational performance in the contexts of supply chain management. This paper presents a research model which identifies key dimensions of organizational shared values, IT implementation, combinative operational capabilities, and competitive performance.

Program Schedule

35

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 10 Tampa Marriott Waterside Hotel

LEAN & QUALITY: Lean in Healthcare - Applications and Research Needs

Chair: Sharon Schweikhart (Ohio State University)

Strategic Lean Implementation in Healthcare

Abstract

Yong Taek Min (Boston University), Jay Kim (Boston University), Joseph Restuccia (Boston University), Michael Shwartz (Boston University)

We assess if there are different lean implementation strategies in hospitals and how effective they are in improving quality and efficiency performance. Lean implementation patterns are identified based on hospitals' differing degree of emphasis on lean principles. Quality and efficiency performance of each hospital is analyzed by using CMS database.

Increasing Efficiency in ER Operations with Positive Lean

Abstract

Andras Herczeg (Corvinus University of Budapest (HUNGARY)), Gyula Vastag (National University of Public Service (HUNGARY))

The lean philosophy was rapidly adopted in the health care industry. However, literature shows that using lean tools to improve efficiency and aim for a better quality also reveal challenges. The paper examines the emergency room's (ER) operational performance and suggests a positive lean approach to manage the implications.

Assessing the Lean Healthcare Transformation: Working with Practice to Establish Research Priorities

Abstract

Sharon Schweikhart (Ohio State University), Naomi Adaniya (Ohio State University), Susan Moffatt-Bruce (Ohio State University)

Although a wide variety of research disciplines including management, engineering, health services, and medicine have begun to study aspects of lean healthcare, the lean healthcare community is now looking for more rigorous research studies and a larger base of evidence to guide lean initiatives.

36

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Grand Salon I Tampa Marriott Waterside Hotel

LIVE Competition: Elwood S. Buffa Doctoral Dissertation Award

(Co-sponsored by **HERCHER Publishing Inc.** and the **Supply and Value Chain Center, Texas Christian University, USA**)

Coordinators: John Gray (Ohio State University), Gökçe Esenduran (Ohio State University)

Judges: Daniel Guide (Pennsylvania State University), Asoo Vakharia (University of Florida), Jennifer Blackhurst (Iowa State University), Kevin Linderman (University of Minnesota)

Fleet Management in the Humanitarian Sector

Mayhar Eftekhari (Arizona State University)

Incentives in U.S. Healthcare Operations

Tinglong Dai (Carnegie Mellon University)

Program Schedule

Supply Chain Disruptions and the Role of Information Asymmetry

Bill Schmidt (Cornell University)

Product Recalls and Firm Performance: Investigating Recall Drivers and Recall Financial Performance Relationship

Adams B. Steven (University of Massachusetts Amherst)

37

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Grand Salon G Tampa Marriott Waterside Hotel

LIVE Competition: Instructional Innovation Award

(Sponsored by **Alpha Iota Delta**)

Coordinator: Bryan Ashenbaum (Miami University)

Judges: Laura Birou (Louisiana Tech University), Heather Lutz (Pennsylvania State University), Regis Terpend (Boise State University), Pamela Rogers (Cameron University)

Multifaceted and Multidimensional Undergraduate Research in Marketing and Business

Beheruz Nariman Sethna (University of West Georgia)

Stock Control: Learning Inventory Concepts by Beating Levels and Winning Prizes

Debra S. Bishop (Drake University), Brad C. Meyer (Drake University)

Teaching Lean Six Sigma within a Supply Chain Context: The Airplane Supply Chain Simulation

Scott C. Ellis (University of Kentucky), Thomas J Goldsby (Ohio State University), Ana Bailey (LeanCor LLC), Jae-Young Oh (University of Kentucky)

38

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Florida Salon III Tampa Marriott Waterside Hotel

LOGISTICS: Evaluating Logistical Challenges with Analytical Models

Chair: Maxim A Bushuev (Kent State University)

Decision Support Tools for Competitive United States Department of Agriculture Food Aid Bidding

Abstract

Jomon Aliyas Paul (Kennesaw State University), Xinfang Wang (Georgia Southern University)

The United States Department of Agriculture (USDA) provides almost two billion dollars of food aid annually in response to global emergencies and famine. In this research, we apply robust optimization to mimic the competitive bid approach used by USDA to advise food supplier and ocean carrier clients on pricing strategies.

Program Schedule

Can Normal Distribution Be Used to Model Delivery Time? Delivery Performance Prospective

Abstract

Maxim A Bushuev (Kent State University)

This paper investigates strategies for delivery performance improvement. The performance is measured using a cost based analytical model which evaluates the expected penalty cost for early and late delivery. We compare the results for two delivery time distributions: normal and double truncated normal.

39

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 11 Tampa Marriott Waterside Hotel

MS/OM/OR: Forecasting - The Role of Customers

Chair: Minseok Park (University of South Carolina)

The Changing Role of Forecasting in Designing Service Supply Chains

Abstract

Gergely Tyukodi (Corvinus University of Budapest (HUNGARY)), Gyula Vastag (National University of Public Service (HUNGARY))

The ability of forecasting is essential in designing supply chains, especially if the input and the output of the supply chain is the same entity, the customer. In this theoretical research we are investigating the specialties of service supply chains from forecasting customer behavior point of view.

The Impact of Risk Pooling on Forecasting in Supply Chains

Abstract

Yi Dong (University of International Business and Economics (CHINA)), Nan Hu (University of Wisconsin-Eau Claire), Jian-Yu Ke (University of Wisconsin-Eau Claire)

We argue that more big customers leads to more risk pooling effect and decreases variations in the EPS forecasts made by stock market analysts. In addition, the benefit from risk pooling is more significant to the upstream in supply chain.

Does a Forecast-Accuracy Based Allocation Scheme Induce Customers to Share Truthful Forecasts?

Abstract

Pelin Pekgun, Minseok Park (University of South Carolina), Pinar Keskinocak (Georgia Institute of Technology)

We investigate the strategic forecasting and ordering behavior of customers, where they may share forecasts untruthfully with their supplier, such as inflating forecasts to secure sufficient capacity. We analyze different inventory allocation mechanisms for the supplier through behavioral experiments, and show how rewarding forecast accuracy can lead to improved forecast sharing.

40

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Florida Salon VI Tampa Marriott Waterside Hotel

MSMESB: Using Technology to Provide Better Instruction

Chair: Robert L. Andrews (Virginia Commonwealth University)

Presenters: Robert Nauss (University of Missouri-St. Louis), Karen Mullane (Pearson Education), Traci Simons (Pearson Education), Raj Sampath (DeVry University), Michael Speed (SAS Institute)

This session runs the gamut from using simulation in Excel for instruction to the use of course management tools to assist the students and instructors in the learning process, to hybrid or online delivery of content and/or courses. The presenters share their experience and, where appropriate, demonstrate the use of the technology, as well as discussing important considerations that must be taken into account when deciding whether to use the technology.

Program Schedule

41

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Florida Salon II Tampa Marriott Waterside Hotel

OBHRM: Making Decisions - Ethics, Moral Judgment, and Decision-Making Model

Chair: Pamela Lee (Saint Leo University)

Ethics? That Isn't an Ethical Question

Abstract

Joann Farrell Quinn (University of South Florida), Deirdre Painter Dixon (Case Western Reserve University)

Conflicts of interest abound in ethical decision-making, and without a proper understanding of what leads to unethical decision-making, a code of conduct ethics has limited impact in prevention of unethical decisions. This is a cognitive and emotional issue, not a philosophical one, thus a behavioral approach to ethics is needed.

The Effect of Different Moral Perspectives on Moral Judgment

Full Paper

Jiahe Song (Auburn University), Benjamin Larson (Auburn University), Xiaoye Cheng (Auburn University), John R. Drake (East Carolina University), Dianne Hall (Auburn University)

This study examines how individual differences in egoism as well as idealism affect moral judgment. We found that three dimensions of egoism were formed and that Machiavellianism and idealism exhibited a negative effect on moral development used in moral judgment. Hedonism had a positive effect, while ethical egoism was insignificant.

The Flip Flop as a Valid Decision Making Model in Situations of Uncertainty and Negative Synergy

Full Paper

Shannon Jackson (Saint Leo University), Pamela Lee (Saint Leo University)

Often maligned as a sign of weakness or indecision, the flip-flop may be a viable alternative to the idea that there is one correct decision. This paper examines when such an approach might be appropriate and how one goes about identifying the appropriate use of the flip-flop in the decision process.

42

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Room 11

Tampa Convention Center

PEDAGOGY: Playing Games to Help Students Learn Business Topics I

Chair: Paul J.A. Van Vliet (University of Nebraska Omaha)

The Impact of Individual Difference on the Effectiveness of Gamified Technology-Mediated Training

Abstract

Wei-Cheng Milton Shen (University of Alabama in Huntsville), Radhika Santhanam (University of Oklahoma), De Liu (University of Kentucky)

Through lab experiments, we examine the moderating effects of gender and achievement motivation on gamified technology-mediated training and multiple outcome measures (e.g., self-efficacy, learning outcomes, motivation to learn). We further scrutinize their impact when the research participants were winning, losing, or tying the game.

Program Schedule

Empirical Assessment of Reflective Learning in Teaching Enterprise Systems: A Longitudinal Study

Abstract

Carlo A. Mora-Monge (New Mexico State University), Jennifer Kreie (New Mexico State University)

This study assesses the effectiveness reflective learning techniques in the context of a team based simulation game that teaches ES related content. By empirically analyzing primary data from students who take part in the simulation, several factors are measured and compared before and after the simulation is completed.

Gamification in Higher Education: A Longitudinal Examination of Student Attitudes

Full Paper

Paul J.A. Van Vliet (University of Nebraska Omaha)

This paper describes the redesign of an introductory information systems course using game mechanics to enhance student engagement. A post-course survey showed which game-based elements in the course were most successful and uncovered distinctions among those students who major in an Information Technology-related field and those who do not.

43

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 12 Tampa Marriott Waterside Hotel

PROJECT MANAGEMENT: Improving Information Technology Project Performance

Chair: Kris A Murphy (Case Western Reserve University)

Exploring the Mediating Effect of Operational Capabilities on the Link between Environmental Pressures and IT Project Performance

Full Paper

Vicky Gu (University of Houston-Clear Lake), Qing Cao (Texas Tech University), Marc J. Schniederjans (University of Nebraska-Lincoln)

This study examines operational capabilities pertaining to process maturity level, technical knowledge, project manager competency, and financial resources under environmental pressures. Our results suggest that operational capabilities mediate the relationship between environmental pressures and IT project performance. Findings help firms to achieve great project performance by capitalizing their operational capabilities.

Boundaries Spanning in Information System Development Project: The Moderating Role of Transactive Memory

Abstract

Jack Shih-Chieh Hsu (National Sun Yat-Sen University (TAIWAN)), Shih-Yu Wang (National Sun Yat-Sen University (TAIWAN)), Rich Lee (National Sun Yat-Sen University (TAIWAN))

Boundaries spanning is critical in ISD projects because ISD projects usually involve numerous levels of stakeholders. This study identifies three types of boundaries and illustrates different activities can enhance performance through crossing different boundaries. We also argue that boundaries spanning activities can generate better effect when transactive memory is present.

Requirement Elicitation from the Open Innovation Societies of Internet-of-Things Project

Abstract

Rich Lee (National Sun Yat-Sen University (TAIWAN))

IoT projects have the high-risk-to-fail nature of innovation and are volatile in team collaboration. Through the searching process, team members can (1) understand the current evolution status of the similar idea; (2) shape the preliminary requirements; and (3) disclose the potential risk sources.

Program Schedule

Enterprise Software Solutions: How Do Steering Committees Steer?

Full Paper

Kris A Murphy (Case Western Reserve University), Richard Boland (Case Western Reserve University)

Despite years of practice and significant cost, companies seldom realize the full benefit of an enterprise system. Steering committees can drive success in deploying enterprise systems through a multileveled, interrelated grouping of foundational, structural and action based factors that collectively validate the information processing view of organizations.

44

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 9 Tampa Marriott Waterside Hotel

RECEPTION: New DSI Member Welcome

Coordinator: Hope M. Baker (Kennesaw State University)

45

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 3 Tampa Marriott Waterside Hotel

RESEARCH PANEL: Summary of Management of Innovation within and across Borders

Moderators: Janice Carrillo (University of Florida), Cheryl Druehl (George Mason University), Juliana Hsuan (Copenhagen Business School)

While new product and service creation is an essential task to ensure a firm's success, process and supply chain innovations can also create a unique source of competitive advantage. We discuss the DSJ special issue on "Management of Innovation Within and Across Borders," and offer future directions for research.

46

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Room 12

Tampa Convention Center

RETAILING & e-TAILING: Understanding the Purchase Process

Chair: Ta-Wei (Daniel) Kao (University at Buffalo, The State University of New York)

How Online Customers' Concerns Affect Their Purchase Intention: An Empirical Study of Antecedents and Consequences of Online Customers' Concerns

Abstract

Mohammadreza Mousavizadeh (University of North Texas)

Customers' concerns play an important role in their decision making process to shop online. This study investigates the effect of most important concerns of online customers on their purchase intention. We found that Privacy and product and service concerns are important indicators of purchase intention for online customers.

Impact of the E-Retailer Reputation on the E-Purchase Process

Full Paper

Jeen-Su Lim (University of Toledo), John H. Heinrichs (Wayne State University), Kee-Sook Lim (University of Toledo)

This study investigates the role of e-retailer reputation in the e-purchase process by developing and empirically testing a conceptual model that depicts the relationships among e-retailer reputation, transaction risk, information risk, satisfaction, and purchase intention. The moderating effects of product type and type of e-retailer on these relationships are tested.

Program Schedule

The Effect of UTAUT and IDT on Online Shopping—Familiarity and Perceived Risk as Mediators

Full Paper

Hsin-Hsin Chang (National Cheng Kung University (TAIWAN)), Ta-Wei (Daniel) Kao (University at Buffalo, The State University of New York), Hsiou-Ting Jain (National Cheng Kung University (TAIWAN))

This research combines the Unified Theory of Acceptance and Use of Technology (UTAUT) with Innovation Diffusion Theory (IDT) to study customers' online purchase intentions. Using familiarity and perceived risk as mediators, we investigate relations among performance expectancy, effort expectancy, virtual community building, trialability, and purchase intention.

47

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 7 Tampa Marriott Waterside Hotel

SCM: Agile and Flexible Supply Chains - Design Attributes and Performance

Chair: Craig Hill (Clayton State University)

Aligning Supply Chain Flexibility, Innovation, and Uncertainty: A Configuration Approach***

Abstract

Hung Manh Nguyen (Royal Melbourne Institute of Technology University (AUSTRALIA))

This study examined alignments of supply chain innovation, flexibility, demand uncertainty and their effects on performance using GMRG database. There were three major patterns: the SWAT, the NERVOUS and the LAGER that all related to both operational and business performance. Differentiating factors were frequency and speed of new products.

Supply Chain Flexibilities and Agility: An Updated Taxonomy and Perspective

Abstract

Soomin Park (University at Buffalo, The State University of New York), Nallan Chakravarthy Suresh (University at Buffalo, The State University of New York)

This paper develops a taxonomy of flexibilities at the supply chain level, expanding past taxonomies which are mostly devoted to manufacturing flexibility.

Quantifying Supply Chain Flexibility and Capacity Utilization

Abstract

Robert Burgess (Georgia Institute of Technology), Craig Hill (Clayton State University)

Generally, flexibility is difficult to measure, whether considering the department, business unit, or the supply chain as the basis of measure. The degree of flexibility varies as the company's capacity utilization changes. Additionally, flexibility is related to effective process management as indicated by the cash to cash cycle metric.

Program Schedule

48

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 5 Tampa Marriott Waterside Hotel

SCM: Buyer-Supplier Relationships - Relationship Quality and Performance Enhancement

Chair: Desirée Knoppen (Escuela de Alta Dirección y Administración Business School (SPAIN))

Information Quality as a Signal of Relationship Quality

Abstract

Rishikesh Jena (University of Arkansas Fayetteville), Vishal Shah (University of Arkansas Fayetteville)

Signaling theory provides a framework for understanding how signals can be used to understand collaborative behavior among supply chain partners. We propose that information quality will influence the relationship quality and this link will be moderated by information asymmetry. Future empirical research will be based on the propositions developed.

Managing Dependence in Alliance Portfolios

Abstract

Matthew Schwieterman (Ohio State University), Thomas J. Goldsby (Ohio State University)

Managing alliances is critical to firm performance. However, the dependence characteristics of alliance portfolios have not been explored in sufficient depth. Our study utilizes a sample of firms that recently underwent an IPO to test hypotheses on the relationship between alliance portfolio characteristics and financial performance.

Integrating Knowledge in Buyer-Supplier Relationships: Empirical Evidence on Key Outcomes and Antecedents

Full Paper

Elena Revilla (IE Business School (SPAIN)), Desirée Knoppen (Escuela de Alta Dirección y Administración Business School (SPAIN))

Drawing from the Resource Based View, this study examines how buyer-supplier relationships can achieve high levels of performance by building a dynamic knowledge integration capability. Furthermore, this study investigates how strategic supply management and trust shape knowledge integration.

49

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 6 Tampa Marriott Waterside Hotel

SCM: Identifying and Evaluating Competing Supply Chain Strategies I

Chair: Raza Rafique (Rutgers University)

A Reconciliation of Dynamic Models of Supply Chains with Consideration of Systems Dynamics and Control Theory

Abstract

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

To advance the technology of dynamic supply chain (SC) models, the authors propose to investigate recent developments in the SC models. Numerous modeling methodologies are investigated in terms of their appropriateness for addressing specific questions within SCs. A focus will be placed on applications of system dynamics and control theory.

Program Schedule

Evaluative Analysis of Disintermediation in Supply Chains

Abstract

Marouen Ben Jebara (University of Toledo), Sachin Modi (University of Toledo), Ram Rachamadugu (University of Toledo)

We conducted an evaluative study to analyze impact of demand variability and market mediation costs on disintermediation level in biopharmaceutical supply chains. Our findings show large domains where either total disintermediation or the absence of it are most profitable. Small domains exist where disintermediation level does not significantly impact costs.

Innovation or Supply Chain Management: How to Win Market Leadership?

Abstract

Raza Rafique (Rutgers University), Yao Zhao (Rutgers University), Kwon Gi Mun (Rutgers University)

In corporate world, businesses strive for increased market share to become market leaders. In our research we examine role of new technology, management of supply chain and innovation to understand market leadership, competitiveness and business excellence.

50

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Room 1

Tampa Convention Center

SERVICES: Explaining Airline Service Performance and Rankings

Chair: Kathleen L. McFadden (Northern Illinois University)

Service Competition and Service Performance under Capacity Constraints in Airline Industry

Abstract

Kefeng Xu (University of Texas at San Antonio), Yan Dong (University of South Carolina)

This research empirically investigates the relationships among operating environment, operating decisions, and customer service in airlines. After controlling for industry specific factors such as distance and hub, we study how operating decisions such as scheduled time and service performance such as delay are affected by both competition and capacity constraints.

Effects of Different Service Dimensions on Airline Quality Rankings

Full Paper

Praowpan Tansitpong (Mahidol University International College (THAILAND)), Muge Yayla-Kullu (Rensselaer Polytechnic Institute)

We study how airline quality rankings are affected by airlines' performance on different service dimensions. We investigate both economy and business classes and their impact on overall rankings. We find that fast response to customer requests, high cabin presence, good quality in-flight products, and well-designed check-in operations are significant dimensions.

Panel Data Analysis of Airline Structural Design Choices

Full Paper

David West (East Carolina University), Scott Dellana (East Carolina University)

The empirical results provide evidence that the structural design choices of (1) the network routing structure; (2) the complexity of the aircraft fleet deployed; (3) the operations scale and (4) the extent of market rivalry explain approximately 80% of the differences among airlines in operational profitability

Program Schedule

Service Failures in Airline Operation: An Empirical Analysis

Full Paper

Mahour Mellat-Parast (North Carolina A&T State University), Davood Golmohammadi (University of Massachusetts Boston), Kathleen L. McFadden (Northern Illinois University)

This paper uses data from the U.S. airline industry to investigate the impact of various service failures on financial performance. We find for airlines pursuing a revenue-driven strategy, flight delays is significantly related to profitability, while for airlines pursuing a low-cost strategy, customer complaints are significantly related to profitability.

51

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Room 9

Tampa Convention Center

STUDENT SUCCESS: Characterizing Students Playing Business Games

Chair: Yi-Su Chen (University of Michigan-Dearborn)

Team Goal Orientation and Team Effectiveness: Multidimensionality and Implications for Management Education

Abstract

Anju Mehta (University of Northern Iowa), Nikhil Mehta (University of Northern Iowa)

Although teams are often used in management education, little research exists on what types of student teams are most effective. In examining the relationship between multiple dimensions of team goal orientation and team effectiveness, using strategy simulation teams, we find that learning oriented teams do worse than performance-prove oriented teams.

Risk Dynamics Among Business and Non-Business Students: A Supply Chain Negotiation Exercise

Abstract

Yi-Su Chen (University of Michigan-Dearborn), Young Ro (University of Michigan-Dearborn), Tsai-Shan Shen (Eastern Michigan University), Thomas Callahan (University of Michigan-Dearborn)

Prospect Theory has long posited that individuals alter risk-seeking behaviors in gain and loss frames. Through a supply chain negotiation exercise, we investigate how business students and non-business students alter their bargaining styles in a gain frame and in a loss frame. Implications are provided.

Fairness Dynamics Among Business and Non-Business Students: A Supply Chain Negotiation Exercise

Abstract

Young Ro (University of Michigan-Dearborn), Yi-Su Chen (University of Michigan-Dearborn), Tsai-Shan Shen (Eastern Michigan University), Thomas Callahan (University of Michigan-Dearborn)

Equity Theory explains the satisfaction level within an existing relationship in terms of the perceived fairness of resources and benefits distribution. Through a supply chain negotiation exercise, we investigate whether business and non-business students behave differently in under-benefit and over-benefit situations. Implications are provided.

Program Schedule

52

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Meeting Room 2 Tampa Marriott Waterside Hotel

SUSTAINABILITY: Being Socially Responsible - Approaches and Outcomes

Chair: Yoo-Taek Lee (Boston University)

The SA8000 Social Certification Standard: Literature Review and Research Directions

Full Paper

Marco Sartor (University of Udine (ITALY)), Guido Orzes (University of Udine (ITALY)), Carmela Di Mauro (University of Catania (ITALY)), Maling Ebrahimpour (University of South Florida St. Petersburg), Guido Nassimbeni (University of Udine (ITALY))

SA8000 is considered the most important corporate social responsibility certification. We provide the first literature review on this topic, discussing the main research fields: advantages, obstacles, comparison with ISO9000 and ISO14000 standards, and comparison with other CSR standards. Building on these findings, we propose a research agenda.

Implications of ISO 26000 Adoptions on Sustainable Supply Chain Management and Competitive Advantage

Abstract

Kai Kyujang Kim (University of Nebraska-Lincoln)

This empirical research examines what implications firms will have on their sustainable supply chain management and competitive advantage by implementing the ISO 26000 standards. We present the result of analyzed survey data from 300 managers in supply chain related area of U.S. based companies using structural equation model.

Globalization of Operations: A Social Responsibility Perspective

Abstract

Xiaojin Liu (University of Minnesota), Kingshuk K. Sinha (University of Minnesota)

Unsafe work conditions in offshore factories have become major impediments in the globalization of operations. Literature suggests that there is a need to improve factory working conditions, globally. We integrate social responsibility with working condition improvement, and examine how the visibility of working conditions affects social and operational performance.

Arc of Socially Responsible Supply Chain and Performance: Exploring the Relationship by Using Secondary Data from South Korea

Abstract

Yoo-Taek Lee (Boston University), Kyung Min Lee (Lee and Associates Management Consulting Group, LLC)

The research proposes a concept of arc of socially responsible supply chain and explores its relationship with performance by analyzing secondary data collected from 2004 to 2012 in South Korea, which was originally developed based on Fortune's model.

Program Schedule

53

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Room 7

Tampa Convention Center

TEACHING ASSESSMENT: Evaluating Courses and Professors

Chair: Max Peter Hoefer (Pace University)

Student Feedback for Course Improvement Using a Discussion Board Forum

Abstract

Margaret Cunningham (Xavier University), Alan Jin (Xavier University), Ravi Chinta (University of Phoenix)

To supplement formal course evaluations, we established a discussion board forum where students are encouraged to anonymously discuss both specific and open-ended questions posed by the instructor. Students can also start threads and respond to others' comments. This process adds depth, specificity, and interaction compared to traditional student feedback.

A Professorial Evaluation Metric

Abstract

Dennis Ridley (Florida A&M University), Jennifer Collins (Florida A & M University)

This paper presents a comprehensive evaluation instrument for university professors. The instrument is comprised of an overall professorial evaluation metric, which is constructed from teaching evaluation, research evaluation, and service evaluation metrics. We propose the resulting regression coefficients measure the average rate at which each professor contributes to student learning.

Do Students Rarely Favor Teachers Who Grade Leniently? The Association between Students Evaluation of Teaching and Grades

Abstract

Max Peter Hoefer (Pace University), Jack Yurkiewicz (Pace University), John Byrne (Pace University)

A recent article in the New York Times entitled A Solution for Bad Teaching claims that "students rarely favor teachers who grade leniently." Is this statement true? False? Somewhere in between? What about at your school Pace University? What about at other institutions? Our paper will discuss this question.

54

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Room 3

Tampa Convention Center

WORKSHOP: Advanced Moderation Analysis

Workshop Coordinator: Jason Miller (Colorado State University)

This workshop provides an overview for using the Johnson-Neyman (JN) technique to probe complex interaction and curvilinear effects. The benefits of the JN technique vis-à-vis the "pick-a-point" approach is demonstrated for these models using newly developed tools from quantitative psychology.

Program Schedule

55

Saturday, Nov 22nd, 2014, 10:30 a.m.-12:00 noon | Room 5

Tampa Convention Center

WORKSHOP: Blend & Flip - What to Consider BEFORE You Commit!

Workshop Coordinator: Beverly Amer (Northern Arizona University)

Blended and flipped classrooms are all the rage in higher education. Before choosing to redesign your course, there are faculty, administrative and student issues to be considered. We'll discover what to examine before committing, and will explore a case study from a high-enrollment CIS course as a model for success.

Saturday, Nov 22nd, 2014, 12:00 noon-1:00 p.m.

56

Saturday, Nov 22nd, 2014, 12:00 noon-1:00 p.m. | Pre-Function Area

Tampa Convention Center

CONSORTIA: Joint Consortia Luncheon

(Co-sponsored by **Alpha Iota Delta**, **Beta Gamma Sigma**, and the **Zarb School of Business, Hofstra University, USA**)

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m.

57

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

ANALYTICS: Methodological Contributions

Chair: Rudy Setiono (National University of Singapore (SINGAPORE))

Complexity of Data Cleansing Process in Large Scale Data Acquisition

Abstract

Jeff Lucas (University of Alabama), Uzma Raja (University of Alabama), Rafay Ishfaq (Auburn University)

We identify sub-processes within the traditional ETL process and the complexity of data conversion. We identify tradeoffs related to various decisions on the allocation of resources for the data cleansing process. We develop a binary integer-programming model of the ETL process to identify the optimal configuration of its different stages.

Effective Strategies for Active Feature-Value Acquisition

Abstract

Kwei Tang (National Chengchi University (TAIWAN)), Yu-Hui Fang (Tamkang University)

Missing values commonly exist in the data, creating challenges to data modeling tasks. An area called "active feature-value acquisition" has received research attention. The basic idea is to find a cost-effective strategy for acquiring missing values in order to achieve a pre-determined performance criterion. We will compare several such strategies.

Program Schedule

An Incremental Associative Classification Approach for Big Data Analytics

Full Paper

Ching-Chin Chern (National Taiwan University (TAIWAN)), Hsin-Ting Chung (National Taiwan University (TAIWAN)), Shu-Yi Chen (Ming Chuang University (TAIWAN))

A heuristic incremental associative classification algorithm is proposed in this study to build a classifier by iterative steps, which adds some attributes to improve the accuracy of the classifier each time and can identify and prioritize the discriminative attributes to minimize the number of attributes for reducing the computing time.

Determining Relevant Variables and Interactions in Credit Scoring Data with Neural Network Pruning and Rule Extraction

Full Paper

Rudy Setiono (National University of Singapore (SINGAPORE))

Credit scoring data contain discrete and continuous variables used for building models to differentiate between good and bad credit risks. We propose the introduction of interaction terms between the continuous variables to improve the neural network predictive accuracy and to simplify the classification rules extracted from the networks.

Saturday, Nov 22nd, 2014, 1:00-5:00 p.m.

58

Saturday, Nov 22nd, 2014, 1:00-5:00 p.m. | Room 13

Tampa Convention Center

CONSORTIA: Doctoral Student Consortium for Post-Proposal Defense Students

Coordinators: Christopher Craighead (Pennsylvania State University), Murat Kristal (York University (CANADA))

SESSION 1: The Job Market, Getting the Dream Job (1:00-2:00 p.m.)

SESSION 2: Welcome Onboard, You Are Now an Assistant Professor (2:10-3:10 p.m.)

SESSION 3: Research with Impact (3:20-4:20 p.m.)

SESSION 4: An Academic Career, The Road Ahead (4:30-5:00 p.m.)

59

Saturday, Nov 22nd, 2014, 1:00-5:00 p.m. | Room 14

Tampa Convention Center

CONSORTIA: Doctoral Student Consortium for Pre-Proposal Defense Students

Coordinators: Yan Dong (University of South Carolina), James Hill (Ohio State University)

SESSION 1: Course Selection - Subject Areas and Tools (1:00-1:50 p.m.)

SESSION 2: Dissertation - Choosing a Topic (2:00-2:50 p.m.)

SESSION 3: First Two Years of a Ph.D. Program - Time Management, Comprehensive Exams, and Attending Conferences (3:00-3:50 p.m.)

SESSION 4: Reflections - What Worked for Us and What Did Not? (4:00-4:50 p.m.)

Doctoral Student Consortium for Pre-Proposal Defense Students: Summary and Concluding Remarks (4:50-5:00 p.m.)

Program Schedule

60

Saturday, Nov 22nd, 2014, 1:00-5:00 p.m. | Room 15

Tampa Convention Center

CONSORTIA: Mid-Career Faculty Development Consortium

Coordinators: Amit Eynan (University of Richmond), G Keong Leong (California State University, Dominguez Hills)

Mid-Career Faculty Development Consortium: Introductions (1:00-1:15 PM)

SESSION 1: Research Opportunities (1:15-2:00 p.m.)

SESSION 2: Pedagogical Opportunities (2:00-2:45 p.m.)

SESSION 3: Professional and Administrative Opportunities (3:00-3:45 p.m.)

SESSION 4: Career Planning Breakout Session (3:45-4:30 p.m.)

Mid-Career Faculty Development Consortium: Summary and Concluding Remarks (4:30-5:00 p.m.)

61

Saturday, Nov 22nd, 2014, 1:00-5:00 p.m. | Room 16

Tampa Convention Center

CONSORTIA: New Faculty Development Consortium

Coordinators: Dara Gale Schniederjans (University of Rhode Island), Kaushik Sengupta (Hofstra University)

SESSION 1: Research and Publishing - Mistakes Junior Faculty Make and How to Avoid Them (1:00-1:50 p.m.)

SESSION 2: Teaching - Mistakes Junior Faculty Make and How to Avoid Them (2:00-2:50 p.m.)

SESSION 3: Three Years In and Time to Leave - How to Do This Successfully (3:00-3:50 p.m.)

SESSION 4: I Have a Question for . . . DSI Fellows and Leaders (4:00-4:50 p.m.)

New Faculty Development Consortium: Summary and Concluding Remarks (4:50-5:00 p.m.)

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m.

62

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Room 10

Tampa Convention Center

CURRICULUM: Structuring the Business Curriculum for Student Success I

Chair: Mary J. Meixell (Quinnipiac University)

The Effect of Interdisciplinary Course Linkages on Academic Performance, Retention, and Socialization

Abstract

Karen Eboch (Bowling Green State University)

To improve academic performance, retention, and socialization, an introductory business course was linked to writing and math sections through the university registration system. Using course and institutional data, student outcomes are examined as the linkage is tracked from non-linked, to program piloting, and to whole system implementation.

Is One Enough for Short Term Business Study Abroad Trips?

Abstract

Christine T. Kydd (University of Delaware)

This study examines whether cultural intelligence is impacted by the number of countries a student visits during a short term (<=5 weeks) Study Abroad trip. We hypothesize that business students can benefit as much from short stays in several countries as longer stays in only one country.

Program Schedule

University-Industry Alliances for Curricular Development: A Buyer-Supplier Relationship Model

Full Paper

Mary J. Meixell (Quinnipiac University)

University education is enhanced through collaboration with industry; yet accomplishing this aim is a challenge for faculty and managers. This research addresses the mismatch problem by developing a model derived from the buyer-supplier relationship literature, and investigates mechanisms for enhancing employer involvement in the university curriculum development process.

63

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Grand Salon H

Tampa Marriott Waterside Hotel

CURRICULUM: Teaching Cases for Business Education II

Chair: Matt Drake (Duquesne University)

J.C. Penney: Turmoil at the Top

Pamela Rogers (Cameron University), John Masters (Cameron University)

Ratio Analysis in a Real-World Setting with Anomalies: Critical Thinking Perspective

Abstract

Kevin R. Smith (Utah Valley University), Sheldon Ray Smith (Utah Valley University)

This paper presents a financial ratio analysis case in which the two companies analyzed have some financial anomalies which enrich the potential for critical thinking and discussion across a broad range of accounting courses.

Trouble on the Thames: Event Disruption, Public Protest or Public Disorder

Full Paper

John Davies (Victoria University of Wellington (NEW ZEALAND))

This case examines targeting of an elite sporting event, the 2012 Oxford Cambridge Boat Race on the River Thames for the purpose of public protest. It raises issues of governance, athlete safety, ethical behaviour, venue security in open spaces, risk management, use of sport as a media vehicle for protest.

64

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

GENERAL BUSINESS: Growing Revenues with Recommender Systems and Revenue Management Approaches

Chair: Syed Asif Raza (Qatar University (QATAR))

A Framework for Recommender Systems Based on Hawkes Point Processes

Abstract

Amir Hassan Zadeh (Oklahoma State University), Ramesh Sharda (Oklahoma State University)

Over the past two decades, developing recommender systems given a massive volume of users' clickstream and rating data has been a challenging but interesting research problem. We take a very different analytical approach on the basis on stochastic point processes as a tool for building a collaborative recommender system.

Program Schedule

Classifying Revenue Management Practices: A Taxonomy to Assess Business Practices

Abstract

Frederick Chang Yu Ng (University of Auckland (NEW ZEALAND)), Paul Rouse (University of Auckland (NEW ZEALAND)), Julie Harrison (University of Auckland (NEW ZEALAND))

Revenue management (RM) provides models to improve revenue earned but there has been limited examination of how businesses vary in RM practice. We develop a taxonomy to measure RM across diverse settings. A survey of 232 firms shows our taxonomy provides a comprehensive view of RM, with discrimination across businesses.

Revenue Management with Greening Effort under Market Demand Leakage

Full Paper

Syed Asif Raza (Qatar University (QATAR)), Michelle Turiac (Qatar University (QATAR)), Laoucine Kerbache (Hautes Etudes Commerciales de Paris (FRANCE))

This paper addresses the use of RM's tool of price differentiation to improve a firm's profitability with sustainable greening efforts. The study considers the problem of price differentiation for a firm which is offering both regular and green products.

65

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Florida Salon V

Tampa Marriott Waterside Hotel

HEALTHCARE: Healthcare Analytics - Adoption and Application

Chair: Venugopal Gopalakrishna Remani (University of Texas at Tyler)

DEANN: A Healthcare Analytics Methodology of Data Envelopment Analysis and Artificial Neural Networks for the Prediction of Organ Donor-Recipient Pairings

Abstract

Nicholas Misiunas (University of Massachusetts Lowell), Asil Oztekin (University of Massachusetts Lowell), Y. Chen (University of Massachusetts Lowell)

In this work, a healthcare analytics-based method is developed for the problem of predicting survival grafts in an organ transplant operation. The proposed methodology considers utilizing a hybrid approach of pre/postprocessing through data envelopment analysis (DEA) and artificial neural networks (ANN) to obtain a more accurate prediction rate of transplants.

Breaking the Chain: Analytics, Group Purchasing Organizations, and Supply Chain Performance

Abstract

Joonhwan In (University of Tennessee, Knoxville), Randy Bradley (University of Tennessee, Knoxville), Bogdan Bichescu (University of Tennessee, Knoxville)

This study examines antecedents to and consequences of changes pertaining to supply chain intermediaries in hospitals. Elements of the study focus on financial and clinical capabilities and their ensuing impact on supply chain performance. The results suggest insightful relationships among analytics, purchasing strategies, and measures of supply chain efficiency.

Measuring the Adoption of Healthcare Analytics: The Role of Top Management Beliefs and Participation on Healthcare Analytics Adoption and Performance Outcomes

Abstract

Venugopal Gopalakrishna Remani (University of Texas at Tyler), Robert Jones (University of Texas at Tyler), Barbara Wooldridge (University of Texas at Tyler)

The purpose of our research is to develop and test a theoretical model to investigate the level of adoption of healthcare analytics in organizations. Specifically this study explains how external institutional pressures moderate the relationship between top management beliefs and the level of adoption of healthcare analytics in organizations.

Program Schedule

66

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: Healthcare Reform and the Affordable Care Act

Chair: Theresa Jefferson (Loyola University Maryland)

Effect of Certificate of Need Law on Undue Healthcare Facility Expansion

Abstract

Jomon Aliyas Paul (Kennesaw State University), Huan Ni (Kennesaw State University), Aniruddha Bagchi (Kennesaw State University)

This study empirically examines the success of Certificate of Need (CON) legislation in curbing excessive expansion of health care facilities. Our analysis focuses on hospital occupancy rate data obtained from American Hospital Association. Additionally, we investigate whether CON should be treated as an endogenous variable to eliminate any estimation bias.

The Affordable Care Act: Boon or Bane for Medical Travel?

Abstract

Kristina Gardner (Missouri State University), Corinne Karuppan (Missouri State University)

The Affordable Care Act was designed to reduce the number of uninsured Americans. Using diffusion theory as the underlying framework, this empirical study projects the impact of a shift in insurance status on medical travel to overseas centers of excellence and provides U.S. healthcare providers with suggestions to increase competitiveness.

The Catalysts for Expediting Healthcare Reform: Service Innovation and Stakeholder Engagement

Abstract

Bernard T. Han (Western Michigan University), Jofen W. Han (Western Michigan University)

The primary goal of healthcare reform is to reduce the skyrocketing healthcare cost while with no compromise in the quality, safety, security, privacy, and liability of healthcare services. In this paper, major stakeholders of and key inhibitors to healthcare reform are reviewed to explore incentives for expediting healthcare reform.

Individual Health Insurance Coverage and Utilization Before and After the Patient Protection and Affordable Care Act

Full Paper

Theresa Jefferson (Loyola University Maryland), Gloria Phillips-Wren (Loyola University Maryland), Phoebe Sharkey (Loyola University Maryland)

The overall objective of this research is to perform an analysis of healthcare utilization both before and after government mandated healthcare reform under the Patient Protection and Affordable Care Act (PPACA) in states with state-based exchanges compared to those with federal exchanges.

Program Schedule

67

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Grand Salon J

Tampa Marriott Waterside Hotel

HUMANITARIAN: Collaborative Approaches and Technologies for Disaster Recovery Efforts

Chair: Thiagarajan Ramakrishnan (Prairie View A&M University)

Investigating Dissimilar, Non-Financial Interorganizational Relationships in the Face of Disasters

Abstract

Anne Quarshie (Aalto University (FINLAND)), Arash Azadegan (Rutgers University), Rudolf Leuschner (Rutgers University)

How organizations collaborate has been an important research area. Yet, most focus is on relationships that are based on exchanging goods for money. The purpose of this qualitative research is to build theory based on humanitarian partnerships, but applicable to all relationships. The informants represent nonprofits, government agencies, and corporations.

POM and IT Collaboration in Disaster Management

Abstract

Martin K. Starr (Rollins College), Sushil K. Gupta (Florida International University), David P. Darcy (Florida International University)

We discuss collaboration between POM and IT during various phases of disasters – before, during and after; and for different kinds of disaster sources - terror, error and nature. The focus is on anticipation, prevention and mitigation efforts. We present the current state of research and provide directions for future research.

Social Media Technology for Disaster Management: Linking Tools to Relief Phases

Full Paper

Louis Ngamassi (Prairie View A&M University), Thiagarajan Ramakrishnan (Prairie View A&M University), Shahedur Rahman (Prairie View A&M University), Henry Rose (Prairie View A & M University)

This paper investigates the use of social media technology (SMT) during the different phases of disaster management. Social media is emerging as important information based communication tool in disaster management. This study analyzes 115 academic papers using content analysis. Preliminary results are presented and implications are discussed.

68

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: New Ideas - What to Develop, How to Find Out?

Chair: Anant Mishra (George Mason University)

Decision Making for Priorities of New Technologies Development Using QFD

Abstract

Jaejung Kang (Jeju National University (KOREA)), BooYun Cho (Jeju National University (KOREA)), Daniel Kim (Jeju National University (KOREA))

New technologies are essential to develop a new product wherein multi-functional and digital convergence characteristics have been embedded. We apply QFD to integrate product requirements into priorities of new technology development

Program Schedule

Public Procurement and Innovation: Definitions, Institutions, and Strategies***

Abstract

Nikolaus Obwegeser (Aarhus University (DENMARK))

Utilizing the buying power of public procurement to support innovation can be done in various ways: to foster competitiveness of an economy, to modernize public services and infrastructure and to modernize procurement methods. We present definitions, institutions and strategies based on a review of scientific literature and qualitative empirical analysis.

Optimal Search for the Best Alternative: An Experimental Approach

Abstract

Gulru Ozkan Seely (Clemson University), David Caleb Hall (Clemson University), Jeremy Hutchison-Krupat (University of Virginia), Fred Switzer (Clemson University)

Using a behavioral approach, we examine the strategy of decision makers who search for the best alternative to develop into a new product. The impacts of facing a set of radical or incremental set of alternatives and the level of time-sensitivity on the evolution of decision makers' performances are analyzed.

Problem-Solving Effort and Success in Innovation Contests: The Role of National Wealth and Culture

Abstract

Jesse Bockstedt (University of Arizona), Cheryl Druehl (George Mason University), Anant Mishra (George Mason University)

Innovation contests allow firms to harness specialized skills and services from participants with diverse economic and cultural backgrounds to address challenging business problems. In this study, we examine the implications of diversity in innovation contests on problem-solving effort and success using data from a popular online logo-design contest setting.

69

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Evaluating and Using Online Information

Chair: Yi Guo (University of Michigan-Dearborn)

The Effect of Media Richness on the Use of Social Information: A Study of Decision Making in a Crowdfunding Environment

Abstract

Yu Lei (Binghamton University, State University of New York), Ali Alper Yayla (Binghamton University, State University of New York)

We examine how the level of media richness impacts the decision making patterns of people utilizing social information on a crowdfunding website. Based on media richness theory and social comparison theory, our study investigates which sources of social information funders will adopt under different levels of media richness.

Ratings of Information Attributes: A Survey Study of Chinese End Users

Abstract

Yi Guo (University of Michigan-Dearborn), Barbara Klein (University of Michigan-Dearborn)

Information quality is a key concern of information providers. This study assesses user ratings of the importance of fifty information attributes based on an information quality framework developed by Wang and Strong. The results have implications for designers of information quality improvement initiatives faced with resource constraints.

Program Schedule

Some Preliminary Results from a Longitudinal Study of Chinese User Perceptions of Internet Information Quality: A Research in Progress

Full Paper

Barbara Klein (University of Michigan-Dearborn), Yi Guo (University of Michigan-Dearborn)

As the environment in which people use the Internet changes over time, users' perceptions of the information of the Internet and more traditional sources may shift. A longitudinal study was conducted to examine changes in users' perceptions of the information quality of both Internet-based and traditional text sources of information.

70

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

LEAN & QUALITY: Process Improvement Programs - Adoption and Performance Considerations

Chair: Henry Quesada (Virginia Polytechnic Institute and State University)

Performance Impacts of Plant Level Production Improvement Programs

Abstract

Markku Kuula (Aalto University (FINLAND)), Katri Kauppi (Aalto University (FINLAND))

With increased competition, manufacturing organizations launch new activities to develop their operations. This paper analyzes how production improvement activities and product development efforts affect plants' performance. We use data from the International Manufacturing Strategy Survey VI. The data consist of five industry sectors and over 800 responses across 15 countries.

Behavioral Sources of ISO 9001 Adoption at Employee Level

Abstract

Basak Manders (Erasmus University (NETHERLANDS)), Kevin Linderman (University of Minnesota)

This study analyzes the behavioral conditions under which employees adopt ISO 9001. The literature highlights the importance of employee satisfaction and involvement. However, no study exists which systematically analyses this issue. We explore survey data collected from employees of an automotive supplier company using regression analysis to present new insights.

Demographic Characteristics and Their Influence in the Strategic Planning of Continuous Improvement Initiatives

Full Paper

Henry Quesada (Virginia Polytechnic Institute and State University), Melissa Brenes-Bastos (Virginia Polytechnic Institute and State University)

This research has as a goal to investigate how demographic characteristics may impact the sustainability of the continuous improvement process in selected companies. The results were obtained from the analysis of a self-administered questionnaire to 150 employees in five companies from different industrial sectors and two different countries.

Program Schedule

71

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Florida Salon III

Tampa Marriott Waterside Hotel

LOGISTICS: Order Fulfillment - Planning, Channel, and Supplier Considerations

Chair: Xiaodong Deng (Oakland University)

Aligning Operations and Sales Processes: A Framework

Abstract

Elias Kirche (Florida Gulf Coast University), Rajesh Srivastava (Florida Gulf Coast University)

A framework is proposed to align sales and operations using information technology. The objectives are to reduce time in identifying a solution, reduce costs, and improve customer service levels. An application is presented.

Integrated Planning for Demand Management and Order Fulfillment

Abstract

Ahmad Naeem Bajwa (University of Arkansas at Little Rock), Rafay Ishfaq (Auburn University)

We (a) evaluate the impact of different multi-channel distribution strategies on operational performance, (b) explore the interplay between pricing and demand management, and (c) identify the factors critical to the choice of a multi-channel distribution strategy.

Effect on Order Fulfillment Performance of Information Type Used to Plan Inventory

Full Paper

Divesh Ojha (University of North Texas), Funda Sahin (University of Houston), V Sridharan (Clemson University)

The effect of information sharing and the type of information used for inventory planning on order fulfillment performance (OFP) in supply chains is analyzed via a simulation model. We find that when information is not shared, OFP is substantially affected by the type of information used for planning inventory.

The Impact of Dependability Trust on Suppliers' Order Fulfillment

Full Paper

Xiaodong Deng (Oakland University), Kun Liao (Central Washington University), S. Duane Hansen (Weber State University)

This study examines financial alignment and information sharing as key drivers of a supplier's perceived dependability trust, which, in turn, is examined as a facilitator of the supplier's order fulfillment performance through the appropriate level of inventory and supplier manufacturing flexibility.

Best Theory-Driven Empirical Research Paper

(Sponsored by **Global Supply Chain and Process Management Center, Darla Moore School of Business, University of South Carolina, USA**)

Program Schedule

72

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Grand Salon I

Tampa Marriott Waterside Hotel

METHODS: Advances in Statistical Methods

Chair: Dennis Ridley (Florida A&M University)

Testing for Choice Dynamics in Panel Data

Abstract

KangBok Lee (Auburn University)

This study proposes a new testing for state-dependence in panel data. We develop nonlinear state space models and use particle-filtering algorithm for testing. If the state-dependence is not properly controlled, covariates in regression models can be biased. From simulation, we find that our model does a good-job capturing the state-dependence.

Testing Generated Random Values from Distributions Using Popular Statistical Software

Abstract

Kellie B Keeling (University of Denver), Robert Pavur (University of North Texas)

We examine the reliability of generating random data from various distributions in software packages. Previous studies have focused on a comparison of the accuracy of statistical software packages in statistical analysis. This research will perform goodness of fit tests on multiple generated data sets from SAS, Microsoft Excel, and Minitab.

The Power of the Student T-test for Independent Two Samples

Full Paper

Luh Yu (Louie) Ren (University of Houston-Victoria), Peter Ren (University of Houston-Downtown)

The power of the Student T-test applied to two independent samples is studied when simulated returns from AR(1) process are categorized into two samples by Moving Average Buy-Sell Trading Rule. Empirical study is also conducted for observations via bootstrapping resampling method.

Exponentially Derived Antithetic Random Numbers

Full Paper

Dennis Ridley (Florida A&M University), Pierre Ngnepieba (Florida A&M University)

Serial correlation in pseudo random numbers that are used in Monte Carlo simulations can create hidden errors in the response variable. Consideration is given to antithetic exponential random numbers created by power transformation of uniformly distributed random numbers for the purpose of reducing bias and variance in the response variable.

73

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

MS/OM/OR: Modelling Manufacturing and Non-Manufacturing Production Systems

Chair: Dinesh Sharma (University of Maryland Eastern Shore)

Optimal Purification Strategies Based on Quality-Yield Tradeoffs in Biomanufacturing Operations

Abstract

Tugce Martagan (University of Wisconsin-Madison), Ananth Krishnamurthy (University of Wisconsin-Madison)

We develop an infinite horizon Markov decision model to minimize costs of purification operations in biomanufacturing. The model considers quality-yield trade-offs, and identifies the best equipment selection (chromatographic technique) and operating policy (pooling window) to minimize costs for not meeting demand or quality requirements.

Program Schedule

Synergy in the JELS Model with Sustainability

Abstract

John F Affisco (Hofstra University), Javad Paknejad (Hofstra University), Farrokh Nasri (Hofstra University)

Previously a closed form for the JELS model including environmental costs was found. Additional work found that there is likely synergy between environmental costs reduction and improved flexibility through setup cost reduction. This research investigates this likelihood.

Fuzzy Goal Programming and Decision Theoretic Approach to Sugarcane Nutrient Management

Full Paper

Rabin Jana (Indian Institute of Social Welfare Business Management (INDIA)), Dinesh Sharma (University of Maryland Eastern Shore), Daniel Okunbor (Fayetteville State University)

In this paper, we present a nutrient management model for maximizing sugarcane yield in India by determining the optimum fertilizer combination. We propose a technique that combines fuzzy goal programming and decision theory for solving a multi-objective model based on selecting the fertilizer combinations subject to fertilizer expenditures.

74

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

MSMESB: Tips for and Experiences with Improving the Learning Experience in and Teaching of Introductory Business Statistics

Chair: Robert L. Andrews (Virginia Commonwealth University)

Presenters: David M. Levine (Baruch College), Linda Boardman Liu (Boston College), Satish Nargundkar (Georgia State University), Kim Melton (University of North Georgia)

Presenters use their personal experiences to provide tips that can serve to improve the teaching, learning experience and preparation for the future in the introductory business statistics course. Topics address include: the importance of the first day of class, how to integrate analytics into the course, parallels between 1990's discussions of enumerative studies and today's analytics problems, using a problem solving approach, and tips on teaching descriptive statistics, probability and probability distributions, statistical inference, p-values, and regression.

75

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: Being a Leader to Effect Desired Outcomes

Chair: C. Derrick Huang (Florida Atlantic University)

The Direct and Indirect Influence of Transformational Leadership on Organizational Innovation

Abstract

Yaser Alahmad (University of Toledo)

Transformational leadership (TL) has been identified one of the most important factor that affects organization innovation (OI). This study aim to investigate how TL directly and indirectly (via collaboration: quality and quantity) affect OI and assess the moderating effect of Information System Strategies on the relationship between collaboration and OI.

Program Schedule

The Importance of Servant Leadership and Employee Career Development

Full Paper

Sandra Gutierrez-Wirsching (Texas A&M International University), Jacqueline Mayfield (Texas A&M International University)

Propose servant leadership as a vehicle for employee professional development. This leadership style is believed to be a powerful antecedent that influences employee perceived career development, and in turn effects employees' performance and retention. Furthermore, motivating language is proposed as a moderator between servant leadership and employee perceived career development.

Exploring Leadership in Services: A Social Network Analysis of NFL Coaches

Full Paper

Ravi Behara (Florida Atlantic University), Preston J. Huang (Spanish River Community High School), C. Derrick Huang (Florida Atlantic University)

This study examines coaching leadership in the National Football League from a social network perspective. We find the network resembles a preferential-attachment network and that the eigenvector centrality is a useful measure to identify influential coaches. We further explore the networks of successful coaches and identify different "schools" of coaching.

76

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Room 11

Tampa Convention Center

PEDAGOGY: Learning in the Classroom and Learning through Experiential Projects

Chair: Jane Virginia Wheeler (Bowling Green State University)

The Effects of Information Systems (IS) Service Learning Projects on Both Technical and Community Service Self-Efficacy

Abstract

Kathleen Noce (Penn State Erie), Diane Parente (Penn State Erie), Matthew Swinarski (Penn State Erie)

The ability to complete a task is influenced by self-efficacy beliefs. Past performance contributes to self-efficacy. Service learning is a pedagogical approach that provides students an opportunity to apply classroom instruction to meaningful community service. This research examines if IS service learning projects increase technical and service self-efficacy of students.

University of St. Thomas Kaizen Events: Experiential Learning for Students

Abstract

Janine L. Sanders Jones (University of St. Thomas), John R. Olson (University of St. Thomas), Peter B. Southard (University of St. Thomas)

Semester-long field-based student projects often require significant time commitments from students, faculty, and clients yet there is a need for students to gain an understanding of real-world issues. This project describes a short-duration, faculty-driven, student Kaizen field event that results in both student and client benefits.

The Impact of Student Learning Preferences on an Active-Learning Intermediate Accounting I Case Investigated Over Five Semesters

Full Paper

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

Student-learning preferences (VARK) were examined involving an active-learning case over five semesters. A high percentage of the student exam results in each semester improved/same for the "Read/Write", "Kinesthetic", and "Aural" Preference students. This case appears to be a good teaching method for students with various learning preferences.

Program Schedule

Exploring the Present Moment's Impact on Teaching Effectiveness and Student Learning

Full Paper

Jane Virginia Wheeler (Bowling Green State University)

This paper, exploring the "present moment's" impact on teaching effectiveness and student learning, discusses principles (get present, make contact, and challenge participation) that when used effectively enable a classroom to become a place where student learning occurs. The paper presents preliminary findings from a pilot study.

77

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

PROFESSIONAL PANEL: Leveraging the New Project Management Undergraduate Curriculum Framework to Build Project Management Competence

Moderators: Carla Messikomer (Project Management Institute), Gary Klein (University of Colorado, Colorado Springs)

Panelists: Vijay Kanabar (Boston University), Janelle Heineke (Boston University)

This panel presents the curriculum framework and the resources that can be used to develop project management competence, by embedding PM knowledge components into existing business courses (e.g. General Management, Ethics and Professionalism, Business Communications, Leadership, Organizational Behavior, etc.).

78

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Room 12

Tampa Convention Center

RETAILING & e-TAILING: Managing for Product Stockouts and Returns for Retailers Who Sell Online and via TV

Chair: Rafay Ishfaq (Auburn University)

Product Return and Order Cancellation Behavior: A Study of TV Home-Shopping Industry

Abstract

Sooheon Park (Korea University (KOREA)), Hojung Shin (Korea University (KOREA))

This study explores the issues with customers' product returns and order cancellation behavior, using the data from a TV home-shopping company. We implement a cluster analysis to classify product categories and conduct regression analysis to identify important factors that are abnormally influential to returns and cancellations.

The Impact of Price Promotions on Consumer Response to Online Stockouts

Abstract

Simone Peinkofer (University of Arkansas), Terry L. Esper (University of Tennessee, Knoxville)

It is not well understood how consumers react to online stockouts. More challenging is the fact that online retailers extensively use price promotions to attract consumers. We report the findings of two experimental studies that examine the effect of price promotions on consumer expectations and their respective responses to stockouts.

Cultural Impacts on Service Recovery: Product Returns in Internet Retailing in China

Abstract

Yingchao Lan (Ohio State University), Ken Boyer (Ohio State University)

While internet product return has been studied in western countries, customers from Asian cultures may have different expectations regarding product return services. This research aims to examine the influence of culture dimensions on the impact of internet return service quality attributes on customers' satisfaction with return transaction.

Program Schedule

Inflection of Price-Scarcity Effect on Product Returns

Abstract

Rafay Ishfaq (Auburn University), Uzma Raja (University of Alabama), Shashank Rao (Auburn University)

This study explores the interaction effect of marketing (pricing) and supply-chain (inventory) decisions, on product returns in internet retail. Using a multi-method approach (simulation and decision trees), analysis identifies an inflection boundary (based on scarcity and price levels) that reverses this effect.

79

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: Agile and Flexible Supply Chains - Characterization and Measurement

Chair: Jie Yang (University of Houston-Victoria)

Agile Supply Chain Strategy and IS for Flexibility: Process Analysis

Abstract

Sufian Qrunfleh (Eastern Michigan University), Monideepa Tarafdar (Lancaster University (UK))

This purpose of this study is to examine the effect of IS for flexibility on the relationship between agile supply chain strategy and supply chain performance.

The Impact of Global Production and Supply Chain Resiliency on Firm's Performance during the Economic Crisis

Abstract

Jian-Yu Ke (University of Wisconsin-Eau Claire), Woohyun Cho (University of New Orleans)

This study examines the effect of firm's operational flexibility (OF) and supply chain resiliency (SCR) on firm's performance during the global financial crisis. OF is a firm's decision that determines geographical dispersion of production facilities across multiple countries. SCR is measured by speed of asset change.

Achieving a Responsive Supply Chain: An Empirical Investigation

Abstract

Jie Yang (University of Houston-Victoria)

This study proposed and tested causal relationships between the operations of buyers and suppliers and supply chain responsiveness. The findings of the analysis provide theoretical contributions to researchers and managerial implication to practitioners

80

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Choosing Supply Chain Partners - Relational Embeddedness and Partner Performance

Chair: Kwanheui Cheon (University of Texas-Pan American)

Association between Supplier and Buyer Performance: An Empirical Investigation

Abstract

Yabing Zhao (University at Buffalo, The State University of New York), Charles X. Wang (University at Buffalo, The State University of New York), Feng Gu (University at Buffalo, The State University of New York)

In this study, we empirically investigate how a supply chain firm's financial and operational performance will affect the financial and operational performance of its supply chain partners. Our empirical results provide more in-depth and detailed insights on supply chain partner selections and key drivers for superior firm- and chain-level performance.

Program Schedule

The Paradox of Embeddedness: Financial Benefits and Risks of Dependency in Triadic Supply Chain Relationships

Abstract

Yoon Hee Kim (Georgia Southern University), Darren Henderson (Western University (CANADA))

Whereas previous studies have focused on the benefits or risks of embedded relationships that accrue to buying firms, this study simultaneously investigates the effects of a supplier's and a customer's embeddedness on a focal firm's financial performance in triadic supply chain relationships.

The Role of Supplier Satisfaction, Relational Embeddedness, Commitment, and Proactive Behavior in Improving Supplier Operational Performance

Abstract

Kwanheui Cheon (University of Texas-Pan American), Hale Kaynak (University of Texas-Pan American)

This study relies on the social network theory to identify the role of supplier satisfaction, relational embeddedness, commitment, and proactive behavior in improving supplier operational performance. This study also extend understanding of supply chain management by identifying how these variables have influence on each other in terms of supplier perspective.

81

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

SCM: Identifying and Evaluating Competing Supply Chain Strategies II

Chair: Carmela Di Mauro (University of Catania (ITALY))

Supply Chain Excellence and Firm Values***

Abstract

Min Shi (California State University, Los Angeles), Wei Yu (California State Polytechnic University, Pomona)

We empirically investigate the impacts of supply chain excellence, measured by AMR Research's Supply Chain Top 25 list, on firms' financial market performance under different macroeconomic scenarios. In addition, this paper examines how the characteristics of SCM excellence influence the leading SCM firms on the financial market.

Identifying Different Organizational Strategies Used in Supply Chain Management: Testing the Miles and Snow Typology

Abstract

Serdar Turedi (Old Dominion University), Ling Li (Old Dominion University)

This research examines how supply chain management (SCM) strategy decisions are made in organizations. We use the Miles and Snow typology to investigate different SCM strategies that organizations pursue. We analyze archival data from top 50 supply chain companies using cluster analysis to categories different SCM strategies pursued by organizations.

Surviving in Off-Shore Locations: Manufacturing Back-Shoring in the EU and the US

Full Paper

Carmela Di Mauro (University of Catania (ITALY))

We explore factors affecting the duration of manufacturing off-shoring prior to back-shoring for EU and U.S. based companies. Building on a survival modeling approach, results signal that the industry, the host country of off-shoring, and the size of the firm are relevant in determining timing of back-shoring.

Program Schedule

82

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 9

Tampa Marriott Waterside Hotel

SCM: Information Sharing and Integration across the Supply Chain - What, When, and Why?

Chair: Qiannong Gu (Ball State University)

Supply Chain Information Integration: A Holistic Metric for Coupling

Abstract

Mehmet Barut (Wichita State University), Abdurrezzak Sener (Wichita State Universtiy), Mehmet Bayram Yildirim (Wichita State University)

Supply chain management often requires coordination and interaction between entire supply chain structure. Considering different dimensions of information types, this study provides a holistic metric for measuring degree and effectiveness of information sharing among supply chain members.

Exploring Two Antecedents of Information Sharing and One Moderator: IT Infrastructure, IT Governance, and Information Security Policy

Full Paper

Canchu Lin (University of Toledo), Anand S. Kunnathur (University of Toledo)

This paper extends the research on information sharing by exploring two antecedents and one moderator with an attempt to explore what contributes to information sharing. Drawing on multiple theories, this paper proposes hypotheses on the relationships between IT infrastructure, governance, information security policy, and information sharing.

Optimal Sourcing Decisions and Upstream Information Sharing Under Multi-Tier Disruption Risk in a Supply Chain

Abstract

Jiho Yoon (Michigan State University), Srinivas Talluri (Michigan State University), Claudia R. Rosales (Michigan State University)

We consider a three-tier supply chain consisting of a manufacturer and two suppliers. Both suppliers may experience disruptions; the effect of disruption risk on manufacturer's sourcing decisions is analyzed. We study the value of information and identify conditions under which the first-tier supplier is willing to share second-tier supplier information.

Enhancing Financial Performance with Supply Chain Information Integration: Evidence from Demand-Driven Manufacturers

Full Paper

Qiannong Gu (Ball State University), Thawatchai Jitpaiboon (Ball State University)

Information integration strengthens the relationship between manufacturing firms and other supply chain members. We explore the effects of internal and external information integration on the relationships between manufacturers and their customers and suppliers. The effects of improved customer and supplier relationship on the financial performance of manufacturers are examined too.

Program Schedule

83

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Grand Salon G

Tampa Marriott Waterside Hotel

SCM: Internal Integration - Measurement, Antecedents, and Consequences

Chair: Barry Brewer (University of Wyoming)

Organizational Transactive Memory Systems and Input Uncertainty

Abstract

Diogo Pinto Cotta (IE Business School (SPAIN)), Fabrizio Salvador (IE Business School (SPAIN))

This research extends transactive memory systems (TMS) theory to the organizational level in order to make sense of how organizations deal with input uncertainty. We show that firms in our sample rely on multiple TMSs to coordinate the cross-functional information processing requirements in the pursuit of 3 typical organizational routines.

Internal Coordination Practices and Operational Performance

Abstract

Zhexiong Tao (McGill University (CANADA)), Claudia Rebolledo (HEC Montreal (CANADA))

This research empirically tests an internal coordination model using 582 plants. Path analysis results show positive direct relationships between (1) technological and organizational coordination, and (2) organizational coordination and operational performance. Bootstrap results reveal that the relationship of technological coordination and operational performance is indirect, fully mediated by organizational coordination.

Cross-Functional Influence between Procurement and Engineering: The Impact of Risk, Uncertainty, and Equivocality

Abstract

Barry Brewer (University of Wyoming), Bryan Ashenbaum (Miami University), Cynthia Wallin (Brigham Young University)

Do Procurement and Engineering typically work together as equals, or does one tend to hold sway over the other? Using data from multiple cases, this study examines the way in which the risks and ambiguities of the external competitive environment shape the internal coordination and positioning of these crucial functions.

84

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Room 1

Tampa Convention Center

SERVICES: The Role of the Customer in Service Processes

Chair: Sidney Anderson (Florida State University)

A Refinement of Customer Participation in Service Production: What Types of Customer Participation Matter for Customer's Perceived Performance

Abstract

Sooyun Kim (Yonsei University (KOREA)), Gee Bum Park (Yonsei University (KOREA)), Sunmee Choi (Yonsei University (KOREA))

This study explores the dimensions of customer participation in the service production both during and surrounding the service delivery. Further, the differential impact of the multiple dimensions of customer participation on customer's self assessment of purchase objective accomplishment is empirically examined in the college business education setting.

Program Schedule

The Effect of the Sequence and Combination of Feedback Types on Customer Willingness to Perform Expected Role in the Service Process

Abstract

Shinyoung Kim (Yonsei University (KOREA)), Sunmee Choi (Yonsei University (KOREA))

This study empirically examines the effect of the optimal combination of customer feedback formats on the customer's willingness to perform expected customer roles for the successful accomplishment of service purchase objectives in the context of reporting to customers the healthcare examination results and educational course performance results.

Dyads and Triads and Fit! Oh My!: A Balance Theory Approach to the Service Experience

Abstract

Sidney Anderson (Florida State University), Jeffery Smith (Florida State University), Harrison Pugh (Florida State University)

We present research examining how customers' perceptions of customer-firm, customer-employee, and employee-firm fit impacts the service experience. Firms can use these perceptions of fit to develop lasting relationships with customers. We analyze survey data from 254 customers using structural equation modeling to present new insights.

85

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

SPECIAL EVENT: Dwight Smith-Daniels Commemoration

Coordinator: James Flynn (Indiana University)

86

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Supplier Development and Collaboration for Sustainability

Chair: Erika Marsillac (Old Dominion University)

Sustainable Supply Chains for Supply Chain Sustainability

Abstract

Sirish Kumar Gouda (Indian Institute of Management Bangalore (INDIA)), Haritha Saranga (Indian Institute of Management Bangalore (INDIA))

In this paper, we study the moderating effect of supplier sustainability development efforts on the relationship between risk mitigation efforts and perceived supply disruption risk using primary data from 136 Indian manufacturing firms. We find that these efforts reduce the perceived supply disruption risk experienced by the firms.

The Role of Supplier Development Decisions in the Presence of Sustainability Risk

Abstract

Swathi Reddy Baddam (Cleveland State University), Jen-Yi Chen (Cleveland State University)

The aim of this research is to provide insights into supplier development decisions for firms by considering factors such as cost, the sustainability risk, as well as the consumer perspective of such risk.

Program Schedule

Is Environmental Supply Chain Collaboration All It's Cracked Up to Be?

Abstract

Erika Marsillac (Old Dominion University)

Supply chain collaboration is necessary for sustainable growth and successful risk management in an environmentally dynamic marketplace. Despite this, its practical application and comprehensive implementation is replete with inherent and sometimes unanticipated risks. A conceptual model balancing the often-overlooked risks with the benefits of supply chain collaboration will be examined.

87

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Room 3

Tampa Convention Center

WORKSHOP: Conducting Case Research in Operations and Supply Chain Management - How Do We Conduct Better Case Research?

Workshop Coordinators: Mark Johnson (University of Warwick (UNITED KINGDOM)), Jan Godsell (University of Warwick (UNITED KINGDOM)), Chris Voss (University of Warwick (UNITED KINGDOM))

Recent research in O&SCM suggests that case researchers can choose between inductive, deductive, and abductive approaches (cf. Ketokivi and Choi, 2014). Despite these advances as to when we conduct research (i.e. is it theory building, testing, or extension?), there is still little guidance as to how we conduct research.

88

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Room 5

Tampa Convention Center

WORKSHOP: Social Tsunami - Using Social Media for Student Engagement & Success

Workshop Coordinator: Beverly Amer (Northern Arizona University)

More than 66% of faculty members do not teach social media in their discipline. Yet nearly 100% use it for personal reasons. With our students already active users, the time is right for using social sites for student engagement and success. We will cover top social media while presenting business course pedagogical applications.

89

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Room 5

Tampa Convention Center

WORKSHOP: Teaching Operations Management Using 3D Role Playing Games

Workshop Coordinator: Peggy Daniels Lee (Indiana University)

In this session, you will learn about the evolution of games in teaching OM and how gamification can change the way we learn and teach. The presenter will demonstrate Practice Operations, a 3D role playing game developed by Muzzy Lane for McGraw Hill, and other 3D virtual environments.

Program Schedule

90

Saturday, Nov 22nd, 2014, 1:00-2:30 p.m. | Room 7

Tampa Convention Center

WORKSHOP: Using Action GoPro Hero 2 Cameras and Video Productions in Management Classes

Workshop Coordinator: Marilyn Young (University of Texas at Tyler)

Presenter: Sara McCaslin (University of Texas at Tyler)

GoPro Hero 2 cameras were used to improve understanding of technical knowledge and enhance team effectiveness in a manufacturing course. Students performed tests of destructive material, evaluated the damage, and developed a video presentation. This may be extended to Operations Management classes due a perceived higher level of understanding.

Saturday, Nov 22nd, 2014, 2:30-3:00 p.m.

91

Saturday, Nov 22nd, 2014, 2:30-3:00 p.m. | Grand Foyer

Tampa Marriott Waterside Hotel

Coffee Break 2

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m.

92

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

ANALYTICS: Online Product Reviews - Antecedents and Consequences

Chair: Xiaoyun He (Auburn University at Montgomery)

Learning Product Knowledge from Online Reviews

Abstract

Feng Mai (University of Cincinnati), Roger Chiang (University of Cincinnati), Xin Wang (Western University (CANADA))

We investigate how consumer generated product reviews can facilitate product designing and brand positioning. We propose and evaluate a new framework for learning from unstructured online reviews to conduct market structure analysis.

The Relationship between Online Product Reviews and Quality: A Text Mining Study of Online Customer Reviews

Abstract

Benjamin George (University of North Texas), Bartlomiej Hanus (Emporia State University), Triss Ashton (University of Texas-Pan American), Victor Prybutok (University of North Texas), John Windsor (University of North Texas)

Electronic word-of-mouth (eWOM) contributes to the success and failure of products but their content is not theoretically linked. Analysis of 200,000+ product reviews shows the impact of quality dimensions within these textual comments. The findings have implications for quality theory as well as for managing eWOM for better outcomes.

Program Schedule

The Impact of Online Reviews on the Customers' Purchase Decision at the Online Retail Store

Abstract

J.B. Kim (Louisiana State University)

This study empirically investigates how the product reviews and the incentives influence the potential customers' decision-making to purchase products at the online retail store. A regression analysis reveals that online customers' purchase decisions are influenced by the review ratings, the recent reviews, and price discounts.

The Effects of Online Social Relations on Product Ratings and Adoption: Evidence from an Online Social Site

Full Paper

Xiaoyun He (Auburn University at Montgomery), Yan Chen (Auburn University at Montgomery)

We conduct a comparative event analysis around the establishment of online social connections among users at an online social site. The results provide supporting evidence that explicit online social relations influence users' product ratings and play a role in expanding a user's product adoption into new product categories over time.

93

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

AUCTIONS: Bidding Behavior and Outcomes

Chair: Zhen Li (Middle Tennessee State University)

Competing with the Right Enemies: The Road to Higher Bidder Surpluses in Online Auctions

Abstract

Achita Muthitacharoen (Wichita State University)

The current project applies game theory to online bidder profiles proposed by Bapna et al. (2004) to reveal the most effective strategies in different competition settings of online auctions. Data from eBay were collected over two-month period and later used to perform cluster analyses. Initial analyses unveiled emerging evidence.

Unbalanced Bidding In Construction Procurement Auctions

Abstract

Joan M. Donohue (University of South Carolina), Timothy D. Fry (University of South Carolina), Kathleen Whitcomb (University of South Carolina)

We investigate the bidding behavior of contractors in SCDOT procurement auctions. We use data from bidding contracts over the past ten years to investigate unbalanced bidding (overstating the cost of some items and understating the cost of others). Front-end versus back-end loading and incumbent versus entrant bidders are considered.

Impact of Reserve Price and Bidder Entry Certainty on Optimal Design of Discrete Dutch Auction with Limited Running Time

Full Paper

Zhen Li (Middle Tennessee State University), Jinfeng Yue (Middle Tennessee State University), Yuntao Guo (Northwestern Polytechnical University)

This paper focuses on the optimal Dutch auction design with discrete bid levels and the objective is to maximize the auctioneer's expected revenue per unit of time. We study whether the optimal design depends on the uncertainty about the number of bidders and a reserve price.

Program Schedule

94

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Room 10

Tampa Convention Center

CURRICULUM: Structuring the Business Curriculum for Student Success II

Chair: Suvankar Ghosh (University of South Dakota)

How Decision Sciences Is Uniquely Positioned to Transform Undergraduate Business Education

Abstract

William Sawaya (Bowling Green State University)

Decision sciences as a discipline is well situated to transform business education using three key topical areas which are both practical, relevant, and push students to integrate disparate concepts and to think in terms of trade-offs. These three topical areas are supply chain management, corporate social responsibility, and business analytics.

A Study of Influential Factors to Design Early Detection and Intervention Techniques via Predictive Models for Bottleneck Business Courses

Abstract

Sinjini Mitra (California State University, Florida), Zvi Goldstein (California State University, Fullerton)

We present a study of factors affecting student success in two bottleneck Business courses, and use subsets of them to build predictive models of student success. They can be utilized to detect at-risk students early on for implementing suitable intervention techniques to improve their odds of completing the courses successfully.

Using Decision Science to Improve Business Courses in a Changing Landscape

Abstract

Suvankar Ghosh (University of South Dakota)

Given the changing landscape of business education, business courses are expected to incorporate several different pedagogical methods and practices. This paper develops an innovative empirical methodology for improving a course in phases by rebalancing the time and effort spent on the various pedagogical methods from one phase to the next.

95

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

GENERAL BUSINESS: Addressing Social and Economic Issues with Business Knowledge and Technologies II

Chair: Brenda L. Mak (San Francisco State University)

Impact of Unemployment on Vehicle Crash Fatalities

Abstract

Hassan Marzoughi (Louisiana State University), Helmut Schneider (Louisiana State University)

Using 36 years of automobile crash data, panel regression is used to estimate the effect of a state's unemployment on the number of fatalities. It is also shown that factors such as seat belt law, poverty, number of youth drivers, and state education level contribute to fatality rates in states.

Program Schedule

Chinese People's Congress' Connection with Citizens through the Internet: An Exploratory Study

Full Paper

Yue Zhang (California State University, Northridge), David Liu (California State University, Northridge), Wentao Lu (California State University, Northridge), Kuanchin Chen (Western Michigan University)

Surveyed Chinese city and county parliament's websites for the publishing of the representatives' contact information, and related the above measure of the openness of the Chinese city and county parliaments with the social/economic factors of the regions studied.

Perceived Usefulness and Satisfaction of Mobile Phone for Users with Disabilities

Full Paper

Brenda L. Mak (San Francisco State University)

Pursuant to the UN Convention on the Rights of Persons with Disabilities, the ICT Opportunity for a Disability-Inclusive Development Framework formulated an agenda in 2013, highlighting the importance of mobile devices in development. This study examines the perceived usefulness of mobile phones for persons with disabilities. A survey was conducted.

96

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: Healthcare Information Technology and the Patient Experience

Chair: Ying Fan (University of Colorado Colorado Springs)

Concern for Health Information Privacy and Reactions to Protect Health Information Privacy in EMR Context

Full Paper

Hsin-Ginn Hwang (National Chiao-Tung University (TAIWAN)), Hui-Ting Lin (National Chiao Tung University (TAIWAN)), Ju-Ling Hsiao (Chia Nan University of Pharmacy & Science (TAIWAN)), Kuang-Ming Kuo (I-Shou University (TAIWAN)), Hui-Chuan Chang (Yuan's General Hospital (TAIWAN))

The study investigates how individuals' concern for health information privacy invoke the patient's privacy protective action in EMR exchange context based on the power-responsibility equilibrium perspective and privacy ecosystem concept.

Impact of Online Reviews on Business Intelligence in Healthcare

Abstract

Shilpa Balan (Flagler College), Sumali Conlon (University of Mississippi)

With the rise of data revolution, there is a need to integrate healthcare information from online networks. An experimental system CAINES is built to extract healthcare business intelligence information from online sources. Data extracted provides insights on patient feedback and hospital staff vision of the hospital.

Improving Health Care Quality with Technology in the Nursing Home Industry

Abstract

Elaine R. Winston (Hofstra University)

This study explores the effectiveness of an electronic Certified Nursing Assistant (eCNA) to improve the quality of care in a skilled nursing home (SNH) and to achieve a competitive advantage. Nurses and their assistants have become key assets in the capability of a SNH to attain a competitive advantage.

Program Schedule

An Exploratory Study on Patient Navigation Programs: Navigator Roles, Processes, and Outcomes

Abstract

Ying Fan (University of Colorado Colorado Springs), Gregory Stock (University of Colorado at Colorado Springs)

Patient navigation programs have been developed nationwide to guide patients with cancer and chronic disease through the fragmented healthcare system. Using multiple case studies, we investigate navigator roles and navigation processes. We explore rigorous measures for the program effectiveness. Furthermore, critical factors for the program success are identified.

97

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Florida Salon V

Tampa Marriott Waterside Hotel

HEALTHCARE: Tele-Health/Medicine - The Next Frontier

Chair: Javier Flores (University of Texas-Pan American)

Tele-Glaucoma for Patients with Glaucoma: A Cost-effective Screening Tool

Abstract

Monali Malvankar (Western University (CANADA)), Sera Thomas (Western University (CANADA)), Cindy Hutnik (Western University (CANADA)), William Hodge (Western University (CANADA))

Tele-ophthalmology is a screening alternative that facilitates compliance to eye care guidelines regardless of geographic constraints, promoting adequate delivery of health services to underserved communities. We conducted a cost-effectiveness analysis to evaluate performance of tele-ophthalmology programs for detection of glaucoma using decision-tree modeling.

Telemedicine Adoption Issues in the U.S.A. and Brazil: Perception of Healthcare Professionals

Full Paper

Edimara Mezzomo Luciano (Pontifical Catholic University of Rio Grande do Sul (BRAZIL)), M. Adam Mahmood (University of Texas at El Paso), Parand Mansouri-Rad (University of Texas at El Paso)

The objective is to identify factors that play a critical role in adoption of telemedicine in the USA and Brazil. The results showed that the perceptions of American and Brazilian healthcare professionals are quite similar, although they disagree on how patients' privacy and security should be preserved in each country.

ICT in HealthCare: The E-Health Country Prism Model

Full Paper

Manal Yunis (University of Texas-Pan American), Javier Flores (University of Texas-Pan American), Kai Koong (University of Texas-Pan American)

Evolutions in information and communications technologies (ICT) have remarkably contributed to momentous advancements in the way healthcare practices are managed and delivered. This paper highlights eHealth contribution at the country level in bringing about better healthcare outcomes in terms of quality, access, and efficiency.

Program Schedule

98

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: Managing Innovation in Distributed Environments

Chair: Juan Pablo Madiedo (IE Business School (SPAIN))

The Effects of Co-Location on Innovation

Abstract

Ajay Das (Baruch College)

We propose a conceptual framework for examining the effects of co-location of design and manufacturing on innovation performance. Both co-location and innovation performance are multi-dimensional constructs. Their relationship is hypothesized as conditional on dimension and context.

The Moderating Effects of Cultural, Geographic, and Economic Distance on Team Governance: An Empirical Study of Buyer-Engineer-Supplier NPD Teams

Abstract

Jae-Young Oh (University of Kentucky), Scott C. Ellis (University of Kentucky), Tereza Dean (University of Kentucky)

The globalization of the NPD process suggests that collaboration among buyers, engineers, and suppliers is subject to cultural, spatial, and economic influences. Drawing from TCE and triadic, global survey data, we explore how cultural, geographic, and economic distance moderates the effects of technological uncertainty and asset specificity on joint actions.

The Mirroring Hypothesis and Firm Performance: A Manager's Experience Driven Conditional Process Analysis

Abstract

Juan Pablo Madiedo (IE Business School (SPAIN)), Fabrizio Salvador (IE Business School (SPAIN))

Building on the "mirroring hypothesis" and within a conditional process analysis framework, we study how manager's experience working with the elements of a solution affects the relationship between the solution's and the organization's architecture, and how all three factors come together to affect the firm's profitability.

99

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Mobile Devices for Personal and Work Usage - Security and Privacy Concerns

Chair: Chukwudinma Sarah Odilinye (Concordia University (CANADA))

Developing and Measuring "Risky IT behavior" as a New Construct

Abstract

Arash Negahban (University of North Texas), John Windsor (University of North Texas)

Ubiquitous and highly-connected nature of mobile devices and the emerging trend in adoption of BYOD policies by businesses create a unique context to study risky IT behaviors. Our study proposes "Risky IT Behavior" as a new construct and develops a survey to measure users' risky use of multifunctional mobile devices.

Program Schedule

Exploring the Use of Security on Mobile Devices under BYOB

Abstract

Charles Bryan Foltz (University of Tennessee at Martin), Janet Renwick (University of Arkansas-Fort Smith)

Universities and organizations are embracing the BYOD trend. Although permitting users to utilize personal devices to access organizational information systems offers numerous benefits, many risks exist. This research investigates which resources university students access via personal mobile devices and individual usage of standard security measures upon those personal devices.

Evaluation Criteria for Selecting BYOD Platform in an Organization

Full Paper

Chukwudinma Sarah Odilinye (Concordia University (CANADA)), Sergey Butakov (Concordia University (CANADA)), Fatemeh Kazemeyni (Concordia University (CANADA))

This paper proposes a set of guidelines for selecting and evaluating what BYOD platform is best suited for an organization, considering information security risks such as malware propagation, theft and loss of devices, unauthorized access, data leakage etc.

100

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

LEAN & QUALITY: Managing Quality and Lean Initiatives across Sustainable Supply Chains (INVITED SESSION)

Chair: Hale Kaynak (University of Texas-Pan American)

The Linkage between Supply Chain Risk Management and Sustainable Manufacturing

Abstract

Sime Curkovic (Western Michigan University), Thomas Scannell (Western Michigan University)

This study sets out to examine the relationship that exists between Supply Chain Risk Management (SCRM) and Sustainable Manufacturing (SM) systems. This relationship, however, has not yet been statistically and empirically evaluated. The results might show that there is indeed a strong relationship between SCRM and SM.

Linking Lean Six Sigma Wastes and Environmental Sustainability in Health Care

Abstract

Sharon A. Johnson (Worcester Polytechnic Institute), Joseph Sarkis (Clark University)

We describe a framework for use in health care settings linking wastes identified in lean six sigma projects with environmental sustainability. We focus on internal supply chains and processes that cross organizational boundaries. The framework is illustrated in the context of linen distribution and medication delivery processes in hospitals.

Process Innovation: Transition to Sustainable Supply Chain Management Practices

Abstract

Muratcan Erkul (University of Texas-Pan American), Hale Kaynak (University of Texas-Pan American)

We explore the dynamic and symbiotic interplay between process innovation and sustainable supply chain management practices. We attempt to uncover the sustainable developments and transformations in the supply chains and firms. Our research reveals current and potential future sustainability patterns and behaviors.

Program Schedule

Sustainable Supply Chain and Lean Management: Reflections and Research Avenues

Abstract

Stephan Vachon (Western University (CANADA))

Despite empirical evidence supporting the notion of lean-and-green, recent research has called for a more structured, theory-based, development of the linkages between lean management and sustainable supply chain. This paper presents research challenges and suggests research avenues on the link between sustainable supply chain and lean management.

101

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Florida Salon III

Tampa Marriott Waterside Hotel

LOGISTICS: Exploring Logistics Linkages with Marketing, Purchasing, and the Environment

Chair: Ulrich Schmelzle (University of Tennessee, Knoxville)

Marketing and Logistics Collaboration: Impact on Logistics Capabilities

Abstract

Samarn Srikornkan (University of Texas at Arlington), Kuldeep Singh (University of Texas at Arlington)

The harmonized relationships among various functional areas of the organization are critical to firm performance. Marketing and logistics units play vital role in firm performance. Because of their contribution to customer satisfaction, we are examining how marketing and logistics collaboration impact the logistics capabilities.

Logistics Clusters: Current Developments and Managerial Decisions***

Abstract

Meshal Almofadhi (Aston University (UK))

Logistics and ecological impact of logistics activities has gained increasing attention in logistics and supply chain context. Given the relevance of the topic, the aim of this paper is to explore the current developments in logistics clusters and how managerial decisions are being made in order to mitigate environmental issues.

An Examination of Behaviors in Transportation Procurement e-Marketplaces

Abstract

Stephane Eric Collignon (Virginia Polytechnic Institute and State University), Deborah Cook (Virginia Polytechnic Institute and State University), Tabitha L. James (Virginia Polytechnic Institute and State University)

We conduct a comprehensive review of transportation procurement e-marketplaces and of the discussion related to these marketplaces. A qualitative examination of the data collected results in a categorization of transportation e-marketplaces based on participant, market, and website structure; an adoption model; and a taxonomy of contextual usage behaviors.

Purchasing-Logistics Integration and Innovation Processes

Abstract

Ulrich Schmelzle (University of Tennessee, Knoxville), Theodore Stank (University of Tennessee, Knoxville)

Purchasing and logistics heavily influence the success of product innovation processes by controlling the inbound and outbound supply chain. We report on the results of qualitative research conducted to better understand the importance of integrating both purchasing and logistics perspectives in innovation processes and gain insight into the implementation mechanisms.

Program Schedule

102

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

MS/OM/OR: Measuring and Evaluating Process Performance

Chair: Jose H. Ablanedo-Rosas (University of Texas at El Paso)

Evaluating Ship Block Manufacturing Process

Abstract

Joe Zhu (Worcester Polytechnic Institute), Jaehun Park (Worcester Polytechnic Institute), Dongha Lee (Daewoo Shipbuilding & Marine Engineering Co), Y. Chen (University of Massachusetts Lowell)

This paper proposes an integrated approach to evaluate the performance of ship block manufacturing process by means of process mining (PM) and data envelopment analysis (DEA). Our proposed approach is applied to a Korean shipbuilding company.

An Approach for Strategy Based Process Optimization

Abstract

Janis Grabis (Riga Technical University), Charu Chandra (University of Michigan-Dearborn)

This paper elaborates a mathematical programming model for simultaneous optimization of the process structure and process execution policies. The process optimization is considered as a part of multi-stage process improvement initiative that includes identification of process improvement strategies and their quantitative evaluation. An example of manufacturing process optimization is provided.

Cross Evaluation Based on Financial-Ratios: The Case of Chinese Ports

Full Paper

Jose H. Ablanedo-Rosas (University of Texas at El Paso), Elías Olivares Benítez (Universidad Popular Autónoma del Estado de Puebla (MEXICO)), Faruk Arslan (University of Texas at El Paso), Gerardo Ablanedo Rosas (Benemerita Universidad Autonoma de Puebla (MEXICO))

This paper presents a variant of cross-efficiency evaluation based on financial ratios. This approach alleviates the weakness of traditional DEA models for ranking efficient DMUs, and the multiple optimal solutions when finding weights associated to each DMU. The results prove the usefulness and applicability of the model.

103

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

MSMESB: Software Oriented Advice for Analytics from Practicing Professionals

Chair: Robert L. Andrews (Virginia Commonwealth University)

Presenters: Matt Lanham (Advance Auto Parts), Scott Pesses (IBM Academic Initiative), David Stephan (Two Bridges Instructional Technology), Mia L. Stephens (SAS, JMP Division)

This session provides an opportunity to interact with professions who will share about software and practical analytics topics beyond traditional statistics and optimization that can help faculty prepare their students for analytical work after graduation.

Program Schedule

104

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: Working in Teams - Facilitating Factors and Performance Implications

Chair: Robert Charles Schanke (Trident University)

Designing Effective Teams: Can We Overcome Faultlines?

Abstract

Baichun Feng (Webster University), Hong Ren (University of Wisconsin-Milwaukee)

Modern organizations require high levels of interaction among employees with diverse backgrounds. Under this situation, how can researchers reconcile the contradictory findings about the effect of diversity in multicultural teams? Also, based on the diversity of workforce, how to build effective teams that can lead to high job performance?

The Impact of Group Cohesion over Time

Abstract

Robert Charles Schanke (Trident University), Wendy Wang (Trident University)

Many organizations use team-building events as tools to foster group cohesion, a sense of belonging, within work groups. While the impact of group cohesion has been well investigated, there has been little research on how long the impact lasts. This study investigates the long-term effectiveness of team-building events within organizations.

Examining How Virtual Groups Determine Leadership and Other Group Roles

Abstract

Morgan Shepherd (University of Colorado at Colorado Springs)

Virtual team interactions are examined in an experiment. The teams consist of MBA students and will be responsible for determining leadership and various other group roles. All within and between team communications will be analyzed.

Impact of Mobile Technology on Individual Performance and Group Cohesion

Full Paper

Robert Charles Schanke (Trident University), Wendy Wang (Trident University)

Most research on mobile technology has been conducted in the context of telecommuting, with little research on the impact of mobile technologies on co-located groups. This study investigates the effect of mobile technology in co-located groups, resulting in a better understanding of its impact on individual performance and group cohesion.

105

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Room 11

Tampa Convention Center

PEDAGOGY: Overcoming Challenges to Online Courses and Programs

Chair: Rohit Rampal (State University of New York at Plattsburgh)

Developing an Index for Measuring Online Education Quality

Abstract

Rose Sebastianelli (University of Scranton), Caroline Swift (Pennsylvania State University), Nabil Tamimi (University of Scranton)

Student perceptions about various aspects of an online MBA program are used as the basis for a second order factor analytic model. Model results show potential for developing an index to measure online education quality based upon factors such as course structure, content rigor, instructor support, student engagement and technology.

Program Schedule

Difference in Perception of Stakeholders on Academic Dishonesty in Online Environment

Abstract

Venugopal Gopalakrishna Remani (University of Texas at Tyler), William Geiger (University of Texas at Tyler)

This paper will attempt to identify perceptions of, and extent of, academic dishonesty among administration, faculty, and students in online education. This study also looks at the propensity for academic dishonesty for male versus female students, and based on the maturity of stakeholders.

Resource Challenged Online UG Programs: Design and Outcome Differences in Online and Campus Courses

Full Paper

Rebecca Duray (University of Colorado Colorado Springs)

This paper discusses the design, development and implementation of a new model for online undergraduate courses using proposed undergraduate learning requirements. This teaching model provides for enrollment growth with moderate increases in resources. This study tests for differences in student outcome measures between online and classroom courses.

Self-Efficacy, Conscientiousness, and Technology Acceptance in Online/Hybrid Learning

Full Paper

Filiz Tabak (Towson University), Nhung T. Nguyen (Towson University), Rohit Rampal (State University of New York at Plattsburgh)

A model of conscientiousness, self-efficacy, perceived ease of use and usefulness of technology, and satisfaction with online/hybrid learning systems was tested. Findings indicate that self-efficacy fully mediates the relationship between conscientiousness and perceived ease of use; perceived ease of use fully mediates the relationship between self-efficacy and student satisfaction.

106

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

PROJECT MANAGEMENT: Social Capital and Motivation in the Pursuit of Achieving Project Success

Chair: Suvrat Dhanorkar (University of Minnesota)

The Impact of Self-Efficacy and Subjective Norm on Risk Management Tool Acceptance

Abstract

Julie Yu-Chih Liu (Yuan Ze University (TAIWAN)), Jun-Lin Lin (Yuan Ze University (TAIWAN))

Risk management tools can help project managers to identify and control potential risks. We investigate how social norm and self-efficacy influence project managers' intention of using risk management tools. Based on the survey of 97 software project managers, these two factors are found to be more influential on technology acceptance.

The Impacts of Connectedness and Psychological Safety on the Performance of Innovation Projects

Abstract

Jung Young Lee (Northern Illinois University), Morgan L. Swink (Texas Christian University)

This research aims to investigate two important social capital elements: connectedness and psychological safety. Using survey data from manufacturing companies in the U.S., this research empirically examines how these two elements influence the performance of incremental innovation projects and radical innovation projects differently.

Program Schedule

Promoting Change from the Outside: The Roles of Punishment and Support in Environmental Improvement Projects

Abstract

Suvrat Dhanorkar (University of Minnesota), Enno Siemsen (University of Minnesota), Kevin Linderman (University of Minnesota)

The two most commonly used external influence approaches represent fundamentally opposite philosophies. While one approach uses punitive tactics (e.g. audits, sanctions) to coerce companies, the other uses supportive tactics (e.g. improvement recommendations, follow-ups) to encourage companies. We examine whether punitive and supportive tactics can be implemented in a complementary manner.

107

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

RESEARCH PANEL: 25 Years After Product Profiling - Where Are We Now?

Moderators: Scott R. Swenseth (University of Nebraska-Lincoln), M. Katherine Mitenko (University of Nebraska)

Panelists: Shawnee K. Vickery (Michigan State University), Victoria Crittenden (Babson College), Peter B. Southard (University of St. Thomas), John R. Olson (University of St. Thomas)

Operations/Manufacturing strategy got a big boost from Terry Hill's Product Profiling 25 years ago. We still encounter nearly as many conflicts within organizations as in the past. We will discuss advancements in theory and practice related to the interface between functional areas of organizations and ideas for future development.

108

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Room 12

Tampa Convention Center

RETAILING & e-TAILING: Inventory Levels in Retail Stores and Supply Chains

Chair: Gerard Campbell (Western Washington University)

Effects of Bullwhip on Item and Store Level Performance

Abstract

Cesar Ayala (Georgia Southern University), Gerard Burke (Georgia Southern University), Alan Mackelprang (Georgia Southern University), Geoffrey Dick (Georgia Southern University)

We examine how information and material distortions affect inventory management performance of a major retailer. Bullwhip effects (BWEs) are individually calculated for dozens of products carried by dozens of retail locations. Relationships between item/store-level BWEs and item/store-level performance measures including gross margins, stock-outs and inventory levels are tested and reported.

Three Echelon Retail Supply Chain Dynamics: A System Dynamics Model Based Study

Abstract

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

A three level Manufacturer-Distributor-Retailer System Dynamics (SD) model developed with Vensim software is used to understand the effect of various changes in inventory policies in meeting important objectives of minimizing unfilled orders and keeping the inventory carrying costs low in retail supply chains.

Program Schedule

How Much to Pay for the Service Level

Abstract

Feng Tian (Governors State University)

With the development of technology, products from different suppliers become homogenized at a much faster pace. Companies realized that factors other than cost/price become more and more important. In this research, we use stochastic model to study the trade-offs between service level and other factors, such as product price.

In-Store Fulfillment Operations for Retailers with Online Sales

Abstract

Fred F. Easton (Syracuse University), Gerard Campbell (Western Washington University)

Multi-site retailers may fulfill some online orders from within their brick-and-mortar stores. This can complicate matters related to staffing and training, workforce scheduling, inventories, logistics, remuneration and incentives, and ultimately net income. We review these issues from the perspective of existing models, then propose an agenda for future research.

109

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Buyer-Supplier Interdependence and Power Relationships

Chair: Sangho Chae (Arizona State University)

Power and Dependence in the Healthcare Supply Chain

Abstract

Jurriaan de Jong (University at Buffalo, The State University of New York), W.C. Benton (Ohio State University)

Outsourcing of procurement business processes to procurement service providers has increased in recent years in a variety of industries. We study the effects of healthcare organizations' procurement outsourcing-induced dependence on their relationships with group purchasing organizations and suppliers and on inter-firm power in the healthcare supply chain.

The Influence of Power in Professional Services Outsourcing

Abstract

Sean Handley (University of Notre Dame), Jurriaan de Jong (University at Buffalo, The State University of New York), W.C. Benton (Ohio State University)

This research investigates the domain of outsourcing knowledge-based professional services. Specifically, how do differences in perceptions of interdependence between the buying organization and professional service provider moderate how the use of inter-organizational power is perceived? The implications of power exertion in different contextual settings are investigated.

Mediated Power in the Buyer-Supplier Relationship: Adding Theoretical Precision

Full Paper

Sangho Chae (Arizona State University), Thomas Choi (Arizona State University), Daesik Hur (Yonsei University (KOREA))

Known collectively as mediated power, reward and coercive powers have often been portrayed as a single construct. We argue in this study that reward and coercive powers should be considered as separate constructs. Empirical evidence offers the contrasting aspects of the reward versus coercive power exercised by the buyer.

Program Schedule

110

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

SCM: Supply Chain Structure - Conflict and Competitive Dynamics

Chair: Hatem Bata (University of Toledo)

Supply Chain Channel Conflict When Selling Complementary Products to Strategic Customers

Abstract

Hubert Pun (Western University (CANADA))

In this paper, we consider a manufacturer that sells complementary products to forward-looking strategic customers over multiple periods. The manufacturer produces one product in-house and outsources the other to a supplier, and the supplier offers a competing product later in the selling season.

The Alternative Value Network of the Music Industry

Full Paper

Hatem Bata (University of Toledo)

This paper studies the music digitalization's impact on the value chain by looking at the traditional value chain, then at the alternatives analyzing the positive and negatives. It attempts to mitigate the impact of file sharing helping participants to extract value from the new network by applying the prospect theory.

111

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Room 1

Tampa Convention Center

SERVICES: Factors Influencing Customer Perceptions of and Satisfaction with Service Experiences

Chair: Nikhil Varma (HEC Montreal (CANADA))

How Customers' Image and Evaluation of a Company Influence Customer Satisfaction and Customer Behavioral Intentions

Abstract

Hideaki Kitanaka (Takushoku University (JAPAN)), Yoshiki Matsui (Yokohama National University (JAPAN)), Osam Sato (Tokyo Keizai University (JAPAN))

In service marketing, understanding the mechanism of how customer behavioral intentions are generated is a keen interest for a company to favorably manage service provision processes. This paper aims to empirically investigate the relationship between customers' image of a company, evaluation, customer satisfaction and customer behavioral intentions.

The Influence of Surprise and Anticipation on Peak and End Effects in Service Operations

Abstract

Mike Dixon (Naval Postgraduate School), Liana Victorino (University of Victoria (CANADA)), Rohit Verma (Cornell University)

In many service designs there is a high point -- a peak portion that defines the entire experience. We investigate how anticipation and surprise influences these peak segments and their placements using an online survey-based experiment.

Program Schedule

Maximizing Customer Experience through Artificially Trained Technology Delivery Systems

Abstract

Nikhil Varma (HEC Montreal (CANADA)), Silvia Ponce (HEC Montreal (CANADA)), Rajesh Kumar Tyagi (HEC Montreal (CANADA))

Customer interactions with technology have become immediate and sophisticated across the different channels. Technology-assisted service delivery however has a standardized approach for every customer. The research aims to continuously elevate customer satisfaction by providing a neural-network trained service that adapts to maximize customer value function.

112

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Room 9

Tampa Convention Center

STUDENT SUCCESS: Online Course Tools and Student Learning

Chair: David Caleb Hall (Wright State University)

Using Technology in a Multiple Large Section Undergraduate Statistics Course

Abstract

Victor Prybutok (University of North Texas)

Technology allowed enhancing the student experience in a large class, multi-section, undergraduate statistics course. Course uses a Web site and software based homework and quiz system. Use of these technologies has enhanced the student experience across sections by providing common course materials and support with individualized assignments, quizzes, and exams.

Online Live Tutoring Enhances Student Success***

Abstract

Cheoleon Lee (University of Maryland University College), Denise Nadasen (University of Maryland University College), Sharon Levin (University of Maryland University College), Michael Motes (University of Maryland University College), Alexandra List (University of Maryland University College)

This research presents results from an evaluation of an online live tutoring intervention implemented in two introductory accounting courses at a 4-year online university. The tutoring program offered by course instructors was evaluated in terms of three outcome variables: Successful course completion, term GPA, and re-enrollment in a subsequent term.

Drivers of Blended Student Learning

Abstract

Gregory Michael Kellar (Wright State University), David Caleb Hall (Wright State University), Larry B. Weinstein (Wright State University)

Instructors in higher education have an assortment of on-line tools from which to draw to their classes. Such tools may provide the dual benefits of reducing time required to administer classes and improving student learning. Our research examines the drivers of student learning in this environment.

Program Schedule

113

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Supplier Risk Management for Sustainability

Chair: Sara Hajmohammad (Western University (CANADA))

Sustainability-Related Supplier Risk Identification and Evaluation Practices: Building a Comprehensive Framework

Abstract

Mehrdokht Pournader (Macquarie Graduate School of Management (AUSTRALIA)), Andrew Philip Kach (Swiss Federal Institute of Technology Zurich (SWITZERLAND)), Matthew F. KEBLIS (Macquarie University), Arash Najmaei (Macquarie Graduate School of Management (AUSTRALIA))

Despite the various procurement policies adopted by companies to ensure their suppliers follow environmental and social regulations, literature on supplier selection frameworks regarding sustainability-related criteria is scarce. We provide a framework that links supply chain risk and sustainable supply chain management together in terms of their impact on supplier performance.

Where Does Sustainable Supply Management End?***

Abstract

Jan Meinlschmidt (EBS Universität für Wirtschaft und Recht (GERMANY)), Kai Förstl (EBS Universität für Wirtschaft und Recht (GERMANY))

Recent supplier scandals indicate that buying firms need to ensure sustainability conduct of their sub-suppliers as well. Based on nine case studies and transaction cost economics, we identify the drivers that lead to perceived depth of firms' responsibility in their supply network, as well as the subsequent reaction mechanisms.

Managing Supplier Sustainability Risk: The Interacting Effect of Supplier Dependence, Perceived Risk, and Availability of Slack Resources

Abstract

Sara Hajmohammad (Western University (CANADA)), Stephan Vachon (Western University (CANADA))

Drawing on agency and management control theories, a set of hypotheses are developed in this study to explain why strategies differ from one firm to another when managing supplier sustainability risk. A vignette-based experimental survey of a sample of Canadian supply managers is conducted to empirically examine the proposed model.

114

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Room 3

Tampa Convention Center

WORKSHOP: Conference Presentations that Engage and Provide Value

Workshop Coordinator: Wilma Andrews (Virginia Commonwealth University)

Use current trends in presentations and new PowerPoint 2013 tools to get past bullet points, data overload, wordy slides to make conference presentations more engaging and productive by focusing on what would be of value to the audience and a foundation so the audience can provide helpful feedback.

Program Schedule

115

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Room 5

Tampa Convention Center

WORKSHOP: Toward a Program Model for an Integrated Supply Chain and Operations Management Major or Degree

Workshop Coordinators: Tom Foster (Brigham Young University), Scott Sampson (Brigham Young University), Cynthia Wallin (Brigham Young University), Scott Webb (Brigham Young University)

In this workshop, we engage attendees in developing a model for an integrated supply chain and operations management program. We present and discuss a program model that has successfully grown enrollment at the Marriott School of Management at Brigham Young University by 1000% in the last seven years.

116

Saturday, Nov 22nd, 2014, 3:00-4:30 p.m. | Room 7

Tampa Convention Center

WORKSHOP: Using Industry Certifications as a Measure for Assurances of Learning

Workshop Coordinator: Roberta S. Russell (Virginia Polytechnic Institute and State University)

Presenters: Karen Eboch (Bowling Green State University), Natalie Simpson (University at Buffalo, The State University of New York)

Student interest in industry certifications is increasing at the same time universities are being asked to demonstrate the value of their educational offerings. This session discusses how certifications, such as APICS CPIM and CSCP, can be incorporated into classroom teaching and also used as a metric for assurances of learning.

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m.

117

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Florida Salon III

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: NEDSI Board Meeting

Chair: John F Affisco (Hofstra University)

Members: Minoos Tehrani (Roger Williams University), Janelle Heineke (Boston University), Joy Field (Boston College), Pedro M. Reyes (Baylor University), Linda Boardman Liu (Boston College), Eric Stein (Penn State Great Valley), Javad Paknejad (Hofstra University), Deb Sledgianowski (Hofstra University), Jennifer Swanson (Stonehill College), Kaushik Sengupta (Hofstra University), Arthur Cheng-Hsui Chen (National Yunlin University of Science and Technology (TAIWAN)), Q B. Chung (Villanova University), Neset Hikmet (University of South Carolina), Surendra M. Gupta (Northeastern University), Matthew Liberatore (Villanova University), Esther Klein (St Francis College), Fariborz Y. Partovi (Drexel University), Shaw K. Chen (University of Rhode Island), David M. Levine (Baruch College), Luis E. Rivera-Solis (Dowling College), Barbara Withers (University of San Diego), Maling Ebrahimpour (University of South Florida St. Petersburg), Mark M. Davis (Bentley University), Kenneth Sousa (Bryant University), Susan E. Pariseau (Merrimack College), Christine T. Kydd (University of Delaware)

Program Schedule

118

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Room 3

Tampa Convention Center

ADMINISTRATIVE MEETING: SWDSI Board Meeting

Chair: June Wei (University of West Florida)

Members: Peggy Lane (Emporia State University), Hong Qin (University of Texas-Pan American), Mohan Rao (Texas A&M University-Corpus Christi), Pamela Rogers (Cameron University), Mark McMurtrey (University of Central Arkansas), Matthew Douglas Lindsey (Stephen F. Austin State University), Victor Prybutok (University of North Texas), Brian Reithel (University of Mississippi), Janet Bailey (University of Arkansas at Little Rock), Khaled A. Alshare (Qatar University (QATAR)), June Lu (University of Houston-Victoria), Bradley K Jensen (Microsoft), Carl Michael Rebman Jr. (University of San Diego), Michael E. Hanna (University of Houston-Clear Lake), Richard Segall (Arkansas State University), Francis Kofi Andoh-Baidoo (University of Texas-Pan American), Sandra Blanke (University of Dallas), Barbara Hewitt (Texas A&M University-San Antonio), Eugenie Goodwin (University of Louisiana at Monroe), Rhonda Syler (Louisiana Tech University)

119

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: SEDSI Board Meeting

Chair: Kellie B Keeling (University of Denver)

Members: Shanan Gibson (East Carolina University), Christopher William Zobel (Virginia Polytechnic Institute and State University), Jason K. Deane (Virginia Polytechnic Institute and State University), Sara Bliss Kiser (Alabama State University), Laura Khansa (Virginia Tech University), Susan R. Williams (Georgia Southern University), Ali Nazemi (Roanoke College), Shona Morgan (North Carolina A&T State University), Joan M. Donohue (University of South Carolina), L. Drew Rosen (University of North Carolina at Wilmington), John O'Malley (Georgia Southern University), George S. Lowry (Randolph-Macon College)

120

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

ANALYTICS: Online Reviews - General and Specific Industry Applications

Chair: Ying Fan (University of Colorado Colorado Springs)

In Hotel Review Numbers Do Lie - Pay Attention to the Text

Abstract

Spring Hyunjeong Han (National Research University Higher School of Economics), Shawn Mankad (University of Maryland, College Park), Srinagesh Gavirneni (Cornell University), Rohit Verma (Cornell University)

The study employs both quantitative and qualitative content analysis to understand online reviews of hotels.

Impact of Online Customer Reviews on Service Operations

Abstract

Ying Fan (University of Colorado Colorado Springs), Run Hong Niu (Webster University)

Online reviews provide invaluable resources for businesses to get customer feedback on service quality. The study surveys companies listed in local convention and visitor bureau in popular U.S. destinations. We investigate how businesses use online reviews to improve service operations, which in turn may influence business outcomes and customer satisfaction.

Program Schedule

121

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Room 10

Tampa Convention Center

CURRICULUM: Looking Forward in Supply Chain Management Education

Chair: Kate McKone-Sweet (Babson College)

The Status of Operations Management and Supply Chain Management Courses as a Part of Business Core in the USA

Abstract

Gurkan I. Akalin (Eastern Illinois University)

This study reviews the core requirements in business departments accredited by AACSB in order to understand the changes and current status of Operations Management and Supply Chain Management offerings in the business core.

Matching Demand with Supply in Supply Chain Management Knowledge Areas

Abstract

Amit Sinha (Deloitte Consulting), Yuanjie He (California State Polytechnic University, Pomona)

We analyze demand and supply of SCM talents and study the gaps between demand and supply. We identified four areas of mismatch between the supply and demand of SCM knowledge areas and made recommendations to different related parties on reducing the mismatch.

Redesigning an Operations and Supply Chain Management Curriculum

Abstract

Rita Kumar (California State Polytechnic University Pomona), Yuanjie He (California State Polytechnic University, Pomona)

We address a department level curriculum redesign currently in process. This involves benchmarking with top-ranked and peer programs in Supply Chain Management and Operations Management, as well as studying industry demands and current trends. The Supply Chain Operations Reference Model is used as a guide in recommending a modular approach.

The Future of Supply Chain Management Education: Developing Entrepreneurial Leaders

Full Paper

Kate McKone-Sweet (Babson College), Danna Greenberg (Babson College), Jim Wilson (Babson College)

With the increasing complexity of supply chain management, there is a need to rethink what and how we educate and develop supply chain managers. It has become necessary to develop supply chain managers who are entrepreneurial leaders who can shape social and economic opportunity and adapt to ever-changing supply chain environment.

Best Learning & Education Research Paper

(Sponsored by **University of Nebraska at Kearney, USA**)

Program Schedule

122

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

GENERAL BUSINESS: Valuation of Information and Business Opportunities

Chair: Scott Dellana (East Carolina University)

A Partial Adjustment Valuation Approach with Dynamic and Variable Speeds of Adjustment to Assessing and Measuring the Business Value of IT

Abstract

Ta-Wei (Daniel) Kao (University at Buffalo, The State University of New York), Winston T. Lin (University at Buffalo, The State University of New York)

We propose a new partial adjustment valuation (PAV) approach to evaluate the impacts of unemployment and inflation rates upon the value of information technology. This new PAV approach not only allows the speeds of partial adjustment to be dynamic and variable over time but also provides built-in performance metrics.

E-Business System Investment in Fresh Food Industry

Abstract

Ziping Wang (Morgan State University), Dong-Qing Yao (Towson University)

This paper studies the performance of real options applied in the E-business system investment. We propose a model to address managerial flexibility in introducing the E-business system into fresh food industry and seek an optimum time point for investment.

Valuing Disinformation

Full Paper

Christopher Keller (East Carolina University), Scott Dellana (East Carolina University)

This paper considers the expected value of perfect disinformation. The formulaic calculation is derived analogous to Howard's expected value of perfect information. Four scenarios of possible application are discussed: smoking, leaded gas, climate change, and peak oil. Public policy responses to counter the strong incentive effects for disinformation are also presented.

123

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Florida Salon V

Tampa Marriott Waterside Hotel

HEALTHCARE: Challenges in Managing Capacity in Healthcare

Chair: Sal Agnihotri (Binghamton University, State University of New York)

Modeling Chronic Disease Patient Flows within a Medical Group

Abstract

Rafael Diaz (Old Dominion University), Joshua G. Behr (Old Dominion University)

We present a model that characterizes the flow of chronic diseases patients as they engage in various healthcare services within a Medical Group. This characterization considers capacities and critical confounders that influence the propensity of patients to seek medical attention. We use Monte Carlo and Markov Chains.

Program Schedule

SURGE: Smoothing Usage of Resources Is Good for Emergencies

Abstract

Alex F. Mills (Indiana University), Jonathan E. Helm (Indiana University), Yu Wang (Indiana University)

Following a mass-casualty incident, hospitals face a surge in demand. We study management tools to create surge capacity to meet this demand. We show that a hospital's best strategy to improve its surge response is through proactive long-term demand planning rather than through reactive steps such as early discharges.

Reducing Patient Wait in a Pre-Admission Testing Center

Full Paper

Sal Agnihotri (Binghamton University, State University of New York), Christopher Sica (Binghamton University, State University of New York), Anu Banerjee (Binghamton University, State University of New York)

A Pre-Admission Testing Center (PATC) is a hospital unit that serves pre-operative patients. In this paper, we explain the operations of a PATC and efforts to reduce patient waiting time. We analyze the system using a simulation model.

124

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Protecting and Sharing Identity Data for Personal and Commercial Purposes

Chair: Shuting Xu (Georgia Gwinnett College)

Securely Sharing Identified Data

Full Paper

Krish Muralidhar (University of Oklahoma), Rathindra Sarathy (Oklahoma State University), Han Li (Minnesota State University Moorhead)

Existing methods for sharing data prevent sharing linked data. In this study, we develop a procedure to share linked data while maintaining the level of disclosure at some pre-specified, acceptable level. Experimental evaluation shows that the procedure provides both high analytical accuracy and low disclosure risk.

A Heuristic-Systematic Processing Model for Android Application Permission Messages

Full Paper

Arianna Schuler Scott (Virginia Polytechnic Institute and State University), Tabitha L. James (Virginia Polytechnic Institute and State University), Stephane Eric Collignon (Virginia Polytechnic Institute and State University), Linda Wallace (Virginia Polytechnic Institute and State University)

It has become second nature to many users to allow third party applications to access personal information on their mobile phones, opening them up to the dissemination of private data without conscious consent. In this research we develop a model to illustrate how individuals evaluate Android permission messages from applications.

Comparison of Data Distortion Algorithms for Privacy Preserved Churn Prediction

Full Paper

Shuting Xu (Georgia Gwinnett College), Shuhua Lai (Georgia Gwinnett College), Manying Qiu (Virginia State University)

In this paper, we use data distortion algorithms to protect customers' privacy in churn prediction. We compare the performance of data distortion algorithms incorporating into a variety of churn prediction methods, and provide suggestions on choosing data distortion algorithms based on security needs.

Program Schedule

125

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

LEAN & QUALITY: Lean Implementation Success - Antecedents and Benefits

Chair: David Marshall (Eastern Michigan University)

Barriers to Lean Production Implementation: Validating a Framework through a Case Study

Abstract

Giuliano Almeida Marodin (Ohio State University), Tarcísio Abreu Saurin (Federal University of Rio Grande do Sul (BRAZIL))

We validate a framework for managing barriers to lean production implementation via a case study of discrete manufacturer of hydraulic components and systems. Interpretative structural modelling identified causal relationships among various barriers.

You Get What You Pay For: The Role of Compensation Systems in the Success of Lean Initiatives

Abstract

Ana L. Rosado Feger (Ohio University), Amy Taylor-Bianco (Ohio University), Bonnie Roach (Ohio University)

While much research has focused on the technical elements of the Lean Production system, one aspect has received scant attention: the role of employee compensation systems. This study analyzes the compensation systems of firms engaging in Lean Production implementation. We test our model with data from U.S. manufacturers.

Lean Manufacturing Customization: A New Way for Lean Manufacturing Implementation

Abstract

Zhongzhi Liu (Arizona State University), Thomas J. Kull (Arizona State University)

The primary objective of this conceptual paper is to explain the phenomenon of customized lean manufacturing in its diffusion process. Further, we investigate the patterns of lean manufacturing customization. Systematic barriers for lean manufacturing customization and theoretical contributions of this study are also discussed.

Achieving Competitive Advantage through Lean Transformation Success

Full Paper

David Marshall (Eastern Michigan University), Thomas J. Goldsby (Ohio State University)

The purpose of this study is to investigate the impact of lean transformation success on improved organizational performance and competitiveness. Data is collected via survey of diverse organizations pursuing lean transformation. Results suggest that transformation towards a lean operating philosophy can significantly influence the competitive position of the organization.

Program Schedule

126

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

MS/OM/OR: Applying Theory of Constraints Concepts and Tools

Chair: Xiaofeng Zhao (University of Mary Washington)

The TOC Approach to Overcoming Resistance to Change

Abstract

Michael Umble (Baylor University), Elisabeth Umble (Baylor University)

Research studies indicate that up to seventy percent of all significant organizational change initiatives fail. The primary root cause of failure is often internal resistance to the proposed change. TOC theory suggests that resistance to change comes in waves or layers, and these layers must be identified and overcome sequentially.

Takt Time Grouping: Implementing Flow Manufacturing in a Unbalanced Process with Moving Constraints

Abstract

Mitchell Millstein (University of Missouri-St. Louis)

One-piece flow, CONWIP and TOC's Drum Buffer Rope have been used to optimize manufacturing flow processes; however, these methods have limitations. We developed Takt Time Grouping (TTG) to implement flow manufacturing when these methods do not provide good results. TTG combines a constraints-based transfer-batch sizing formula and kanban control.

Analyzing the Time Buffer in the Theory of Constraints Based Lean Operations

Full Paper

Xiaofeng Zhao (University of Mary Washington)

This paper analyzes the size of time buffer in lean operation based on Theory of Constraints. The main focus of operations system in TOC is the identification and management of constraints. The approaches in literature are very empirical. Queuing theory based methods are applied to calculate the time buffer.

127

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

MSMESB: Educational Issues around Preparing Students for Analytics, Big Data and Data Science

Chair: Robert L. Andrews (Virginia Commonwealth University)

Presenters: Bob McQuaid (Pepperdine University), Aric LaBarr (Institute for Advanced Analytics at North Carolina State), Milo Schield (Augsburg College)

Analytics, Big Data and Data Science are all hot topics in the world of data analysis and numerous sources indicate that the demand for knowledgeable people in these areas exceeds the supply so academia is struggling to supply graduates with the proper knowledge to fill the demand. This session will address designing an analytics program that cuts across disciplines and is properly positioned to attract students and meet market needs. Also the session will address the importance of statistical knowledge for big data and data science.

Program Schedule

128

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: Supervisory Behavior and Impact on Employees

Chair: Jih-Hua Yang (National Cheng Kung University (TAIWAN))

Extent of Middle Management Behavior in Healthcare

Abstract

Yunsik Choi (Clemson University), Lawrence D. Fredendall (Clemson University)

We define, categorize, and measure middle management behaviors. We examine how measurable outcomes affect middle management behaviors and these behaviors affect best practices adoption by nurses. Literature review is used as a basic to create a testable model of how middle management behavior empowers nurses and improves organizational problem-solving capacities.

Social Exchange at Work: Impact on Employees' Affective and Job-Related Outcomes under Continuous Change

Full Paper

Anju Mehta (University of Northern Iowa)

Due to a highly dynamic business environment, organizations today find themselves struggling with issues such as employee stress, turnover, and low productivity. Highlighting the role of leader-member exchange and team member exchange in such employee outcomes, I propose that this relationship will be partially mediated by employees' affective reactions.

The Effects of Abusive Supervision on Originality and Counterproductive Work Behavior: The Moderating Role of Future Orientation

Full Paper

Jih-Hua Yang (National Cheng Kung University (TAIWAN)), Ching-Ying Huang (National Cheng Kung University (TAIWAN))

In this study, we examined the effects of abusive supervision on originality and counterproductive work behavior. Beyond this, we also investigated the moderating role of future orientation. Based on our findings, some limitations, implications, and directions for future research are discussed as well.

129

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

PROJECT MANAGEMENT: Learning about Projects as Students and Participants

Chair: Susan Amundson Misterek (Metropolitan State University)

Increasing Team Technology Learning via Interdependence

Abstract

Julie Yu-Chih Liu (Yuan Ze University (TAIWAN)), Gary Klein (University of Colorado, Colorado Springs)

Team technology learning has a significantly positive impact on software project performance. We examine how interdependence influences team technology learning particular for software development. We analyze questionnaire data collected from 151 professional software developers using a multivariate model and demonstrate new insights from the perspective of social learning theory.

Program Schedule

Confirming Student Understanding in a Project Management Course

Full Paper

Gary Hackbarth (Valdosta State University)

Lesson learned reports are valuable industry tools needed to capture the essence of skills and techniques to be repeated or avoided in the future. A qualitative analysis of student reports suggests that students internalize important concepts and begin the process of integrating concepts needed to strengthen their critical thinking skills.

Does Mentoring Improve Project Management Classroom Pedagogy? A Case Study in Employing PMP Mentors

Abstract

Bernard W. Farkas (Virginia Commonwealth University), Albert Wynne (Virginia Commonwealth University), Chandrashekar D. Challa (Virginia Commonwealth University)

Research suggests mentoring is an effective pedagogy for preparing students for professions where process, tools and techniques are necessary for professional success. We present research that examines the use of PMPs as mentors to assess team projects using ANOVA to determine any significance between using and not using a mentor.

Critical Thinking Approaches to Teaching Project Management: The Library of Tools

Full Paper

Susan Amundson Misterek (Metropolitan State University), Jayant Saraph (Metropolitan State University)

This paper describes a case study of an assignment in a university graduate project management (PM) class of semester duration of seventeen students. The assignment, called "Library of Tools," gave students a free hand to critically analyze PM tools and templates that they found using Internet resources.

130

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Room 12

Tampa Convention Center

RETAILING & e-TAILING: Customer and Employee Influences on Retail Store Operations

Chair: Hisashi Kurata (University of Tsukuba (JAPAN))

Performance Effects of Deviating from the "Optimum" in Replenishment Ordering

Abstract

Antti Tenhiala (IE Business School (SPAIN)), Shivom Aggarwal (IE Business School (SPAIN))

Using longitudinal data from a multi-site implementation of an automatic store replenishment (ASR) system in a retail supply chain, this study investigates the factors that explain and predict the success and failure of human decisions to deviate from the replenishment orders generated by the optimization algorithms of the ASR system.

Stockout Management: How Does Customers' Brand and Store Loyalty Influence Supply Chain Performance?

Full Paper

Hisashi Kurata (University of Tsukuba (JAPAN)), Berdymyrat Ovezmyradov (University of Tsukuba (JAPAN))

Customers who experience stockout of the preferred product will choose either back-logging, brand switching, store switching, or not buying at all. Assuming a two-stage supply chain, including the above four responses to stockout, we numerically examine how consumer behavior in response to product stockout influences the performance.

Program Schedule

131

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Aligning Buyer-Supplier Behaviors in the Supply Chain

Chair: Hung-Chung Su (University of Wisconsin-Whitewater)

Effective Supply Chain Management Practices to Improve On-Time Delivery in U.S. Industrial SMEs

Abstract

Farouq Alhourani (University of Tampa), Umesh Saxena (University of Wisconsin-Milwaukee)

A survey has been developed to provide insights into SMEs practices in SCM to reduce late deliveries. It is found that less than half of the companies track their deliveries due to the lack of resources. Also, cooperation between SMEs and their supply chain partners is key for on-time deliveries.

Performance Metrics as a Tool to Coordinate Decisions in Supply Chains: A Laboratory Investigation

Abstract

Arunachalam Narayanan (University of Houston)

Supply chain members have their own profit and loss motive for each decision they make in their company. The best way to coordinate their decisions is to offer incentives based on an appropriate performance metric. Using a laboratory experiment we evaluate such an alignment of performance metric in supply chains.

Promoting Supplier Performance with Incentives: An Empirical Study

Full Paper

Regis Terpend (Boise State University), Daniel Krause (Colorado State University)

The goal of this paper is to examine the influence of incentives on supplier performance under various conditions of buyer-supplier dependence. Using empirical data collected via a survey, we measure the effects of two types of incentives on various measures of performance.

Supply Chain Relationships & Conflict Management Styles: A Multi-Level Investigation

Full Paper

Hung-Chung Su (University of Wisconsin-Whitewater), Yi-Su Chen (University of Michigan-Dearborn), Young Ro (University of Michigan-Dearborn)

Using scenario-based role-playing experiments, this study examines the interplay between organizational level control mechanisms and agent level characteristics among supplier and buyer. Both factors contribute to the perceptual differences between supplier's perception of buyer's behavior and buyer's stated behavior when facing the same supply labor disruption event.

Program Schedule

132

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: Explaining Pursuit of Supply Chain Integration

Chair: Ravi Kathuria (Chapman University)

Information's Impact on Supply Chain Integration Efforts of the Indian Manufacturing Firm under Environmental Uncertainty

Abstract

Katrina Savitskie (Savannah State University), Sandipan Sen (Southeast Missouri State University), Sampath Ranganathan (University of Wisconsin-Green Bay)

Research on Indian small scale manufacturing was conducted to evaluate information sharing, information quality, supply chain integration, and ultimately supply chain flexibility under conditions of environmental uncertainty. 100 manufacturing executives in Kolkata, India participated. Using SmartPLS, we evaluated the data and our SEM model.

Moderation Impact of Organizational Culture on Relationship between Information Technology and Supply Chain Integration

Abstract

Odkhishig Ganbold (Yokohama National University (JAPAN)), Anh Chi Phan (Vietnam National University (VIETNAM)), Yoshiaki Matsui (Yokohama National University (JAPAN))

In this study, we test empirically the moderation impact of seven work-related culture dimensions by Hofstede (2008) on relationship between information technology capability and supply chain integration, in terms of internal integration and external (supplier and customer) integration, based on the data collected from Japanese manufacturing organizations.

Explaining the Adoption of Supply Chain Integration Practices – Preliminary Empirical Evidence

Abstract

Emma Nermes (Aalto University (FINLAND)), Virpi Turkulainen (Aalto University (FINLAND))

This study develops understanding of factors explaining the adoption of supply chain integration practices. We build on two established theories, contingency and institutional theories, and empirically assess the use integration practices by sets of contingency and institutional variables. We test the theoretical propositions with a sample of 152 manufacturing plants.

Patterns of Supply Chain Integration in a Service Setting: Antecedents and Relationship Effectiveness

Full Paper

Thani Jambulingam (Saint Joseph's University), Ravi Kathuria (Chapman University)

Using three process dimensions of integration, we study patterns of supply chain integration, how they are supported, and how they influence the relationship effectiveness. Hypotheses are developed using the Transaction Cost Theory, and tested with data from 171 pharmacies. Knowledge of factors that facilitate integration should help improve pharmacy-wholesaler relationships.

Program Schedule

133

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Room 1

Tampa Convention Center

SERVICES: Relating Service Bundle Quality to Customer Outcomes

Chair: Rebecca Scott (University of North Texas)

Development of a Mass Service Customer Commitment Model

Abstract

Kwabena Gyasi Boakye (Georgia Southern University), Charles Blankson (University of North Texas), Victor Prybutok (University of North Texas)

This study develops and tests a model that examines factors that influence commitment to a mass service (e.g., banking). We use a survey methodology to examine the relationships between service quality and commitment in the service domain. The results provide guidelines for researchers and practitioners in the services sector.

Internet Service Quality and Customer Satisfaction: Empirical Evidence from Vietnam

Abstract

Anh Chi Phan (Vietnam National University (VIETNAM)), Yoshiki Matsui (Yokohama National University (JAPAN))

The authors apply SERVQUAL model to investigate the link between perceived service quality and customer satisfaction on ADSL internet service in Vietnam. The results of questionnaire survey on 500 customers indicate that customer satisfaction significantly depends on such aspects as Responsiveness and Empathy.

Examining Mobile Banking Service Quality and Its Key Dimensions

Abstract

Sergio Palacios (New Mexico State University), Minjoon Jun (New Mexico State University)

Offering quality mobile banking services has already become a prerequisite for success in the banking industry. This study attempts to identify the key dimensions of customer perceived mobile banking service quality in a systematic and comprehensive manner by content-analyzing more than 56,000 mobile banking customer reviews.

Impact of Product and Provider Quality on Overall Quality in the Cell Phone Industry

Full Paper

Rebecca Scott (University of North Texas), Xianghui Peng (University of North Texas), Victor Prybutok (University of North Texas)

We examine the effect of cell phone product quality and cell phone provider quality on overall quality. A survey was conducted to perform factor analysis and Partial Least Squares Structural Equation Modeling. The results show that organizations will benefit from customizing quality efforts on both product and provider service factors.

Program Schedule

134

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Drivers of Excellence in Sustainability Performance

Chair: Ajaya K. Swain (Texas Tech University)

A Research Framework to Determine the Value of Sustainability

Abstract

Hulya Julie Yazici (Florida Gulf Coast University)

Corporate sustainability is an indicator of sustainable development, built upon economic, ecological and social pillars. Project maturity aims to integrate, assess and improve project management practices. The links between the two maturities help organizations develop effective sustainability strategies. This research presents a framework to assess sustainability and project management maturities.

Quality and Sustainability

Abstract

Rajat Mishra (Stephen F. Austin State University), Randall Napier (University of Texas at Arlington)

This paper argues that the innovations in the quality management practices mediate the relationship between Design for Environment and Operational Efficiency, and Environmental Management System moderates the relationship between Statistical Process Control and Operational Efficiency. It attempts to establish that operations management and environmental management compete and compliment each other.

Strategic Alignment and Sustainability Performance: An Operations Management Perspective

Full Paper

Ajaya K. Swain (Texas Tech University), Qing Cao (Texas Tech University)

Relatively less attention has been given to the role of operations strategy on the sustainability drives of a firm and its interface with corporate sustainability strategies. We empirically investigate the impact of an alignment between corporate sustainability strategy and operations strategy of a firm on its sustainability performance.

135

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

SUSTAINABILITY: IT Systems for Sustainable Operations

Chair: Chia-Ching Chou (University at Buffalo, The State University of New York)

A Prototype Integrated Energy Management System

Abstract

H. M. Chung (California State University, Long Beach)

This paper focuses on developing a green information system to manage energy management technologies and energy consumption. The study considers the metrics to assess energy use, compliances, optimization, and analytics. The study demonstrates an information systems approach for comprehensive management of energy use in a consumer environment.

Program Schedule

Information Technology, Green Initiative, and Technical Efficiency – A Stochastic Production Frontier Approach

Abstract

Winston T. Lin (University at Buffalo, The State University of New York), Chia-Ching Chou (University at Buffalo, The State University of New York)

In the field of Information technology (IT) and the environmental issue, previous studies focused on the direct effect of IT on energy consumption. Based on resource-based view, theory of production, and stochastic production frontier approach, this study proposes to empirically investigate the indirect effect of IT on green initiative.

How Information Technology Influences Environmental Performance: Empirical Evidence from China

Full Paper

Yi Wang (Shantou University (CHINA)), Yang Chen (Southwestern University of Finance and Economics (CHINA)), Jose Benitez-Amado (University of Granada (SPAIN))

Information technology (IT) can be the problem and solution for environmental sustainability. While IT is a source of contamination during manufacturing, IT also presents opportunities for firms to increasing their efficiency of resource use. We explore the role of IT as a solution for environmental management and sustainability in China.

136

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Room 11

Tampa Convention Center

WORKSHOP: DSI IT System for Regions to Use

Workshop Coordinator: 'Jon Jasperson (Texas A&M University)

DSI has invested in a new IT system to help improve the efficiency of DSI processes related to membership, accounting, and conference planning. The system is also being made available for regional use. This workshop showcases the capabilities of the new IT system and benefits for regions.

137

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Room 7

Tampa Convention Center

WORKSHOP: Teaching an Entire Course on Supply Chain Security

Workshop Coordinator: Kevin Linderman (University of Minnesota)

The emergence of ISO 28000 offers one example of the practical importance of Supply Chain Security. However, there is little guidance on what to teach in this growing body of knowledge. This workshop begins to lay out a framework for teaching Supply Chain Security and the fit with curriculum.

138

Saturday, Nov 22nd, 2014, 4:30-6:00 p.m. | Room 5

Tampa Convention Center

WORKSHOP: Writing a Great Teaching Case

Workshop Coordinators: Christopher J. Roethlein (Bryant University), John Visich (Bryant University)

Utilizing our own cases we will point out their strengths and weaknesses, and illustrate how we transformed a good case into a great case. Participants will take away ideas on how to tell a story that engages the reader and the iterative process of writing the case and the note.

Program Schedule

Saturday, Nov 22nd, 2014, 6:00-7:00 p.m.

139

Saturday, Nov 22nd, 2014, 6:00-7:00 p.m. | Grand Salon F-J

Tampa Marriott Waterside Hotel

RECEPTION: Welcome Reception Hosted by Fellows

Coordinators: Lee J Krajewski (University of Notre Dame), Julie E. Kendall (Rutgers University), Chris Voss (University of Warwick (UNITED KINGDOM))

Program Schedule

Sunday, Nov 23rd, 2014, 7:30-8:30 a.m.

140

Sunday, Nov 23rd, 2014, 7:30-8:30 a.m. | Grand Foyer

Tampa Marriott Waterside Hotel

Continental Breakfast 2

(Sponsored by **Project Management Institute**)

Sunday, Nov 23rd, 2014, 7:30-8:15 a.m.

141

Sunday, Nov 23rd, 2014, 7:30-8:15 a.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

Nondenominational Christian Fellowship Time

Coordinator: Robert L. Andrews (Virginia Commonwealth University)

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m.

142

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Florida Salon III

Tampa Marriott Waterside Hotel

ACCOUNTING: Auditing - Fees, Performance Implications, and Perceptions about Audit Firm Rotation

Chair: Prity Patel (Texas A&M International University)

Surveying Investor's Perception of Mandatory Audit Firm Rotation

Abstract

Jacqueline A. Burke (Hofstra University)

The Sarbanes Oxley Act mandated the General Accounting Office (GAO) to survey public companies and auditors about the impact of mandatory audit firm rotation (MAR). The GAO (2003) concluded that MAR costs would exceed the benefits. The survey results were biased (Biggs, 2011). This study will survey investors regarding MAR.

Audit Size, Audit Quality, and Financial Performance

Abstract

Xi Yang (University of Texas-Pan American), Stephanie Cynthia Herrera (University of Texas-Pan American), Yuanqing Li (University of Texas-Pan American), Ruoqing Li (University of Texas-Pan American)

This paper argues that audit quality has a significantly positive relationship with audit firm size and financial performance. This study estimates that human capital related factors, such as level of education of the auditor, work experience, and professional training of audit quality of audit firms.

Audit Fees and National Culture

Full Paper

Prity Patel (Texas A&M International University)

I examine the association between audit fees and Hofstede's measures of national culture. I find that power distance and individualism has a positive association with the audit fee, and uncertainty avoidance has a negative association. These results are based on a sample consisting of 16,077 firm-years from 19 countries.

Program Schedule

143

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Bayshore Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: IT Committee

Chair: Jon Jasperson (Texas A&M University)

Advisors: Powell Robinson (University of Houston), Stephen Ostrom (Arizona State University)

Members: Janet Bailey (University of Arkansas at Little Rock), Richard L. Jenson (Utah State University), Bob McQuaid (Pepperdine University), David P. Stevens (University of Louisiana at Lafayette), Doug White (Roger Williams University), Silvana Trimi (University of Nebraska-Lincoln)

144

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Room 10

Tampa Convention Center

CURRICULUM: Topical Coverage in Specific Business Courses - Analysis and Recommendations I

Chair: Alfred Michenzi (Loyola University Maryland)

GIS and Spatial Analysis Across the Curriculum in Business Schools

Abstract

Hindupur Ramakrishna (University of Redlands), Avijit Sarkar (University of Redlands), Bindiganavale Vijayaraman (University of Akron)

We present results of a meta-analysis of research on different across-the-curriculum initiatives (such as writing, ethics, computing, etc.) in business programs to identify factors that influence the success of such initiatives. We then evaluate how these factors influence success of implementation of GIS and spatial analysis across the curriculum.

The Need for Anti-Fraud Study in Higher Education

Abstract

Doug Laufer (Metropolitan State University of Denver), Elizabeth Conner (University of Colorado at Denver)

The purpose of this paper is to discuss the need for a greater emphasis on forensic accounting and fraud examination education review some of the many resources available for use in fraud courses, and present some possible course structures and content given different objectives and targeted audiences.

A CPA Perspective of Contemporary Curriculum

Abstract

William Blouch (Loyola University Maryland), Thomas A. Ulrich (Loyola University Maryland), Alfred Michenzi (Loyola University Maryland)

Survey results of practicing CPAs indicating the relative importance of sixty-three auditing topics are presented. This research extends results of earlier surveys to assess whether auditing curriculum changes needed to comply with Sarbanes-Oxley legislation are being satisfactorily implemented. Survey results provide assistance in the development and modification of course content.

Program Schedule

145

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Room 7

Tampa Convention Center

EDUCATION: Professional, Admission, and Faculty Issues Impacting Business Curriculum

Chair: Kim Melton (University of North Georgia)

Academic Implications for APICS & Supply Chain Council Merger

Abstract

William Newman (Miami University)

The Supply Chain Council's merger with APICS as of Fall 2014 creates global synergy and leadership in practitioner oriented Supply Chain Research, Education and Certification Programs. This presentation will discuss the logic behind the merger, synergies created, and opportunities for future research and collaboration.

How Faculty Are Using Web 2.0 Tools in Teaching

Abstract

Samia M. Siha (Kennesaw State University), Deborah Britt Roebuck (Kennesaw State University), Reginald L. Bell (Prairie View A & M University)

This study analyzes a number of factors that affect the usage of Web 2.0 in teaching. Among these factors are academic rank, discipline, class size, type of institution, and Roger's typology of technology use. In addition, it compares the use of Web 2.0 in teaching to their use in research.

Taking a Systemic View of the Role of Student Selection Processes in Undergraduate Curriculum Development and Assessment

Full Paper

Kim Melton (University of North Georgia), Anne Duke (University of North Georgia)

Using a systems thinking approach, this paper provides a conceptual overview of the role that undergraduate business program student selection processes (ad hoc as well as formal admission policies) play in curriculum development and assessment of learning outcomes.

146

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Florida Salon V

Tampa Marriott Waterside Hotel

ENTREPRENEURSHIP: Startups - Paying Management, Finding Money, and Finding Space to Work

Chair: Yuanqing Li (University of Texas-Pan American)

Impact of Management Compensation on Success of Startups

Abstract

Agassy Manoukian (American University of Armenia (ARMENIA)), Hassan HassabElnaby (University of Toledo), Vahe Odabashian (State Engineering University of Armenia (ARMENIA))

It is known that about three-quarters of startup businesses fail during the first three years of operation. Among many factors contributing to such failures this research focuses on the impact of management compensation levels. The general research assumption is that lower management compensation levels increase the probability of startup success.

Program Schedule

Startup Co-Working Space Location Problem

Abstract

Antonio Rios-Ramirez (Monterrey Institute of Technology and Higher Education (MEXICO))

An optimized model is developed to locate a co-working space for startups. The variables that impact the location decision and examples of application of the model will be shown.

Examining Competitive Actions in Business Model Design Themes: Impact on Startup Firms' Funding***

Abstract

Maria Corazon Liquido Lanting (National Cheng Kung University (TAIWAN))

In this paper, the types of competitive actions and their impact on accompanying business models are analyzed. Results suggest that novelty-centered business models paired with sales and marketing actions can increase the amount of financing in the early to first rounds of funding.

How to Make an Attractive Video? An Empirical Analysis of Crowdfunding Projects in Kickstarter

Full Paper

Yuanqing Li (University of Texas-Pan American), Azadeh Zamanian (University of Texas-Pan American), Bohan Fan (University of Texas-Pan American)

We conduct an exploratory study to examine what entrepreneurs should include in crowdfunding video. Using 150 kickstarter.com projects as our sample, we find picture and music in the video have a positive effect on the attractiveness of the project. Findings also indicate that male speaker receives more attention than female.

147

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: Innovative Approaches to Healthcare Management

Chair: Jamison V. Kovach (University of Houston)

The Determinants of Prescribing Innovation by Physicians: Prescriber Characteristics versus Social Contagion

Abstract

Ágnes Lublóy (Corvinus University of Budapest (HUNGARY)), Lilla Keresztúri (Corvinus University of Budapest (HUNGARY)), Gábor Benedek (Thesys SEA Pte Ltd)

We investigate the determinants that affect the diffusion of eleven new oral anti-diabetic medications. By using Cox proportional hazards model we consider the influence of six categories of factors on the routine adoption of new drugs—the physicians' social embeddedness, socio-demography, scientific orientation, prescribing pattern, practice characteristics, and patient-panel composition.

Assess & Treat Programs and the Hospital Employee: The Multilevel Impact on Job Satisfaction

Abstract

Ashley Metcalf (Ohio University), Marco Habermann (Ohio University), Timothy D. Fry (University of South Carolina)

A growing physician shortage combined with higher levels of inpatient demands force hospital management to consider better utilization of frontline caregivers. Assess & Treat programs use formal protocols to transition decision making authority to frontline employees. This study examines the impact of Assess & Treat programs on job satisfaction.

Program Schedule

A Framework for Assessing the Value of DNA Diagnostic Software: Implications for Healthcare Supply Chain

Abstract

Heejun Choi (University of Mary Hardin-Baylor), Paul Hong (University of Toledo)

When considering healthcare costs and accessibility of quality care, an effective front-end diagnostic system is a key priority necessary for healthcare process management. This paper outlines a framework for DNA diagnostic systems that can be used to assess the value of enhancing the performance of the overall healthcare supply chain.

Learning through Design for Six Sigma in Behavioral Healthcare

Abstract

Jamison V. Kovach (University of Houston), Lawrence D. Fredendall (Clemson University), Adrian Choo (Georgia State University)

This research examined the learning behaviors used by practitioners while applying the Design for Six Sigma methodology in behavioral healthcare, which is a socially-driven, yet resource constrained environment. This approach was used to make changes in clinical/operational practices that positively impact client/consumer recovery, while using scarce resources efficiently and effectively.

148

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: Disruptive Innovations - Definitions, Examples, and Response Strategies

Chair: Sarah E. Schafer (University of Toledo)

Defining and Predicting Disruptive Innovations

Full Paper

Delmer Nagy (Tarleton State University), Joseph H. Schuessler (Tarleton State University)

How can managers determine if a new technology can disrupt an industry or their organization? This paper proposes to refine the definition of a disruptive innovation and help provide managers a quick heuristic or guideline to better determine if an innovation could be disruptive to an industry or their organization.

Proactive Resistance as a Generic Incumbent Response to Disruptive Innovation

Abstract

Oleksiy Osiyevskyy (Northeastern University)

When faced with disruptive innovations, established companies engage in one of three generic strategies: adoption of the disruptive approach, incremental development of the existing approach, or proactive resistance. The paper conceptualizes the proactive resistance construct, discussing its antecedents and consequences, with empirical substantiation in the context of higher education.

One-Way Car Sharing: Antecedents, Inventory Management and Vehicle Utilization Concepts of a New Paradigm

Full Paper

Sarah E. Schafer (University of Toledo), Stephen K. Callaway (University of Toledo), Yue Zhang (University of Toledo)

A new automobile use paradigm for one-way car sharing is conceptualized and potential value proposition is presented. A literature review is conducted for antecedents of successful car-sharing systems, secondary data is collected and a geographic information system application is developed for travel demand and trip assignment analysis in phase II.

Program Schedule

149

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Impact of Information Systems on Organizational Performance

Chair: Jose Benitez-Amado (University of Granada (SPAIN))

How Information Technology Influences Exploration and Exploitation of Business Opportunities

Full Paper

Jose Benitez-Amado (University of Granada (SPAIN)), F. Javier Llorens-Montes (University of Granada)

We examine how information technology (IT) influences exploration and exploitation of opportunities. We uncover that IT infrastructure provides the foundation to build an innovation culture, and the flexibility to sense and explore opportunities; and IT-enabled flexibility helps firms to develop the operational proficiency to exploit opportunities and increase their performance.

The Evolution of the Impact of E-Business Technology on Operational Competence and Profitability in the Economic Downturns

Full Paper

Jose Benitez-Amado (University of Granada (SPAIN)), Yang Chen (Southwestern University of Finance and Economics (CHINA)), Aseel Abu-Ajamieh (University of Granada (SPAIN))

Examining the evolution of the e-business technology impact on operational competence and profitability, we find that e-business technology has a positive effect on operational competence that decreases over the time, and that the portfolio of operational capabilities has a positive impact on profitability that becomes more significant over the time.

150

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Florida Salon II

Tampa Marriott Waterside Hotel

KNOWLEDGE MANAGEMENT: Creation, Transfer, and Deployment - Insights from Different Functional Perspectives

Chair: Sandra Gutierrez-Wirsching (Texas A&M International University)

When Buyer-Driven Knowledge Transfer Really Works: The Contingency Effects of Supplier's Relative Absorptive Capacity and Innovativeness

Abstract

Hyojin Kim (Yonsei University (KOREA)), Daesik Hur (Yonsei University (KOREA)), Tobias Schoenherr (Michigan State University)

Supplier development is a buyer-induced knowledge transfer routines to improve supplier's performances. We propose that a supplier firm's relative absorptive capacity and its endogenous innovativeness moderate the effectiveness of the knowledge transfer routines. We collected data from 137 Korean firms, and used moderated hierarchical regression to test the hypotheses.

The Role of Intercultural Gap in Knowledge Transfer, Absorptive Capability, and MNE Performance: Comparative Insight from U.S. Subsidiary at the Maquiladora

Full Paper

Wootae Chun (Saint Louis University)

This study develops and tests a comprehensive framework aimed at explaining impact of cultural distance on knowledge transfer, absorptive capability, and multinational enterprise (MNE) performance. This article uses Hofstede's (1984) cultural dimensions to define the relationship between cultural distance and MNE performance.

Program Schedule

Culture and Dynamic Capabilities: Understanding the Deployment Process

Abstract

John Hanson (University of San Diego), Steve Alexander Melnyk (Michigan State University)

Case studies in deployment of knowledge resources show adoption is selective and lacks persistence. This is explained by a mismatch between strategic intent of top management and the understanding of front-line staff, as reinforced by organizational culture. This adds a key variable to the dynamic capabilities model.

Cognitive Processes Involved in Knowledge Generation, Transfer, and Adoption

Full Paper

Sandra Gutierrez-Wirsching (Texas A&M International University)

This paper proposes a comprehensive framework that aims at explaining how knowledge originates, is transmitted, what facilitates the adoption of this new knowledge, as well as the barriers to the same one. Special attention is given to cognitive processes.

151

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

LEAN & QUALITY: Quality Management - Impact on Firm and Business Performance

Chair: Anshu Saxena Arora (Savannah State University)

Relationships between Strategic Leadership, QM Practices, and Performances: An Empirical Study in the U.S. and China Manufacturing

Full Paper

Young Sik Cho (University of Texas-Pan American), Joo Jung (University of Texas-Pan American)

This study aims to investigate the stepwise process relationships between strategic leadership, human-oriented quality practices, system-oriented quality practices, quality performance, customer satisfaction, and business performance. A survey research was conducted in two countries, the U.S. and China and structural equation modeling was adopted to test the developed hypotheses.

An Empirical Analysis of the Effect of Behavioral Quality Management on the Relationship between Technical Quality Management and Firm Performance

Full Paper

Young Sik Cho (University of Texas-Pan American), Joo Jung (University of Texas-Pan American)

This study aims to investigate the relationships between behavioral quality management (QM), technical QM, and firm performance. The study results represent that there is a full mediation effect of behavioral QM on the relationship between technical QM and firm performance. Implications were discussed in terms of the resource-based view.

The Effects of Total Quality Management on Company Profits: A Managerial Perspective

Full Paper

Michael P. McCarthy (Texas Woman's University), Mahesh Raisinghani (Texas Woman's University), Amit Arora (Savannah State University), Anshu Saxena Arora (Savannah State University)

This paper documents both the cause and effect of Total Quality Management upon company profits and long-term sustainability of organizational operations. The author attempts to prove that Total Quality Management's goal is to maintain standards through development of improved systems and process to increase customer satisfaction.

Program Schedule

152

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Florida Salon I

Tampa Marriott Waterside Hotel

MARKETING: Customer Response, Piracy Issues, and Taking Advantage of Competitor Misfortunes

Chair: Young H. Chun (Louisiana State University)

The Marketing Dilemma: To Market or Not to Market during a Competitor's Product Harm Crises

Abstract

Adams B. Steven (University of Massachusetts Amherst)

What is the impact of advertising on a firm's performance during unfavorable news coverage of a close competitor? Positive? Likely. Negative? Possible. This study investigates the effect of advertising intensity on a firm's marketing and financial performance and the moderating influence of a competitor's product recalls.

Predicting the Customer Response Rate and Speed in Direct Marketing Campaigns

Full Paper

Young H. Chun (Louisiana State University)

We propose a response model with two parameters, and use a Bayesian method to estimate the unknown parameters. Unlike other conventional response models, our Bayesian model considers the prior information as well as the sample data. The Bayesian model can be used to find confidence intervals, and test various hypotheses.

153

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

MS/OM/OR: Decision Models for Healthcare Operations I

Chair: Ravi Behara (Florida Atlantic University)

On the Determination of Optimal Ordering Policies for Blood Products with Blood Transfers

Abstract

Karti Puranam (LaSalle University), David C. Novak (University of Vermont), Marilyn Lucas (University of Vermont)

We investigate the determination of optimal order policies for blood products when blood transfers exist from other hospitals. We develop an analytical model to propose simple decision rules and compare these rules to existing policies – relying on real-world data from the Blood Bank of a local hospital.

Response to Epidemic Outbreaks in Urban Areas Using Optimization Modeling

Abstract

Oya Icmeli Tukel (Cleveland State University)

In this study we demonstrate the use of an optimization modeling tool for solving the problem of providing Mass Prophylaxis Response to Epidemic Outbreaks within limited time and resources. The model provides optimal solutions that meet the government requirements and can easily be adapted to any locality.

Program Schedule

Revisiting a Pandemic Antivirals Case Study Rationing Model

Abstract

Dara Gale Schniederjans (University of Rhode Island), Qing Cao (Texas Tech University), Marc J. Schniederjans (University of Nebraska-Lincoln)

We present a new modeling approach for a prior pandemic antivirals rationing case study. We extend the literature by developing a modeling approach that uniquely incorporates rationing criteria with an integer programming modeling system. An illustrative application is provided to demonstrate the efficacy of the modeling approach.

An Analytic Approach to Kidney Allocation in Patients Undergoing a Liver Transplant

Full Paper

Ravi Behara (Florida Atlantic University), Vinaya Rao (University of Tennessee Health Science Center)

The decision to allocate a kidney for transplantation to a patient undergoing a liver transplant in a dual-organ situation is a complex. This study develops a neural network based clinical decision support model to help identify the impact of conducting a simultaneous kidney-liver transplant (SKLT) or a kidney-after-liver transplant (KALT).

154

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

MS/OM/OR: Modelling Inventory Management I

Chair: David Chen (University of Minnesota)

A Time-Series Perspective on the Volatility of the Supply Chain Inventory

Abstract

Chung-Yean Chiang (Georgia Southern University), Chia-Hung Chuang (University of North Dakota)

This study aims to uncover supply chain volatility observed between demand and the inventory through the lens of time-series analysis. Using data from U.S. Auto market, we expect to identify the lagging effect on the inventory volatility in the supply chain and causal relationship for the bullwhip effect.

Optimal Policies for Assembly Systems: Completing Rosling's Characterization

Abstract

Alp Muharremoglu (University of Texas at Dallas), Shaokuan Chen (University of Texas at Dallas)

We study an assembly system for which Rosling (1989) characterized the optimal policy, assuming that the initial state of the system possesses a "long-run balance" property. We identify the optimal policy for any arbitrary initial state as a balanced echelon base stock policy with dynamically evolving echelon base stock levels.

Managing Stochastic Inventory Systems with Scarce Resources

Full Paper

David Chen (University of Minnesota), Rowan Wang (University of Minnesota), Saif Benjaafar (Singapore University of Technology and Design (SINGAPORE))

We consider the problem of managing production in a production-inventory system where a firm is subject to an allowance on either the amount of input it can use or the amount of output it can produce over a specified compliance period. We characterize the optimal policy and draw several managerial insights.

Program Schedule

155

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

MSMESB: Building a Business Analytics Program

Chair: Robert L. Andrews (Virginia Commonwealth University)

Presenters: T. Paul Cronan (University of Arkansas-Fayetteville), Kellie B. Keeling (University of Denver), Weiyong Zhang (Old Dominion University)

Business Analytics has become a high profile issue in many business schools. The classical academic areas of statistics, information technology and management science/operations research are all related to this emerging area and a diversity of analytics related course offerings has appeared as a consequence.

156

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 9

Tampa Marriott Waterside Hotel

NPD: Collaborating across Firms to Develop New Products

Chair: Tingting Yan (Wayne State University)

Effect of Information Systems on Collaborative Competence in New Product Development

Abstract

Osam Sato (Tokyo Keizai University (JAPAN)), Yoshiki Matsui (Yokohama National University (JAPAN)), Hideaki Kitanaka (Takushoku University (JAPAN)), Yutaka Ueda (Seikei University (JAPAN)), Tomoaki Shimada (Kobe University (JAPAN))

Mishra and Shah (2009) claimed that the inter-firm and internal collaboration creates collaborative competence, and it affects success of NPD project. Today, NPD project becomes so complex that they need IS to streamline NPD project. We extend their model and endorse significant effect of these IS on collaborative competence.

New Product Development under Coopetition

Abstract

Maryam Hafezi (Wilfrid Laurier University (CANADA)), Xuan Zhao (Wilfrid Laurier University (CANADA))

In this research, we use game-theoretic approach to see how coopetition affects the price, quantity and quality of the green products. By considering three innovation strategies – independent innovation, investment sharing, and innovation sharing strategy – we try to help manufacturers know how much to cooperate and how much to compete.

Product Modularity and NPD Performance: Mediation Effect of Supplier Involvement and Mass Customization Capability

Abstract

Debasish N. Mallick (University of St. Thomas), Sohel Ahmad (St. Cloud State University), Roger Schroeder (University of Minnesota)

We present an integrated framework to study the relationship between product modularity, supplier involvement, mass customization capability and overall NPD performance. We also test the framework empirically with the data collected from 242 NPD projects from three industries.

Program Schedule

Learning versus Efficiency: A Cross-Country Examination of Buyer-Supplier Joint Product Development

Abstract

Tingting Yan (Wayne State University), Anand Nair (Michigan State University)

Although increasingly popular, buyer-supplier product development is not always successful. We examine how inter-group structures influence process efficiency and buyer learning in such projects. Using survey responses from U.S. and China, we show different ways in which inter-group structures influence process efficiency and buyer learning in these two culturally distinct countries.

157

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Room 11

Tampa Convention Center

PEDAGOGY: In-Class Technologies to Help Students Learn - Presentations and Clickers

Chair: Kirsten Rosacker (Minnesota State University-Mankato)

Role of Learning Styles and Clicker Systems on Problem Based Learning

Abstract

Hulya Julie Yazici (Florida Gulf Coast University)

Learning styles may explain how students learn. Clicker systems seem to increase student engagement, although studies on the direct effects of clickers on learning outcomes are limited. The purpose of this study is to determine whether business students learning preferences and clicker based instruction contribute to student learning.

Using Clickers to Engage Students

Full Paper

Mohan Rao (Texas A&M University-Corpus Christi)

There are several techniques to enhance student engagement. Some of the recent technology-based tools such as clickers can be very useful. This paper presents the experiences and the effectiveness of various audience response systems to keep students actively engaged in the classroom, especially in challenging courses such as Operations Management.

Animated PowerPoint Presentations for Teaching Project Scheduling Concepts and Techniques

Abstract

Mark Treleven (John Carroll University), Charles A. Watts (John Carroll University), Richard J. Penlesky (Carroll University), Thomas E. Callarman (China Europe International Business School (CHINA))

Examples of classroom-tested PowerPoint animations will be presented. General advice for those interested in creating PowerPoint animations and technical details of how to utilize advanced features of PowerPoint animation to efficiently create your own will be provided. The benefits of using these PowerPoint animations will be discussed.

Cost Effective, Efficient, and Easy Ways to Enhance Teaching Presentations

Abstract

Kirsten Rosacker (Minnesota State University-Mankato), Robert Rosacker (University of Wisconsin-La Crosse)

Contemporary students are visual learners. Images may convey concepts more easily than textual descriptions. This paper focuses attention cost effective and efficient software support programs. Each is capable of integrating sounds, images and simulations in your chosen presentation while providing your students with comprehensive alternative views of key course concepts.

Program Schedule

158

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Room 13

Tampa Convention Center

PROFESSIONAL PANEL: Meet the Editors of ISR, JIBS, JOM, and JSCM - What Can We Learn from Other Disciplines?

Moderator: Craig Carter (Arizona State University)

Panelists: Ritu Agarwal (University of Maryland, College Park), Daniel C Bello (Georgia State University), Thomas Choi (Arizona State University)

The purpose of this panel is to tap the perspectives of the editors of the leading journals across several disciplines that are encompassed within the Decision Sciences Institute – information systems (ISR), international business (JIBS), operations management (JOM), and supply chain management (JSCM).

159

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

PROJECT MANAGEMENT: The Interaction of Projects and People: How One Can Impact the Other

Chair: Jayant Saraph (Metropolitan State University)

An Examination of the Impact of Project Success Factors on Customer Satisfaction and Repurchase Intentions

Abstract

Eric C. Jackson (American University of Sharjah (UAE))

Projects have previously been examined to determine the success of the project and the project management performance. We build on this literature by examining the impact of these factors on customer attitudes in large facilities projects. Our results show that the drivers of customer attitudes vary throughout the project lifecycle.

Project Team Adoption of Collaboration and Communication Technologies

Abstract

Thomas Case (Georgia Southern University), Manouchehr Tabatabaei (Georgia Southern University)

Collaboration and Communication technologies (CCTs) can facilitate project team work and effectiveness, especially in virtual teams. An increasing array of CCTs and social media are used for project team collaboration/communication. Is CCT acceptance and use consistent with Technology Acceptance Model (TAM) that also includes technology awareness and post-adoption perceptions?

Project Management Cowboys

Abstract

Steve Creason (Metropolitan State University), Jayant Saraph (Metropolitan State University), Susan Amundson Misterek (Metropolitan State University)

We present a case study examining how standard project management practices clash with the culture of entrepreneurial organizations. This in-depth analysis examines the how the resistance of project team members to standard project management “best practices” contributes positively to the growth and vitality of the organization, but with significant costs.

Program Schedule

160

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Room 1

Tampa Convention Center

RESEARCH PANEL: New Directions in Service Research

Moderator: Rohit Verma (Cornell University)

Panelists: Mike Dixon (Naval Postgraduate School), Jie J. Zhang (University of Vermont), Enrico Secchi (University of Victoria), Tom Tan (Southern Methodist University), Hyunjeong "Spring" Han (National Research University (RUSSIA))

This session features leading service researchers who will discuss emerging research trends.

161

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Room 12

Tampa Convention Center

RETAILING & e-TAILING: Seller Considerations When Transacting Online

Chair: Yinliang Tan (University of Florida)

Supply Chain Design in Online Grocery Retailing Industry: A Case Study

Abstract

Fei Song (Iowa State University), Frank Montabon (Iowa State University)

This research investigates supply chain design of online grocers. We propose that business strategy and perishability are two major decision factors that will affect the design of supply chains in online grocery retailing industry. In-depth case studies will be conducted to explore the connections.

The Comparison of Merchant Model and Agency Model in the Hotel Industry

Full Paper

Fei Ye (South China University of Technology (CHINA)), Peng Liao (Hongkong polytechnic university), Xiaoli Wu (South China University of Technology (CHINA))

Whether choose and at what price to sell through Online-Travel-Agency (OTA) under Merchant and Agency models in hotel industry are studied. The hotel prefers selling through offline channel as capacity is small and prefers dual-channel otherwise. The OTA prefers Agency model under high commission rate and prefers Merchant model otherwise.

The Agency Model in the Electronic Publishing Industry

Full Paper

Yinliang Tan (University of Florida), Janice Carrillo (University of Florida)

We investigate the strategic impact of the agency model in comparison with the prevalent wholesale and fixed price models by formulating a dual channel model. Contrary to DOJ prosecutor's argument, we find that the equilibrium price of e-book is lower in the agency model than in the conventional wholesale model.

Best Student Paper

(Sponsored by **Global Supply Chain and Process Management Center, Darla Moore School of Business, University of South Carolina, USA**)

Program Schedule

162

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Opportunism and Exploitation of Suppliers

Chair: Veronica H. Villena (Pennsylvania State University)

Effects of External Uncertainties and Power on Opportunism in Supply Chains: Evidence from China

Full Paper

Zhiqiang Wang (South China University of Technology (CHINA)), Baofeng Huo (Zhejiang University (CHINA)), Yu Tian (Sun Yat-Sen University (CHINA))

This study examines determinants of opportunism in the supply chain relationship in China. Environmental uncertainty enhances supplier opportunism directly and indirectly through buyer coercive power over the supplier, while legal unprotectability enhances supplier opportunism directly but reduces supplier opportunism indirectly through buyer non-coercive power over the supplier.

May the Force Be with You! Supplier Exploitation, Power, and Ethics

Abstract

Martin C. Schleper (EBS University (GERMANY)), Constantin Blome (University of Sussex (UK)), David Alexander Wuttke (EBS University of Business and Law (GERMANY))

Using a conceptual framework we draw the line between common business practices and unethical supplier exploitation. We offer a research model resulting in a total of five propositions, with which we give an explanation for buying firms' different propensities to unethically exploit their suppliers.

Unpacking the Consequences of Asymmetric Buyer-Supplier Relationships on Opportunism and Performance

Full Paper

Veronica H. Villena (Pennsylvania State University), Christopher Craighead (Pennsylvania State University)

We examine the effects of power and relational asymmetries on opportunism and performance. We bring attention to the degree and direction of both asymmetries and show that a supplier would perceive lower opportunism of its powerful buyer when this latter shares slightly higher level of relational capital than the supplier's.

163

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: Supply Chain Disruptions and Firm Performance

Chair: Kuo-Ting Hung (Suffolk University)

Investigating the Effects of Leadtime and Safety Stock On Service Performance in a JIT Supply Chain

Abstract

Wenming Chung (University of Texas at El Paso)

Maquiladoras and their suppliers commonly use 3PL warehouses in the US. Therefore, each delivery is involved with border crossing and is subjected to frequent delays due to traffic and custom inspections. We study the effects of such multiple delivery risks and buffer stocks in multiple locations on firms' performance.

Program Schedule

Moving Toward a Typology of Supply-Chain Disruptions

Abstract

Mikaella Polyviou (Ohio State University), Johnny Rungtusanatham (Ohio State University)

A typology is a multidimensional, theoretically-based classification of a phenomenon of interest. Supply-chain disruptions have typically been differentiated based on a single dimension, namely the source of disruption. We propose a typology of supply-chain disruptions in an attempt to enhance theorizing in regards to consequences of supply-chain disruptions.

Supply Chain Disruption and Quality

Abstract

Rebecca E. Clemons (Cleveland State University), Susan A. Slotnick (Cleveland State University), Walter Rom (Cleveland State University)

A manufacturer has two suppliers. The old supplier experiences random disruption with acceptable quality. The new supplier is reliable with unacceptable quality. A simulation study examines the impact of policy decisions for a given level of disruption while considering cost of supplier development, appraisal, purchasing, holding and backorder costs.

Financial Implications of JIT Logistics and Defect Bullwhip Effect

Full Paper

Kuo-Ting Hung (Suffolk University), Jin Li (North Dakota State University), Chanchai Tangpong (North Dakota State University)

We examined the financial implications on supply chain performance while considering random production process failures and imperfect inspection process in a simple supply chain where defective products from a supplier may propagate and affect the production process of its downstream customers randomly.

164

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

SCM: Supply Chain Integration - What Are Its Benefits and Challenges?

Chair: Muhammad Usman Ahmed (York University (CANADA))

Supply Chain Integration Supporting New Product Development

Abstract

Ulrich Schmelzle (University of Tennessee, Knoxville), Mary C. Holcomb (University of Tennessee, Knoxville)

Very little is known about how supply chain integration influences new product development performance. Using the theoretical lens of resource-dependence theory, this research examines environmental turbulence and other key moderators that impact the relationship. A conceptual model linking these constructs is introduced.

Supply Chain Integration and Plant Performance: The Moderating Effect of Environment

Abstract

Gensheng Liu (University of Memphis)

This study examines the relationship between supply chain integration and manufacturing plant performance, as well as the moderating role that the business environment plays in this relationship. A research model is constructed and survey data collected from manufacturing plants are to be used to examine the hypotheses.

Program Schedule

Integrative Practices and Their Implications for Supply Chain Relationship Management

Abstract

Muhammad Usman Ahmed (York University (CANADA)), Murat Kristal (York University (CANADA)), Mark Pagell (University College Dublin (IRELAND)), Thomas F Gattiker (Boise State University)

We show that key supply-chain (SC) relationships can be very different from each other and place unique relational demands. We have collected data from 200 North American manufacturers. We develop a typology of SC relationships and show that the different types of relationships need different managerial approaches.

165

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

SOCIAL MEDIA: Understanding and Measuring the Impact of a Social Media Strategy I

Chair: Yong Jin (University of Florida)

Social Media Use in Green Supply Chain Management

Abstract

Dara Gale Schniederjans (University of Rhode Island), Chris Michael Starkey (University of Connecticut)

Previous research has explored the organizational benefits of GSCM adoption, specifically tying GSCM adoption to market performance. Yet little research exists on adequately marketing organizational use of GSCM to consumers. In this paper we explore the impact of social media on marketing GSCM use to consumers.

Impact of Facebook “Like” Button on Box Office

Abstract

Yang Duan (University of Florida), Yong Jin (University of Florida), Chao Ding (University of Hong Kong)

We investigate the impact of social media on motion pictures' sales by using an innovated index, clicks of Facebook “like” button. Our empirical results show that pre-releasing social media activities have a strong explanatory power on motion pictures' opening box office.

166

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Room 9

Tampa Convention Center

STUDENT SUCCESS: Web and Mobile Technologies to Support Student Learning

Chair: Xiaoqing Li (University of Illinois at Springfield)

How Social Media Use Influences University Students Performance

Abstract

Haya Ajjan (Elon University), Yingxia Cao (University of La Verne), Richard Hartshorne (University of Central Florida)

The purpose of this project is to assess undergraduate students' use of social networking applications. The research questions explored are: 1) How does students' use of social networking applications impact their academic performance? 2) How do factors such as utilitarian outcome, perceived enjoyment, and socialability outcome impact compulsive use decisions?

Program Schedule

Web 3.0 and Connectivism: Implications for Learning in the Digital Age

Abstract

Abbas Foroughi (University of Southern Indiana)

Theories are sought to explain and guide today's ever-evolving computer-enhanced learning. Connectivism is presented as a potential theory for learning in the digital age. Opportunities and concerns about the application of both Web 3.0 and connectivism in higher education are discussed.

iPad Usage Among University Athletes

Abstract

Sue Abdinnour (Wichita State University), Barbara Chaparro (Wichita State University)

Athletes use tablets because they are portable. Our study examines the use of the iPad tablet by student athletes at a Division I university. We conducted a survey and received a total of 238 responses. We analyze the results to examine usage trends, advantages, and disadvantages of the iPad.

Students' Acceptance of Mobile Learning Technology

Full Paper

Xiaoqing Li (University of Illinois at Springfield)

Mobile learning is just at the beginning of its development. Many key issues regarding the design and implementation of mobile learning are still unclear. With this research, we investigate factors leading to the acceptance of mobile learning based on student usage of a specific mobile learning platform, Blackboard Mobile Learn.

167

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Remanufacturing and Remanufactured Products

Chair: Narendra Singh (Georgia Institute of Technology)

Incorporating Estimates of the Net Demand Distribution for Determining Core Acquisition Quantities in a Rolling Horizon

Abstract

Toyin Clotey (Iowa State University), W.C. Benton (Ohio State University)

In this study we determine how Bayesian estimation of the net demand distribution for end-of-use products (i.e., cores), can be used to create multi-step ahead forecasts for purchasing decisions made over a rolling horizon. We also investigate the cost implications, under prescribed service levels, for varying degrees of misspecification.

Remanufacturing Scheduling Systems: An Exploratory Analysis Comparing Academic Research and Industry Practice

Abstract

Roger Gagnon (North Carolina A&T State University), Shona Morgan (North Carolina A&T State University)

We review the academic progress made in remanufacturing scheduling systems' methodologies, criteria/objective functions, and complexities and compare this to the actual remanufacturing scheduling practices used in industry and the difficulties encountered. Survey results are compared with academic progress in remanufacturing scheduling and the results of previous related, industry surveys

Program Schedule

Remanufacturing in Segmented Market

Abstract

Kunpeng Li (Utah State University), Ziping Wang (Morgan State University)

We study a firm's optimal remanufacturing strategy when consumers have different preference towards a remanufactured product. We wish to understand when it is optimal for the firm to manufacture using only new material, only recycled material, or a mix of both.

The Strategic Value of Product Returns: Intertemporal Product Management with Strategic Consumers

Abstract

Narendra Singh (Georgia Institute of Technology), Karthik Ramachandran (Georgia Institute of Technology), Ravi Subramanian (Georgia Institute of Technology)

We study the impact of product returns on intertemporal product strategies of a firm in the presence of strategic consumers. We develop a two-period model, where a firm offers only a new product in the first period, but offers a combination of new and refurbished products in the second period.

168

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

TECHNOLOGY: Emerging Technologies - User Characteristics and Experiences

Chair: H. M. Chung (California State University, Long Beach)

Antecedents and Consequences of Virtual World Experience

Abstract

Norita D. Ahmad (American University of Sharjah (UAE)), Peggy Daniels Lee (Indiana University)

We present the results of an experimental study about the cognitive implications of the use of Virtual Worlds (VWs). The results support our model: a positive flow experience with VW influences attitudes towards VW's, influencing intention to use VWs. Perceived peer influence, familiarity, and individuals' personalities can impact flow experience.

Fostering Collaboration Equality with Multi-Touch Multi-User Systems

Abstract

Jerry Post (University of the Pacific)

Multi-touch multi-user systems enable small teams to share data, control, and physical space while making decisions. This level of sharing should make it easier for everyone to participate and contribute. Initial studies show that women recognize this opportunity and believe they had more change to contribute.

Toward Implementing a Mobile Collaborative System

Full Paper

H. M. Chung (California State University, Long Beach)

This study develops a design framework of a general collaborative decision support system in a mobile environment. The effectiveness of a system depends upon a number of factors such as the task characteristics, the decision maker characteristics, the nature of the system, and application environment.

Program Schedule

169

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Room 3

Tampa Convention Center

WORKSHOP: Advanced Reflective Measurement Methods

Workshop Coordinator: Jason Miller (Colorado State University)

This workshop provides an overview of using the bifactor model to operationalize multidimensional constructs in the OM/SCM discipline. The strengths and weaknesses of the bifactor model vis-à-vis the traditional correlated factors and second-order factor model are reviewed. Several misconceptions about reflective measurement are also addressed.

170

Sunday, Nov 23rd, 2014, 8:30-10:00 a.m. | Room 5

Tampa Convention Center

WORKSHOP: Applying Microsoft Dynamics AX in the University Classroom

Workshop Coordinator: Todd Schultz (Georgia Regents University)

This workshop introduces Microsoft Dynamics AX ERP software with a focus on providing attendees the background and tools to use Dynamics AX in a broad range of university courses: accounting information systems, supply chain management, management information systems, and information technology applications.

Sunday, Nov 23rd, 2014, 10:00-10:30 a.m.

171

Sunday, Nov 23rd, 2014, 10:00-10:30 a.m. | Grand Foyer

Tampa Marriott Waterside Hotel

Coffee Break 3

Sunday, Nov 23rd, 2014, 10:30 a.m.-12:00 noon

172

Sunday, Nov 23rd, 2014, 10:30 a.m.-12:00 noon | Grand Salon F-J Tampa Marriott Waterside Hotel

KEYNOTE 1: How Must Business Schools Change to Meet Structural Changes Hastened by the Rapid Technological Evolution?

John J. Fernandes (AACSB International) and Eric Cornuel (European Foundation for Management Development)

Moderator: Norma Harrison (Macquarie Graduate School of Management (AUSTRALIA))

(Sponsored **Macquarie Graduate School of Management, AUSTRALIA**)

Sunday, Nov 23rd, 2014, 12:00 noon-1:30 p.m.

173

Sunday, Nov 23rd, 2014, 12:00 noon-1:30 p.m. | Ballroom A/B

Tampa Convention Center

MEALS: 2014 Annual Meeting of DSI - Luncheon

Program Schedule

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m.

174

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Room 7

Tampa Convention Center

ADMINISTRATIVE MEETING: 2015 Annual Meeting of DSI Planning Meeting

Chairs: Shawnee K. Vickery (Michigan State University), Natasa Christodoulidou (California State University, Dominguez Hills)

175

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Room 3

Tampa Convention Center

ADMINISTRATIVE MEETING: Ad Hoc Committee on Organizational Structure - College Structure

Chair: Qing Cao (Texas Tech University)

Members: John R. Olson (University of St. Thomas), Seong Bae Lim (St. Mary's University), Corinne Karuppan (Missouri State University), Arben Asllani (University of Tennessee at Chattanooga), Kai Kyujang Kim (University of Nebraska Lincoln), Julie E. Kendall (Rutgers University), Seungjae Shin (Mississippi State University-Meridian), Vicky Gu (University of Houston-Clear Lake)

176

Sunday, Nov 23rd, 2014, 1:30-4:30 p.m. | Grego Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Fellows Committee

Chair: Kenneth E. Kendall (Rutgers University)

Advisor: Powell Robinson (University of Houston)

Members: Paul Charles Nutt (Ohio State University), Mark M. Davis (Bentley University), Lori S. Franz (University of Missouri), Peter Ward (Ohio State University), Clyde Holsapple (University of Kentucky), Gary Klein (University of Colorado, Colorado Springs), David Olson (University of Nebraska-Lincoln)

177

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Bayshore Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Finance and Investment Advisory Committee

Chair: Janelle Heineke (Boston University)

Advisor: Powell Robinson (University of Houston)

Invitee: Jomon Aliyas Paul (Kennesaw State University)

Members: Johnny Rungtusanatham (Ohio State University), T. Paul Cronan (University of Arkansas-Fayetteville), Samir Barman (University of Oklahoma), Quinton J. Nottingham (Virginia Polytechnic Institute and State University), Mary Fischer (University of Texas at Tyler), Kenneth Sousa (Bryant University)

Program Schedule

178

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: New DSJ Editorial Board Meeting

Editor: Thomas F. Stafford (University of Memphis)

179

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Room 5

Tampa Convention Center

CORPORATE GOVERNANCE: Board Members - Impact on Earnings

Chair: Kazuhiko Kobori (National Cheng Kung University (TAIWAN))

The Impact of Outside Board Members on Earnings Management after the Banking Crisis in 2008***

Abstract

Kazuhiko Kobori (National Cheng Kung University (TAIWAN))

This study examines whether the outside board members from main banks are related to earnings management. The results show that the involvement of commercial banks which have outside board members in the focal firms, as well as owning stock in them, is not related to earnings management.

Does the Combined Monitoring System Which Consists of Main Bank and Accounting Firm Mitigate Firm's Earnings Management in Japan?****

Full Paper

Kazuhiko Kobori (National Cheng Kung University (TAIWAN))

This study examines whether the outside board members from main banks are related to earnings management. The results show that the involvement commercial banks, which have outside board members in the focal firms is not related to earnings management.

180

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Florida Salon V

Tampa Marriott Waterside Hotel

ENTREPRENEURSHIP: Characterizing the Entrepreneur

Chair: Kwanheui Cheon (University of Texas-Pan American)

Do Opportunity Entrepreneur and Necessity Entrepreneur Use the Different Types of Opportunities-Tacitness and Codification?

Abstract

Kwanheui Cheon (University of Texas-Pan American)

This study identifies another type of entrepreneur, necessity entrepreneur, criticized by conventional entrepreneur assumption of voluntary activity. This study also identifies two types of opportunities such as tacitness and codification using the Resource Based View. Finally, this study examines each type of entrepreneur prefers each type of opportunity.

Program Schedule

181

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

FINANCE: Consumer Knowledge of Finance and Seeking of Financial Advice

Chair: Yingxia Cao (University of La Verne)

Generation Y Financial knowledge: Kuwait Study

Abstract

Sudhir Chawla (Gulf University for Science and Technology (KUWAIT))

Generation Y is defined as those born between 1980 and 2000. This generation is a technologically groomed and has faith in the information available on the net. Current study attempts to examine the financial industry knowledge and personal finance expectations of Generation Y. Results will be discussed and presented.

Personal Finance Orientation Determines Approach of Seeking Personal Finance Advice

Abstract

Yingxia Cao (University of La Verne), Jeanny Liu (University of La Verne)

This study identifies major information sources for personal financial decision approaches. It focuses on consumer financial orientations and its influences on their choices, especially social media. Data from a sample of 480 respondents through an online questionnaire survey were analyzed. A two dimension conclusion was made.

182

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Florida Salon III

Tampa Marriott Waterside Hotel

FINANCE: Currency Exchange Rates and Gold Prices - How Do They Behave?

Chair: Mary E. Malliaris (Loyola University Chicago)

An Application of Time Delay Neural Network for Designing a Foreign Exchange Rate Predictive Model

Full Paper

Dinesh Sharma (University of Maryland Eastern Shore), Hari Sharma (Virginia State University), H. S. Hota (Guru Ghasi Das University (C.G.))

This research work intends to utilize a Time Delay Neural Network (TDNN) technique for predicting currency exchange rate. A data sets of five years of Chinese Yuan Renminbi/U.S. dollar (CNY/USD) Indian Rupees/U.S. dollar (INR/USD) and Japanese Yen /U.S. Dollar (JPY/USD) are used as input to test the model.

Are Brent Oil and the S&P Useful Predictors of Gold Movement?

Full Paper

Mary E. Malliaris (Loyola University Chicago)

We develop a support vector machine model on a 24-year training horizon to forecast daily gold movement for the next 25 months. The results show that both oil and the S&P play an important part in forecasting gold's direction tomorrow.

Program Schedule

183

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

GENERAL BUSINESS: Addressing Social and Economic Issues with Business Knowledge and Technologies I

Chair: John Francis Kros (East Carolina University)

Supply Chain Challenges and Opportunities in the North Carolina Commercial Seafood Industry

Full Paper

John Francis Kros (East Carolina University), William Jason Rowe (East Carolina University), Barry Nash (North Carolina Sea Grant), Sara Mirabilio (North Carolina Sea Grant)

This research identifies ways the commercial fishing industry can meet rising consumer demand efficiently and profitably. The methodology includes a supply chain analysis using in-depth interviews with stakeholders/participants in the commercial seafood supply chain. A market survey on the pricing and availability of local seafood across North Carolina is included.

184

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: Relating Outsourcing to Performance of Healthcare Facilities

Chair: Anand Nair (Michigan State University)

Effects of Outsourcing on the Performance of U.S. Long-Term Healthcare Facilities

Abstract

Hui-Chuan Chen (University of Tennessee at Martin)

U.S. healthcare systems are dealing with reimbursement reductions due to budget. The healthcare industry has begun outsourcing as a way of lowering overall costs. This research reveals that outsourcing does not lower the operational costs. However, facilities' performance with regard to Baldrige quality criteria is benefitted by outsourcing activities.

The Effect of Information Systems and Outsourcing Strategies Adopted by Hospitals on Performance

Abstract

Anand Nair (Michigan State University), David Dreyfus (Michigan State University)

Recent changes to healthcare laws in the United States are placing additional pressures on hospitals to provide greater value to patients. This study investigates the role played by information systems and outsourcing strategies adopted by hospital by linking plans to performance. Theoretical and managerial implications of the research are presented.

Program Schedule

185

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: Innovation Performance - Antecedents and Consequences

Chair: Ying Liao (Meredith College)

Relationship between Technological Innovation and Firm Performance: A Meta Analytic Investigation

Abstract

Cherry Singhal (University of South Carolina), Manoj K. Malhotra (University of South Carolina)

Extant literature across various research disciplines has investigated the influence of a firm's technological innovation initiatives on its performance. However, the findings on this relationship remain inconclusive. Using meta-analysis, this study reconciles the overall relationship between a firm's technological innovation and performance, and assesses the moderating role of national culture.

The Role of Knowledge Acquisition in Product Innovation Flexibility in SMEs: An Empirical Study

Full Paper

Ying Liao (Meredith College), Jane Barnes (Meredith College)

In today's dynamic environment, SMEs are looking at product innovation flexibility as a means of attaining a sustainable competitive advantage. This paper examines the role that knowledge acquisition plays in creating product innovation flexibility. Implications for supply chain professionals in SMEs are also provided.

186

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

LOGISTICS: Antecedents and Consequences of Reverse Logistics

Chair: Shad Dowlatshahi (University of Missouri Kansas City)

Reverse Logistics: Antecedents of Implementation and Performance Effects

Abstract

Rajat Mishra (Stephen F. Austin State University), Randall Napier (University of Texas at Arlington)

This paper develops propositions regarding the antecedents of effective reverse logistics processes and their effects on firm performance. Factors considered include successful implementation of forward logistics, flexibility in transportation, proactive motivation for the adoption of reverse logistics, and knowledge management.

The Role of Marketing Criteria in Reverse Logistics

Full Paper

Shad Dowlatshahi (University of Missouri Kansas City)

The literature review shows that the important interface between product recovery and marketing is not properly considered and addressed. This paper utilizes real-life case studies to address such a relationship. The paper proposes a theoretical framework for doing so.

Program Schedule

187

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Florida Salon I

Tampa Marriott Waterside Hotel

MARKETING: Brand Equity as a Dependent Variable and as a Moderator

Chair: Ning Wang (University of Texas-Pan American)

Measuring the Consumer-Based Brand Equity for Fast Fashion Brands

Full Paper

Jin Su (Indiana University of Pennsylvania)

This study aims to empirically examine the application of a consumer-based brand equity model in the fast fashion market. The findings conclude that brand loyalty, perceived value, and organizational associations are influential dimensions of brand equity, directly and positively impacting overall brand equity.

The Moderating Effect of Customer Income and Brand Equity on the Relationship between Price and Customer Satisfaction

Full Paper

Ning Wang (University of Texas-Pan American), Wanrong Hou (University of Texas-Pan American), Ngoc Pham (University of Texas-Pan American)

The relationship between product price and customer satisfaction is investigated by using online customer review score. The moderating effect of household income and brand equity is also considered and examine. Empirical results support the positive moderating effect of brand equity.

188

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

METHODS: Subjects for Experiments in Business Research

Chair: Johnny Rungtusanatham (Ohio State University)

Expert Managers as Participants in Behavioral Experiments: What Makes for a Fitting Incentive and Context?

Abstract

Wayne Eastman (Rutgers University), Arash Azadegan (Rutgers University), Lei Lei (Rutgers University), Benjamin Melamed (Rutgers University), Weiwei Chen (Rutgers University)

The mainstream experimental program in behavioral operations management (BOM) (Katok, 2010) has mirrored experimental economics (Smith, 2008) in requiring monetary incentives. We propose an alternative BOM/SCM experimental program for analyzing expert decision-making that relies on non-monetary incentives and incorporates operations research into agent-based modeling, both analytical and simulation.

Students and Professionals as Subjects in SCM Experiments: A Comparative Assessment and Recommendations

Abstract

David Caleb Hall (Wright State University), Aleda Roth (Clemson University), Johnny Rungtusanatham (Ohio State University)

This paper subjects to rigorous empirical scrutiny the appropriateness of using students to investigate complex SCM issues in behavioral experiments. We contrast the experimental responses provided by undergraduates, MBAs and experienced professionals. Our results reveal substantive differences among these groups and offer insights into when students are appropriate as subjects.

Program Schedule

189

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Room 13

Tampa Convention Center

MILITARY: Strategy and Operations Applications in the Military

Chair: Amit Arora (Savannah State University)

A Framework for Assessing Defense Capabilities Requirements: Implications for Strategic Policy-Priority Management

Abstract

Heejun Choi (University of Mary Hardin-Baylor), Paul Hong (University of Toledo)

Because of escalating international disputes, nations are developing their military forces; this is why research on effective assessment methods of military power is becoming increasingly important. The focus of this paper is to present a framework for assessing defense capabilities in dynamic environments, providing useful perspectives on strategic policy-priority management.

Quality Control Standards in the U.S. Military: How Has the Focus on Quality Control Transformed the U.S. Air Force?

Full Paper

Jonathan W. Polston (Texas Woman's University), Mahesh Raisinghani (Texas Woman's University), Amit Arora (Savannah State University)

This report displays how the United States military has exhausted numerous man-hours focusing on quality control to maneuver around difficult obstacles. The topics in this report explain a variety of different approaches the military has initiated to proactively manage quality.

190

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 9

Tampa Marriott Waterside Hotel

NPD: What Drives New Product Design?

Chair: Ryan L. Skiver (University of Wisconsin Oshkosh)

Product Design for a Line of Information Goods: Bottom Up or Top Down?

Abstract

Wenge Zhu (California State Polytechnic University, Pomona)

We present research investigating the two different approaches in designing a vertical differentiated product line of information goods: top down and bottom up. We argue that contrary to widely accepted top down approach, the bottom up approach is more appropriate and may even become disruptive technology

A Comprehensive Examination of Product Complexity and Product Complexity Drivers

Full Paper

Ryan L. Skiver (University of Wisconsin Oshkosh)

A proper understanding of what drives product complexity is not well established in literature. Examining not only what drives product complexity but clarifying what product complexity is, is important to create effective management.

Program Schedule

191

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: Leading in Stressful Situations

Chair: Deirdre Painter Dixon (Case Western Reserve University)

CEO Characteristics and Corporate Turnaround Performance under Environmental Stability/Turbulence

Full Paper

Michael Abebe (University of Texas-Pan American), Phyu Phyu Aung Myint (University of Texas-Pan American)

This study focuses on the relationship between CEO characteristics and turnaround performance under environmental stability/turbulence. We found that turnaround performance is negatively related to CEO tenure and has a positive association with output-based functional backgrounds.

Leading to Live: How Situation Awareness and Perceived Control Affect the Outcomes of “Near Death” Encounters

Full Paper

Deirdre Painter Dixon (Case Western Reserve University), Richard Boland (Case Western Reserve University), Sheri Perelli (Case Western Reserve University), Michael Weeks (University of Tampa), James Gaskin (Brigham Young University)

For teams faced with death, the accepted positive effects of training and experience may be insufficient to ensure survival and meet mission goals. Survey responses of 494 military leaders recalling near death encounters reveal situation awareness and perceived control may trump training and experience in effecting positive outcomes.

192

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: How Can Small Suppliers Increase Their Sales Revenues?

Chair: Mengyang Pan (Ohio State University)

Small Supplier Participation in BMO Activities

Abstract

Mengyang Pan (Ohio State University), James Hill (Ohio State University), Johnny Rungtusanatham (Ohio State University)

How do small suppliers gain access to purchasing managers through participation in Business Membership Organization (BMO)? Small suppliers can improve their resources and reputation through participation in BMO activities, which in turn lead to increased sales opportunities. Also, small suppliers participate more when they perceive the BMO to have high competency.

Program Schedule

193

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Purchasing Impact on Competitive Performance

Chair: Steven P. Coy (University of Houston-Downtown)

How Direct Procurement Management Capabilities Influences Competitive Advantage: Organizational, Inter-organizational, and Information System Perspectives***

Abstract

Yi-Ming Tai (National Pingtung Institute of Commerce (TAIWAN)), Shu-Chiung Lin (Tatung University (TAIWAN))

This study aims to understand what direct procurement management capabilities are required to create competitive advantage and how IT capabilities (i.e., Web-enabled direct procurement) shape these direct procurement management capabilities in creating competitive advantage. The pilot study results reveal that organizational-level and inter-organizational management capabilities will influence competitive advantage.

Linear Regression Models for Predicting Organizational Performance Based on Procurement Functional Attributes

Full Paper

Steven P. Coy (University of Houston-Downtown), Jeff Adams (University of Houston-Downtown), Faiza Khoja (University of Houston-Downtown), Ralph G Kauffman (University of Houston-Downtown)

This paper uses a recently proposed purchasing maturity model for small or medium sized enterprises (SMEs) to determine if the purchasing development level reached by SMEs influences organizational performance. Two regression models are proposed to explore the purchasing development-performance relationship of SMEs to identify the key factors underpinning this relationship.

194

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Room 1

Tampa Convention Center

SERVICES: Understanding the Strategic Value of Services

Chair: Cheryl Druehl (George Mason University)

Building Service Value Complexity for Competitiveness: Case for Small and Medium Enterprises (SMEs)

Abstract

Mohammed Taj Hejazi (University of Toledo)

Increasingly, service value is becoming enormously complex in view of dynamic customer requirements, intense competitive pressures and accelerating product specification standard. Building service value in the supply chain network in this context is very important for firms to stay competitive in the long run.

A Tale of Two Industries: Emulation of a Servicizing Business Model

Abstract

Michael Naor (Wake Forest University), Ednilson S. Bernardes (West Virginia University), Cheryl Druehl (George Mason University)

We investigate emulation of a Servicizing business model from telecommunication to automobile industry as strategy to overcome technical and consumer oriented challenges for sustainable transportation.

Program Schedule

195

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

STRATEGY: Responding to and Competing on the "Long Tail"

Chair: Fabrizio Salvador (IE Business School (SPAIN))

Supply and Demand Factors Influencing a Long Tail in Demand

Abstract

Bart L. MacCarthy (University of Nottingham (UK))

The prevalence of long tails in demand distributions has been hotly debated for the last decade. Here we consider demand related and supply related factors that generate long-tailed behaviour in underlying and observed demand distributions. Operational responses to serve the demand tail are discussed for organisations producing physical goods.

Competing on the Long Tail: Uncovering the Antecedents of Firm Survival

Abstract

Fabrizio Salvador (IE Business School (SPAIN)), Frank Piller (RWTH Aachen University (GERMANY)), Shivom Aggarwal (IE Business School (SPAIN))

Many successful companies launched after the advent of the Internet pursue long tail strategies, but research on the success factors of such strategies is very limited. We identify two factors that are germane to the pursuit of long tail strategies and examine their direct and synergistic impact on firm survival.

196

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

STRATEGY: Why Do Firms Adopt Standards?

Chair: John Z. Ni (University of Rhode Island)

Adoption of Information Standards: Role of Technology Opportunism

Abstract

Rishikesh Jena (University of Arkansas Fayetteville), Vishal Shah (University of Arkansas Fayetteville)

We identify technology opportunism as a factor that influences the adoption of information standards by organizations and the extent to which technology opportunism impacts the adoption of these standards is dependent on organizations' IT architecture modularity. We develop propositions that will serve as a basis for future empirical investigation.

Why Adopt A Standard Early When There Are No Economic Benefits? The Case of Early Adopters and Voluntary State-Authored Standards

Full Paper

John Z. Ni (University of Rhode Island), William J. Ritchie (James Madison University), Steve Alexander Melnyk (Michigan State University), Richard Kraude (Michigan State University)

Certified management standards play very important roles in helping organizations deal with information asymmetries associated with companies. We focus on voluntary publicly-authored standards addressing the following critical question – in the absence of economic benefits and given their importance to adoption/diffusion process, why would firm voluntarily become an early adopter?

Program Schedule

197

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Life Cycle Assessment for Supply Chain Vulnerabilities

Chair: Tony Craig (Massachusetts Institute of Technology)

A Life Cycle Frontier Approach to Supply Chain Sustainability Assessment in the U.S. Food Manufacturing Sectors

Abstract

Gokhan Egilmez (North Dakota State University), Murat Kucukvar (University of Central Florida), Omer Tatari (University of Central Florida), Mohammed Khurram Bhutta (Ohio University)

Significant interest exists in long-term sustainability of the food manufacturing sector. This research looks at this problem using the Economic Input Output Life Cycle Assessment model coupled with an optimization regime to benchmark the sustainability performance of the U.S. food manufacturing sectors by tracing all supply chain contributions.

Assessing Vulnerability to Climate Change through Marginal Abatement Curves for Supply Chains

Abstract

Tony Craig (Massachusetts Institute of Technology)

We construct a greenhouse gas marginal abatement curve (MAC) specific to a supply chain by linking a Life Cycle Assessment model with a technology focused MAC. The resulting MAC may be useful for assessing the vulnerability of the supply chain to climate change related costs.

198

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

TECHNOLOGY: Adopting Emerging Technologies - Country-Level Studies

Chair: Mohammad I. Merhi (Indiana University South Bend)

Correlates of ICT Adoption and Utilization in U.S. Counties

Abstract

Avijit Sarkar (University of Redlands), James Pick (University of Redlands), Lisa Florkowski (University of Redlands)

We examine patterns of utilization and predictors of information and communication technology use in U.S. counties. A conceptual model posits twenty technology dependent variables to be associated with nine independent variables. Regression findings indicate that education, urbanization, labor force participation, and ethnicity correlates have significant association with most dependent variables.

Country Environments and E-Commerce Adoption: A Cross-Country Analysis

Full Paper

Mohammad I. Merhi (Indiana University South Bend), Punit Ahluwalia (University of Texas-Pan American)

This paper develops and empirically tests a comprehensive model of country level e-commerce adoption. Research on e-commerce adoption at the country level has been confined to small sample sizes. This paper overcomes this limitation by using data from a larger sample of countries. The hypotheses are confirmed using PLS analytical procedures.

Program Schedule

199

Sunday, Nov 23rd, 2014, 1:30-2:30 p.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

TECHNOLOGY: M-Commerce - Where Have We Been and Where Are We Headed?

Chair: Ruidong Zhang (University of Wisconsin-Eau Claire)

Research on Mobile Commerce within the Context of Consumer Behavior: A Literature Review

Abstract

Zhentu Huang (Eastern Illinois University), Chao Wen (Eastern Illinois University)

This paper aims to provide a comprehensive literature review of mobile commerce within the context of consumer behavior and summarize influential factors that affect consumer's intention to adoption and/or continue to use of mobile commerce. A comprehensive list of constructs and summary of literature review is presented.

A Study of Mobile Commerce Trends

Full Paper

Grant Nicolet (University of Wisconsin-Eau Claire), Ruidong Zhang (University of Wisconsin-Eau Claire)

This study analyzes the data related to m-commerce in the last 5 years. This study concludes that as more consumers turn to their mobile devices for online shopping, retailers are obligated to make their products easily accessible on these mobile platforms.

Sunday, Nov 23rd, 2014, 2:30-3:00 p.m.

200

Sunday, Nov 23rd, 2014, 2:30-3:00 p.m. | Grand Foyer

Tampa Marriott Waterside Hotel

Coffee Break 4

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m.

201

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 15

Tampa Convention Center

ADMINISTRATIVE MEETING: MWDSI Board Meeting

Chair: Hokey Min (Bowling Green State University)

Members: Peter B. Southard (University of St. Thomas), Anand S. Kunnathur (University of Toledo), Richard J. Penlesky (Carroll University), Peggy Daniels Lee (Indiana University), Joseph Muscatello (Kent State University - Geauga), Peter Salzarulo (Miami University), Matthew Swinarski (Penn State Erie), Sachin Modi (University of Toledo), Bradley Hull (John Carroll University), Charles A. Watts (John Carroll University), Gene Fliedner (Oakland University), Janet Hartley (Bowling Green State University)

Program Schedule

202

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Bayshore Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Nominating Committee

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

Advisor: Powell Robinson (University of Houston)

Members: Javad Paknejad (Hofstra University), Marc J Schniederjans (University of Nebraska-Lincoln), Srinivas Talluri (Michigan State University), Shaw K. Chen (University of Rhode Island), Anil Aggarwal (University of Baltimore), Silvana Trimi (University of Nebraska-Lincoln), Ramesh Sharda (Oklahoma State University), Eldon Y. Li (National Chengchi University (TAIWAN)), Carl Michael Rebman Jr. (University of San Diego), Natasa Christodoulidou (California State University, Dominguez Hills)

203

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 10

Tampa Convention Center

CURRICULUM: Topical Coverage in Specific Business Courses - Analysis and Recommendations II

Chair: Heather Lutz (Pennsylvania State University)

Assessment of Babson's Approach to Teaching Entrepreneurial Leadership

Abstract

Kate McKone-Sweet (Babson College), Danna Greenberg (Babson College)

Babson has designed its programs so that the principles of Entrepreneurial leadership are central to students' learning. This study provides a quantitative survey-based method for assessing students' learning in our Foundation of Management and Entrepreneurship course. This assessment will be used to inform revisions to the curriculum.

The Impact of Technology and Curriculum Changes in B-Schools on Business Communication: Exploring and Remediating the Communication Paradigm

Abstract

Seth J. Powless (University of Toledo), Terribeth Gordon Moore (University of Toledo), Yuan Wang (University of Toledo)

We introduce research examining how business students' communication skills are in decline as reported by business and industry leaders. The potential inputs attributable to this problem include technology dependence and curriculum changes. We introduce literature on the topic along with evaluation data from post-internship surveys. Findings and suggestions are discussed.

Analysis of SCM Courses in Higher Education

Abstract

Heather Lutz (Pennsylvania State University), Laura Birou (Louisiana Tech University)

This session will present the analysis of 229 syllabi of Supply Chain Management courses from 121 schools at the undergraduate and graduate levels. Content analysis techniques were employed to identify the topics covered and their relative importance. Gaps analysis identified disparity between course offerings and needs identified by industry experts.

Program Schedule

204

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 7

Tampa Convention Center

EDUCATION: The Life Cycle of Business Students: Majors, Graduation, and Career Development

Chair: Lu Sui (University of Texas-Pan American)

A Practical Application of Analytics at a Major Southeastern University: Improving Academic Counseling Success

Abstract

Raymond L. Major (Virginia Polytechnic Institute and State University), Deborah Lee Major (University of South Florida)

Along with standardized test scores, do other factors help identify students who will change their major? What role does ethnicity and pro-active academic counseling play in minimizing the total time for student graduation? We describe an analytics approach for an academic counseling department at a major university in the southeast.

Using Analytics to Predict Student Graduation

Abstract

Xuan Wang (Louisiana State University), Helmut Schneider (Louisiana State University)

Using four years of data from a college this paper shows how to identify key performance indicators that affect graduation rates and can provide the dean's with real-time information of the academics performance. Also, predictive analytics will be used to deploy advising and mentoring through a targeted cost effective approach.

Job Exploration of Business College Students

Abstract

Lu Sui (University of Texas-Pan American), Hong Qin (University of Texas-Pan American)

Initial career choice at the beginning of college tends to be one of the best predictor of career goals at the end of college and the career actually entered, but students also frequently change their occupational plans during college. This study examined factors of career development.

205

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Florida Salon III

Tampa Marriott Waterside Hotel

FINANCE: Measuring and Influencing Firm-Level Financial Performance

Chair: Grant Miles (University of Maine)

A Hybrid Fuzzy MCDM Method for Measuring the Performance of Publicly Held Pharmaceutical Companies***

Abstract

Madjid Tavana (LaSalle University)

Maximizing shareholders' value has always been an indispensable goal for publicly traded companies. We propose a hybrid fuzzy multi-criteria decision making method for measuring the performance of publicly held companies in the Pharmaceutical industry. The proposed method is based on balanced scorecard, DEMATEL, fuzzy ANP, and fuzzy DEA.

Program Schedule

Decision Tree Analysis for Selection of Factors in DEA: An Application to Banks in India

Full Paper

Ravi K. Jain (IFHE University (INDIA)), Ramachandran Natarajan (Tennessee Technological University), Amlan Ghosh (IBS Hyderabad (INDIA))

The paper analyses the efficiency scores of 57 public, private and foreign banks in India from eleven different variable returns to scale DEA models. The results of the Decision Tree analysis indicate that two out of the eleven models are the most appropriate to measure the efficiency of the banks.

Disentangling the Corporate Social Responsibility and Financial Performance Relationship: Examining the Mediating Role of Productivity

Full Paper

Patti C. Miles (University of Maine), Grant Miles (University of Maine)

We examine the role of productivity in the relationship between Corporate Social Responsibility (CSR) and financial performance and build a case that CSR operates through its influence on productivity. Hypotheses are tested on a sample of Fortune 500 firms. Findings reveal that productivity fully mediates the CSR/financial performance relationship.

Best Application Paper

(Sponsored **Zarb School of Business, Hofstra University, USA**)

206

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: The Role of Information Technology in Healthcare Organizations

Chair: Neset Hikmet (University of South Carolina)

Impact of Healthcare Information Technology (HIT): Review of Organizational, Behavioral and Operational Challenges

Abstract

Adelina Gnanlet (California State University, Fullerton), Shahin Davoudpour (University of California, Irvine), Hyun-Cheol Paul Choi (California State University, Fullerton)

With the increased implementation of healthcare information technology (HIT), hospital managers face significant organizational, behavioral, operational challenges in the implementation phase. We determine the impact of these challenges on performance outcomes of cost and quality using extensive literature review using management and medical literature.

The Value of Information Technology in Enhancing Hospital Performance: Testing a Resource-Based Theoretic Model

Abstract

James T.C. Teng (University of Texas at Arlington), Adel Yazdanmehr (University of Texas at Arlington), Rahul Dwivedi (University of Texas at Arlington)

To better understand why some hospitals are more effective in leveraging the power of IT, we will develop a resource-based theoretic model of IT business value to test hypotheses on IT's contribution to hospital performance, using secondary data from the Dorenfest IHDS Database (HIMSS) and American Health Directory (AHD) databases.

Program Schedule

Understanding the Determinants of Adoption of Electronic Health Record through the Lens of Technology, Organization & Environment (TOE) Framework

Abstract

Kuldeep Singh (University of Texas at Arlington), Samarn Srikornkan (University of Texas at Arlington)

Despite emerging evidence that electronic health records (EHRs) can improve the quality of medical care, only a small percentage of hospitals have adopted them. This paper will use Technology, Organization and Environment framework to identify the factors that influence EHR adoption and impact of these factors on EHR adoption in hospitals.

Effects of Healthcare Information Technology on Hospital Performance

Full Paper

Neset Hikmet (University of South Carolina), Benjamin Schooley (University of South Carolina), Anol Bhattacharjee (University of South Florida)

This study examined the relationship between healthcare information technology (HIT) portfolio investments and operational performance of hospitals. We explore relationships across clinical, administrative, strategic, and infrastructure investments. We found significant positive relationships between clinical and infrastructure HIT and hospital performance, while controlling for hospital size, ownership structure, and hospital affiliation.

207

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Software and IS/IT Usage - User Considerations

Chair: Mayur Desai (Texas Southern University)

Motivation in Business Process Management Systems: The Effect of IT Design Choices and Process Characteristics

Abstract

Russell Torres (University of North Texas), Anna Sidorova (University of North Texas)

The motivation of process participants is critical to the success of business processes. This research examines factors which may impact the motivation of BPM system users. We report on an ongoing experiment designed to investigate the impact of process characteristics and IT design choices on user motivation.

An Investigation of User Satisfaction towards a Mandatory Information System

Abstract

Xin Li (University of South Florida St. Petersburg)

Technology changes in organization often cause confusions, chaos, and resistance, which then result in decreasing performance and increasing costs, especially when the changes are mandatory. In this study, user satisfaction towards a new, mandatory Learning Management System is investigated. Critical factors in facilitating user experience, performance and satisfaction are suggested.

An Empirical Study to Investigate the Influence of Information Technology on the Role of Pharmacy Professional: Recommendations for Pharmacy Management

Abstract

Mayur Desai (Texas Southern University), Kiran Desai (Retired), Neesha Desai (CVS Pharmacy)

This study investigates the influence of Information Technology (IT) on the pharmacy professionals. A survey is conducted to study the impact of IT on pharmacy professionals' job functions, their work load and processes and its impact on services rendered to the customers. Recommendations will be made to the pharmacy management.

Program Schedule

208

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

LEAN & QUALITY: Lean, Quality and Six Sigma in Health Care (INVITED SESSION)

Chair: David Dreyfus (Michigan State University)

A Longitudinal Study of Focus in Healthcare

Abstract

Gregory Stock (University of Colorado at Colorado Springs), Chris McDermott (Rensselaer Polytechnic Institute), Luv Sharma (Ohio State University)

We will present the results of an analysis that examines the relationships between operational focus and hospital performance using large-scale, longitudinal data from a sample of hospitals in several states. The implications of these findings for research and practice will be discussed.

Examining Coordination Delays in Perioperative Services

Abstract

Lawrence D. Fredendall (Clemson University), Kevin Taaffe (Clemson University), Nathan Huynh (University of South Carolina), Joel Greenstein (Clemson University), Jose M. Vidal (University of South Carolina)

Multiple resources must be used to successfully complete a surgical procedure within a hospital's perioperative services department (POS). This paper examines the dependencies in POS using Malong, Crowston and Herman's Theory of Coordination. The paper then examines the coordination mechanisms commonly used by managers.

Pursuing Conformance Quality and Experiential Quality during the Delivery of Health Care: Evidence from a Multiple-Case Study in U.S. Hospitals

Abstract

Claire Senot (Tulane University), Aravind Chandrasekaran (Ohio State University), Peter Ward (Ohio State University)

Hospitals struggle to simultaneously improve along conformance and experiential quality. We use case studies across five U.S. acute care hospitals to investigate how hospitals can overcome this challenge. Findings reveal the importance of cross-level collaboration between physician and nursing entities. We also discuss the integration mechanisms that facilitate such collaboration.

The Role of Lean Management in Patient Safety via Six Sigma, Goal Setting Specificity and Knowledge Management Responsiveness

Abstract

Kathleen L. McFadden (Northern Illinois University), Jung Young Lee (Northern Illinois University), Charles R. Gowen III (Northern Illinois University)

This study examines the impact of lean management in enhancing patient safety via Six Sigma, goal specificity and knowledge management responsiveness. Structural equation modeling is used to test the proposed model, using data from 215 U.S. hospitals. The findings have practical implications for healthcare administrators charged with improving patient safety.

Program Schedule

209

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Florida Salon I

Tampa Marriott Waterside Hotel

MARKETING: Improving Advertising Effectiveness

Chair: Abdullahel Bari (Wiley College)

Optimization of Marketing Efforts for Small Businesses across Different Multi-Media Platforms***

Abstract

Haitham A. Eletrabi (Auburn University), Basima Omar Abdulrahman (Auburn University)

ROI of advertising have been a sensitive issue for many small businesses around the world. In this paper, we offer an innovative technique for small businesses to efficiently allocate their marketing funds to the most rewarding marketing channels. The algorithm use industry related factors to design an optimized marketing budget.

Customized Communication Incongruity in Stereotypical Advertising

Abstract

Anshu Saxena Arora (Savannah State University), Jun Wu (Savannah State University)

The purpose of our research is to conceptualize the advertising incongruity (mismatches) between stereotypical activation and the corresponding effects on the target consumer-groups as "Customized Communication Incongruity (CCI)". The research explores the use of advertising stereotypes targeting African-Americans and investigates their responses, behaviors and attitudes towards advertising through CCI.

On the Robustness of a Parsimonious Competitive Model of the Advertising-Inventory Interface

Abstract

Hani I. Mesak (Louisiana Tech University), Abdullahel Bari (Wiley College)

This research presents a parsimonious advertising-inventory model for which competition is limited to two symmetric firms and finds out that its comparative statics predictions are generalized to a non-dominated asymmetric oligopoly of N rivals for which each firm has a market share less than 50%.

210

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

MS/OM/OR: Decision Models for Healthcare Operations II

Chair: Vikas Agrawal (Jacksonville University)

HIV Prevention Funds Allocation Using a Priori Information

Abstract

Monali Malvankar (Western University (CANADA)), Siddhartha Mehta (University of Florida)

HIV prevention funds often traverse several levels of decision-making. We model the process of allocation of prevention funds in which an upper-level decision maker allocates funds to multiple lower-level decision makers as a dynamic programming model. The upper-level decision maker attempts to improve outcomes through use of a priori information.

Program Schedule

Policy Development Decisions in Affordable Care Act: Replicating an Existing Product Development Framework in a Different Discipline

Abstract

Nizar S. Yaghi (Georgia State University), Subhashish Samaddar (Georgia State University), Doug Redden (Georgia State University), Nancy Stempin (Georgia State University)

We investigate the policy development 'black box' by replicating a decisional framework from product development. We focus on the Affordable Care Act (ACA) as our case study. Data collected from interviewing senior ACA policy developers is used to further clarify, modify and verify the decisional framework inferred from product development.

Staggered Medication Schedules and Clinician Dispatching under Uncertain Inpatient Demand

Full Paper

Fred F. Easton (Syracuse University), Gary Lapoint (Syracuse University), Russel A. Acevedo (Crouse Hospital)

Nearly 20% of all inpatients over age 40 have COPD and require inhaled medications that take ~20 minutes to administer. Under hospital-wide common medication schedules, inhaled medications are often administered late. We reduce tardiness by staggering medication schedules and routing teams of clinicians from care unit to care unit.

Minimax cth Percentile of Makespan in Parallel Machine Scheduling Problem

Full Paper

P.S. Sundararaghavan (University of Toledo), Vikas Agrawal (Jacksonville University), Yue Zhang (University of Toledo), Andrew Casabianca (University of Toledo)

Given n independent jobs with stochastic processing time and m machines, and a specific c , the problem is to find the schedule that minimizes the maximum of (the total processing time of all jobs scheduled in any machine + $Z(c) * s.d.$ of processing times in that machine).

211

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

MS/OM/OR: Modelling Inventory Management II

Chair: Borga Deniz (Christopher Newport University)

Optimizing ABC Inventory Decisions

Abstract

Mitchell Millstein (University of Missouri-St. Louis)

Inventory managers often group items into ABC classes to manage them more efficiently. We present an optimization model to enhance decision quality. Our model simultaneously optimizes the number of groups, their corresponding service levels and assignment of SKUs to groups. Our methodology optimizes profit under limited inventory budget.

Exploring the Impact of Service Fee in Vendor Managed Inventory (VMI) Systems with Price Dependent Demand

Abstract

Ashis Kumar Chatterjee (Indian Institute of Management, Calcutta (INDIA)), Arqum Mateen (Indian Institute of Management, Calcutta (INDIA))

In VMI systems, the vendor often takes care of the operating costs of the retailers, and in turn charges a fee. In this paper, we explore different approaches to determine such payment, and the resulting effect on system profit. We also discuss safeguards using which different players can protect their interests.

Program Schedule

Inventory Management in a Customer Switching Environment

Abstract

Heidi Celebi (University of Maryland, College Park), Philip T. Evers (University of Maryland, College Park)

How does stockout-based substitution, or customer switching, interact with a retailer's inventory management decisions to affect performance fill rate? Experimental factors in the simulation include: product demand, retailer's choice of target service level, review policy, and the proportion of customers willing to substitute in case of stock out.

Inventory Management for Perishable Products with Substitution and Customer Choice

Abstract

Borga Deniz (Christopher Newport University)

We study management of perishable inventory with separate demand for goods at different ages. For a good that has two periods of lifetime, allowing substitution between old and new products, we incorporate customer's choice in to our model so that customer does not have to accept the substitution offer.

212

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

MSMESB: Providing Analytics Skills to Give Students a Competitive Edge in Business

Chair: Robert L. Andrews (Virginia Commonwealth University)

Presenters: Jeff Camm (University of Cincinnati), Michael J. Fry (University of Cincinnati), James R. Evans (University of Cincinnati), Mary E. Malliaris (Loyola University Chicago)

With a renewed focus in the business world on data mining and analytics, today's business students need to know how to collect appropriate data and understand how to employ a full range of analytics tools to analyze data and uncover meaningful information in order to make more informed business decisions.

213

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 9

Tampa Marriott Waterside Hotel

NPD: Optimizing New Product (Service) Development and Launch Performance

Chair: Yongmei Amy Xu (Jinan University (CHINA))

Sequential and Integrated New Product Development: Lessons Learned from Conventional and Lean Manufacturing Systems

Full Paper

Mohammad Meybodi (Indiana University Kokomo)

The focus of this article is to demonstrate if there are relationships between conventional manufacturing (CM) and traditional sequential new product development (SNPD) as well as potential relationships between lean manufacturing (LM) and integrated new product development (INPD) processes. Analysis of several factors show similarities between manufacturing and NPD factors.

Optimal Production and Sales Plan for New Products under Supply Uncertainty

Abstract

Ashkan Negahban (Auburn University), Jeffrey Scott Smith (Auburn University)

Manufacturing systems exhibit significant uncertainties. These uncertainties affect supply levels and thus can influence diffusion dynamics. This work investigates the impact of supply uncertainty on the optimal production-sales plan for new products with respect to the expected profit over the product life cycle and risk-related measures.

Program Schedule

Strategic Orientations and New Service Development Performance – Moderating Effect of Strategic Flexibility

Full Paper

Colin C. J. Cheng (National Kaohsiung First University of Science and Technology (TAIWAN)), Yongmei Amy Xu (Jinan University (CHINA)), Chwen Sheu (Kansas State University)

This study investigates the relationships among five types of strategic orientations, strategic flexibility, and six dimensions of new service development performance in the B2B service context. The moderating effects of strategic flexibility on the strategic orientations and new service development relationship are examined.

214

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: Understanding Organizational Citizenship Behavior

Chair: Wonsuk Cha (University of Texas-Pan American)

Impact of Organizational Citizenship Behavior (OCB) and Cultural Distance on Network Density: Implication for MNE Performance

Abstract

Wootae Chun (Saint Louis University)

This study attempts to examine the impact of organizational citizenship behavior (OCB) on network density. In this article, I analyze the role of OCB in the relationship between manufacturer and supplier in the host country. This paper argues that OCB positively affects network density of between manufacturer and supplier.

The Role of Organizational Citizenship Behavior (OCB) on Trust, Commitment, and Relationship Marketing (RM) Efficiency: Insights from Multinational Enterprise (MNE)

Abstract

Wootae Chun (Saint Louis University)

This paper examines the role of organizational citizenship behavior (OCB) on trust, commitment, and relationship marketing efficiency. Specifically, I provide the moderating roles of OCB elements regarding the relationship between trust, commitment, and relationship marketing efficiency.

Do American and Middle Eastern Educators Perceive Justice Differently? The Impact on Satisfaction and Organizational Citizenship Behavior

Abstract

Nabeel Sawalha (Gulf University for Science and Technology (KUWAIT))

The study intends to explore the relationship among the perceived organizational justice, Job characteristics, satisfaction, and organizational citizenship behavior across cultures in Middle Eastern and U.S. academia. It aims at finding whether the job characteristics or the perceived fairness would impact this relationship in the two cultures.

Are You Not Impressed? The Investigation of Organizational Citizenship Behavior and Corporate Philanthropy

Full Paper

Wonsuk Cha (University of Texas-Pan American), Jennifer Welbourne (University of Texas-Pan American), Joo Jung (University of Texas-Pan American)

There is a positive relationship between OCB and corporate philanthropy by comparing targets of OCB, including OCB-O and OCB-I, to types of philanthropy, including business-related philanthropy and nonbusiness-related philanthropy. Besides, impression management influences employee engagement in philanthropy, and perceived organizational support moderates the relationship between OCB and corporate philanthropy.

Program Schedule

215

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 13

Tampa Convention Center

PROFESSIONAL PANEL: Meet the Editors of DSI Journals

Moderators: Vijay Kannan (Utah State University), Thomas F. Stafford (University of Memphis), Asoo Vakharia (University of Florida)

Come meet the editors of the DSI journals. The editors will share their insights into what they are looking for and how to successfully position your work to be published in DSJ or DSJIE.

216

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Florida Salon V

Tampa Marriott Waterside Hotel

PROFESSIONAL PANEL: Operations Management in Entrepreneurial Firms

Moderators: Sinan Erzurumlu (Babson College), Michael H. Morris (University of Florida)

Panelists: Nitin Joglekar (Boston University), Mohan Tatikonda (Indiana University)

The panel "Operations Management in Entrepreneurial Firms" will bring together interdisciplinary scholars to discuss the contemporary and emerging research issues related to operations management/entrepreneurship interface. Panelists include: Nitin Joglekar, Professor, Boston University; Michael H. Morris, University of Florida; Mohan Tatikonda, Professor, Indiana University; Sinan Erzurumlu, Associate Professor, Babson College.

217

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

RESEARCH PANEL: External and Internal Supply Chain Coordination

Moderator: Gyula Vastag (National University of Public Service (HUNGARY))

Supply chain management is about coordinating the processes of all stakeholders. This coordination includes both external coordination of entities outside of the focal company and internal coordination of dispersed processes. This panel of leading academics and senior managers will discuss the practical relevance of concepts developed through rigorous research.

218

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 12

Tampa Convention Center

RETAILING & e-TAILING: Banking Digitally - Customer Considerations

Chair: Samer Takeddine (University of Texas-Pan American)

The Role of Technology Readiness and Perceived Critical Mass in Mobile Banking Adoption

Abstract

Abdou Illia (Eastern Illinois University)

In this study, we revisited the IS literature on mobile banking adoption along with relevant theories from the areas of marketing and psychology in order to develop and pretest a research model that emphasizes the role of technology readiness, trust, and perceived critical mass of users.

Program Schedule

Service Encounter based on Human-Computer Interaction, Electronic Service Quality and Electronic Service Value – An Empirical Study in Internet Banking***

Abstract

Lei Li (South China University of Technology (CHINA))

This paper investigates the relationship among service encounter based on human-computer interaction, electronic service quality and electronic service value. Based on the empirical results from 634 valid questionnaires from internet banking users, 15 hypotheses were supported. The conclusions develop related theories and provide inspirations to the managers in service companies.

A Security Model for Internet Banking Adoption: Perceived Security of the Personal Computer, the Internet, and the Bank's IT System

Abstract

Samer Takieddine (University of Texas-Pan American)

Prior studies investigated the effect of perceived security on Internet banking adoption (IB) by focusing on banks' IT security, while ignoring the "personal computer" and the "Internet" security. Therefore, we developed a security model for IB adoption that captures consumers' PC, Internet, and bank's IT security perceptions.

Plastic Payment Cards Use's Relationship with Internet Banking Use: An Exploratory Study

Full Paper

Samer Takieddine (University of Texas-Pan American)

Internet banking adoption and e-payment adoption share common determinants/barriers. However, no prior studies investigated if plastic payment cards adoption and use has any influence on consumers to adopt and use Internet banking. Hence, this exploratory paper was motivated to investigate the type of relationship that exists between these two e-services.

219

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: Mitigating and Responding to Supply Chain Disruptions

Chair: Saurabh Ambulkar (Iowa State University)

Effectuation and Causation: Decision Making for Supply Chain Disruptions

Abstract

Saurabh Ambulkar (Iowa State University), Jennifer Blackhurst (Iowa State University), Johnny Rungtusanatham (Ohio State University)

In this project, we look at two frameworks for decision making that firms use under high uncertainty situations and seek to understand how these frameworks impact firm's resilience and response to supply chain disruptions.

Mitigation Strategies for a Manufacturer Subject to Supply and Demand Risk

Abstract

Nickolas Freeman (University of Houston), Burcu Keskin (University of Alabama), Sharif Melouk (University of Alabama), John Mittenthal (University of Alabama)

We consider disruption mitigation strategies for a capacitated manufacturer with supply and demand uncertainty. Sub-components dictate the quality of the manufactured products. Using an analytical model, we investigate and compare mitigation strategies including multi-sourcing, downward substitution, and in-house production.

Program Schedule

Interaction of National Culture and Supply Chain Disruptions Management

Abstract

Sanjay Kumar (Valparaiso University), Jiangxia Liu (Valparaiso University)

Many Japanese companies are attributed to have superior disruptions management practices. In contrast, companies from the U.S. are portrayed as vulnerable to disruptions. In this research we explore national culture as a factor in effectiveness of disruptions planning and response. A dataset comprising of companies from 11 countries was analyzed.

Good Decisions Gone Bad: Impact of Calibrated Risk Behavior on Supply Chain Disruption Recovery

Abstract

Saurabh Ambulkar (Iowa State University), Jennifer Blackhurst (Iowa State University), Johnny Rungtusanatham (Ohio State University), Frank Montabon (Iowa State University)

In this project, we seek to understand the effect of risk calibration on a manager's preferences for protection against a variety of supply chain disruptions with varying levels of probability and impact.

220

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Outsourcing - Behavioral and Experimental Investigations

Chair: Roger Blake (University of Massachusetts Boston)

A Behavioral Analysis on the Use of an Intermediary in Manufacturing Outsourcing

Abstract

Qiong Chen (Clemson University), Aleda Roth (Clemson University), Gulru Ozkan Seely (Clemson University), Fred Switzer (Clemson University)

In this paper, we examine how the perceived capability of the intermediary, perceived costs, time pressure and the type of manufacturing outsourcing decision act to systematically influence manager's decision to outsource production either directly or indirectly through an intermediary. We present a behavioral operations model, constructs and empirically validated measures.

Managing Outsourcing Relationships

Abstract

Keith Skowronski (Ohio State University), W.C. Benton (Ohio State University)

We empirically investigate two distinct types of the hidden costs of outsourcing in manufacturing buyer-supplier relationships, shirking and poaching. Antecedents are developed by using theoretical insights from resource dependence theory, transaction cost economics and relationship management. Specifically, we examine if antecedents of supplier shirking are also antecedents of supplier poaching.

Pursuing the Outsourcing Decision Despite Failure: How Escalation and Structure Play a Role

Abstract

Steve Alexander Melnyk (Michigan State University), Yemisi A. Bolumole (Michigan State University), Matthew Castel (Michigan State University), Roger Calantone (Michigan State University)

This research aims to explore and expand upon the escalation literature by evaluating how differences between the decision maker and implementer influence continuation of a failed outsourcing project. Additionally we will look at how institutional pressures may encourage this type of escalation behavior.

Program Schedule

An Experimental Investigation of Outsourcing through Competition

Full Paper

Ehsan Elahi (University of Massachusetts Boston), Roger Blake (University of Massachusetts Boston)

We consider with a supply chain model for outsourcing a commodity product in which a buyer allocates demand using one of three measures for service. We compare results from experiments run with all three measures with predictions from theory and find significant differences, for which we offer explanations.

221

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

SCM: Selecting Suppliers under Specific Conditions

Chair: Kamran S. Moghaddam (California State University, Fresno)

Foreign Entrepreneurs in China and Their Cultural Fit in Supplier Selection

Abstract

Remi Charpin (Clemson University), Aleda Roth (Clemson University)

We investigate the antecedents that influence foreign entrepreneurs operating in China to select one or more foreign suppliers over their Chinese counterparts. We present a theory-based, conceptual model, research propositions, methodology, and conclude with the theoretical and practical implications.

Sustainable Sourcing

Abstract

Matthew F. Kebelis (Macquarie University), Richard Miller (University of Dallas), Michaela Schoell (EBS University (GERMANY))

We consider a sourcing problem faced by the manufacturer of a short life cycle product. We treat the price obtained by the manufacturer for its product as a function of the sustainability of the suppliers used. A model is developed to select suppliers and the quantities to procure from each.

Supply-Base Operational Capabilities of Industrial Enterprises in Emerging Countries

Abstract

Marcos Primo (Federal University of Pernambuco (BRAZIL))

Capabilities in the supply-base may strongly influence industrial enterprise outsourcing decisions. A Cluster Analysis of a supply-base for a new shipyard in Brazil shows different supplier groups according to different operational practices. We found support for the additive model rather the compensatory model of operational capabilities in emerging countries.

A Multi-Objective Optimization Model for Supplier Selection and Order Allocation in Closed-Loop Supply Chains

Full Paper

Kamran S. Moghaddam (California State University, Fresno)

Supplier selection is an important strategic design decision in closed-loop supply chain systems. This research develops a multi-objective optimization model to select the best suppliers, production and refurbishing facilities, and to determine the optimal number of parts and products in a closed-loop supply chain network.

Program Schedule

222

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 1

Tampa Convention Center

SERVICES: Service Offerings and Delivery - The Role of National Culture

Chair: Muge Yayla-Kullu (Rensselaer Polytechnic Institute)

National Cultural Values on Users' Perception of Dining Experience – A Meta-Analysis

Abstract

Kuntal Bhattacharyya (Indiana State University), Ashley Borhart (Indiana State University)

This research analyzes differences in customers' perceived quality of experience in dining services by comparing case studies from across five continents and investigating the impact of national cultural values on dining experiences in a cross-cultural setting. The meta-analysis provides an interesting departure from traditional assumptions on dining experience.

The Impact of Culture on the Decision-Making Process

Abstract

Kittipong Boonme (University of North Texas), Victor Prybutok (University of North Texas)

We present research examining how emerging factors of culture, health, and sustainability affects consumers' decisions within the restaurant industry. The research examines how these new factors play a role in determining consumers' satisfaction and behavior intention. We analyze survey data from key consumers to test these relationships.

Impact of National Culture on Services Design and Delivery in a Segmented Market

Full Paper

Muge Yayla-Kullu (Rensselaer Polytechnic Institute), Praowpan Tansitpong (Mahidol University International College (THAILAND)), Adelina Gnanlet (California State University, Fullerton), Chris McDermott (Rensselaer Polytechnic Institute), Jeffrey F. Durgee (Rensselaer Polytechnic Institute)

Employee behaviors are often a function of the culture in which they are born and raised. In this paper, we develop the theory on the impact of a nation's culture on firms' service quality outcomes through employee behavior. We also examine how these relationships change in different market segments.

223

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

SOCIAL MEDIA: Understanding and Measuring the Impact of a Social Media Strategy II

Chair: Jeen-Su Lim (University of Toledo)

Towards Deeper Understanding of the Role of Social Networking Services (SNS) Adoption on Firms' Stock Price: Moderating Effect of SNS Legitimation

Abstract

Ola Allaymoun (University of Texas at Arlington), Adel Yazdanmehr (University of Texas at Arlington)

This paper uses institutional theory and management fashion theories to examine the impact of adoption of social networking services (SNS) on Firm's stock prices. We also propose legitimation of SNS as possible moderators. To answer the research questions, we use secondary data and event studies.

Program Schedule

Social Media's Value in Public-Sector Branding: Empirical Evidence in a Political Marketing Context

Abstract

Chad Milewicz (University of Southern Indiana), Carl Saxby (University of Southern Indiana)

How do politicians perceive social media's value regarding personal and political party branding? We research these perceptions and connect them to social media use in political campaigns. We analyze survey data from 75 candidates for the U.S. House of Representatives to provide insights on public-sector branding and social media.

Differentiating Factors and Impact of Firms' Social Media Site Activities: A Benchmark Study

Full Paper

Jeen-Su Lim (University of Toledo), Phuoc Pham (University of Toledo), John H. Heinrichs (Wayne State University)

For Fortune 500 firms to successfully participate in the interactive dialog and engage with customers, they must employ an effective social media marketing strategy. This study develops regression models to assess the impact of various social media activity metrics on brand equity and the firm's financial performance.

224

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 9

Tampa Convention Center

STUDENT SUCCESS: The MBA Student - General and OM-Specific Learning Outcomes

Chair: Alan Jin (Xavier University)

A Generically-Applicable Evaluation Rubric and Feedback Loop Process to Assess MBA Learning Outcomes

Abstract

Janice Cerveney (Florida Atlantic University), Robert Cerveney (Florida Atlantic University)

AACSB (re-)accreditation standards mean that Colleges of Business are faced with the need to demonstrate that curriculum and assessment processes embody and ensure that Assurance of Learning (AOL) standards are being met. A feedback-based process, assessment rubric, preliminary data and a summary of remaining challenges will be presented.

A Preliminary Study of Graduate Student Performance with Different Teaching Treatments in Operations Management

Full Paper

Michael J. Braunscheidel (Canisius College)

This study analyzes student performance between different teaching treatments of course material delivery in a graduate introduction to operations management course. Results reveal no significant differences in student performance for the three different teaching treatments. Implications for instructors and computer managed systems may exist.

Learning Experiences and Outcomes of Real World Projects Initiated By Students: The Case of an MBA Operations Management Class

Abstract

Alan Jin (Xavier University), Margaret Cunningham (Xavier University), Lifang Wu (Xavier University), Ravi Chinta (Xavier University)

Based on the data from interviews with MBA students, this study provides insights on the learning outcomes, challenges, limitations, and typical initiation and managing processes of the real world projects initiated by students themselves, compared to other pedagogies. We also propose some ideas to maximize the value of such projects.

Program Schedule

225

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Managing for the Environment - Issues, Drivers, and Performance Impact

Chair: Fei Ye (South China University of Technology (CHINA))

The Tragedies of Resource Overuse and Resource Underuse: Systemic Insights on the Tragedies of the Commons and Anti-Commons

Full Paper

John Davies (Victoria University of Wellington (NEW ZEALAND))

This paper overviews resource-related problems that have been given metaphorical identity as tragedies of the commons and anti-commons. Using systems representational tools used by Senge to identify the systemic structure for the tragedy of the commons, the paper originates a conceptualization of the anti-commons tragedy as a systems archetype.

Save the Environment or Strive for Legitimacy: Motives for Adopting Environmental Practices in Manufacturing

Abstract

Rick Hardcopf (University of MN), Rachna Shah (University of Minnesota)

Is government regulation the primary reason for manufacturers to adopt Environmental Management Practices (EMPs)? In this study, we evaluate the role of efficiency and institutional effects in a manufacturer's decision to adopt EMPs.

Advancing Environmental Performance: The Role of Vertical Integration

Abstract

Richard Kraude (Michigan State University), Ram Narasimhan (Michigan State University)

We explore the relationship between vertical integration and environmental performance through the theoretical lenses of absorptive capacity and resource dependency theory. We test our hypotheses with multiple secondary data sources.

Drivers, Managerial Environmental Concerns and Environmental Practices: Evidence from China

Full Paper

Yina Li (South China University of Technology (CHINA)), Fei Ye (South China University of Technology (CHINA))

The linkages among drivers, managerial environmental concerns and environmental practices are tested. Results reveal that managerial environmental concerns, which are positively correlated to internal environmental culture and practices, are impacted significantly by economic incentive, overseas customer and economic obstacle, while not impacted by command-and-control policy, domestic customer and organizational inertia.

226

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

TECHNOLOGY: How and Why Consumers Use Technology

Chair: David McCaw Simmonds (Old Dominion University)

Trust and Control as Antecedents of Self-Service Technology Use Decisions

Abstract

Brian I. Spaid (Marquette University)

What drives a shopper's decision of which self-service technology (SST)—in-store assistive device or mobile Internet device—to use during the shopping task? Trust, self-efficacy, and perceived control are examined as antecedents to attitude towards SSTs and the retailer, and the shopper's intention to use SSTs.

Program Schedule

Cluster Analysis of Customers Based on Their Technology Usage and Preferences in Service Industry

Abstract

Min Kyung Lee (Clemson University), Rohit Verma (Cornell University), Aleda Roth (Clemson University), Mike Dixon (Naval Postgraduate School)

Use of technologies in service encounters can enhance service delivery and increase customer satisfaction in services. This study presents a numerical taxonomy of customer usage and preferences for technology-based innovations in the U.S. restaurant industry. We offer insights for service strategy technology choices.

The Adoption of Smartphones in Everyday Life of Various National Cultures

Full Paper

David McCaw Simmonds (Old Dominion University), Russell Haines (Old Dominion University)

This paper seeks to establish the connection between Smart phone usage and the Hofstede dimensions of culture. Smartphones serve different needs in various cultures. We find culture does in fact affect the use of smartphones for carrying out a range of activities which represent everyday use of ICT.

227

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 3

Tampa Convention Center

WORKSHOP: Advances in Partial Least Squares Path Analysis

Workshop Coordinator: Wynne Chin (University of Houston)

Following the successful introduction to Partial Least Squares Workshop (PLS) last year, this workshop is geared for more advanced researchers that have used PLS in their work. Recent advances including updates for the 2014 PLS conference in Paris will be presented.

228

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 5

Tampa Convention Center

WORKSHOP: Exciting Business Games for Enhanced Learning

Workshop Coordinator: Sam Wood (Responsive Learning Technologies)

Want to include competitive simulations in teaching operations and supply chain topics? Come learn about various exciting web-based simulations that can be easily tailored and included into your courses to cover capacity management, process analysis, and inventory control within a firm or a supply chain.

229

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 14

Tampa Convention Center

WORKSHOP: Publishing in DSJ

Workshop Coordinators: Nallan Chakravarthy Suresh (University at Buffalo, The State University of New York), Kevin Linderman (University of Minnesota), Merrill Warkentin (Mississippi State University), G. Peter Zhang (Georgia State University), Anand Nair (Michigan State University), Daekwan Kim (Florida State University)

Authors: Monica Adya (Marquette University), Jose Benitez-Amado (University of Granada (SPAIN)), Ying Fan (University of Colorado Colorado Springs), F. Javier Llorens-Montes (University of Granada (SPAIN)), Mahour Mellat-Parast (North Carolina A&T State University), Thiagarajan Ramakrishnan (Prairie View A&M University)

Publishing in DSJ is one of two workshops to help new authors successfully publish their research in official journals of the Decision Sciences Institute: DSJ or DSJIE

Program Schedule

230

Sunday, Nov 23rd, 2014, 3:00-4:30 p.m. | Room 11

Tampa Convention Center

WORKSHOP: Teaching an Entire Course on Sustainability

Workshop Coordinators: Gökçe Esenduran (Ohio State University), Brian Jacobs (Michigan State University)

Sustainability is a young but broad subject area without well-established pedagogical materials, making the development of mini- or semester-length courses challenging. In this interactive workshop, we will discuss ideas for topics, cases, and exercises, with thoughts on what does or does not work well. Sample syllabi will be available.

Sunday, Nov 23rd, 2014, 4:30-6:00 p.m.

231

Sunday, Nov 23rd, 2014, 4:30-6:00 p.m. | Grand Salon F-J

Tampa Marriott Waterside Hotel

KEYNOTE 2: Technology and the Rapidly Changing Landscape: What the Law Says and Where It Needs to Catch Up

U.S. Magistrate Judge Tony N. Leung (District of Minnesota)

Moderator: Joy Field (Boston College)

(Sponsored **Boston College, USA**)

Program Schedule

Monday, Nov 24th, 2014, 7:30-8:30 a.m.

232

Monday, Nov 24th, 2014, 7:30-8:30 a.m. | Grand Foyer

Tampa Marriott Waterside Hotel

Continental Breakfast 3

(Sponsored by **Project Management Institute**)

Monday, Nov 24th, 2014, 8:30-10:00 a.m.

233

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Bayshore Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Ad Hoc Committee on Conference Organization and Activities

Chair: Funda Sahin (University of Houston)

Members: Thomas Choi (Arizona State University), Morgan L. Swink (Texas Christian University), Ken Boyer (Ohio State University), Kathryn E. Stecke (University of Texas at Dallas), Roberta S. Russell (Virginia Polytechnic Institute and State University)

234

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Room 10

Tampa Convention Center

ADMINISTRATIVE MEETING: Alpha Iota Delta Annual Meeting

Chair: Gregory Ulferts (Alpha Iota Delta)

235

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Florida Salon I

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Decision Line Editorial Meeting

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

Members: Varun Grover (Clemson University), Kenneth E. Kendall (Rutgers University), James Flynn (Indiana University), Kathryn Zuckweiler (University of Nebraska at Kearney), Subhashish Samaddar (Georgia State University), Andre M. Everett (University of Otago (NEW ZEALAND)), Gyula Vastag (National University of Public Service (HUNGARY)), Danny Samson (University of Melbourne (AUSTRALIA)), Mahyar Amouzegar (California State Polytechnic University, Pomona), Powell Robinson (University of Houston)

Program Schedule

236

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Grego Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Member Services Committee

Chair: Hope M. Baker (Kennesaw State University)

Advisor: Ken Boyer (Ohio State University)

Invitee: Mehmet Ulema (Manhattan College)

Members: Robert Pavur (University of North Texas), Jomon Aliyas Paul (Kennesaw State University), Janet Hartley (Bowling Green State University), Peggy Daniels Lee (Indiana University), Stuart C. Orr (Deakin University), Xenophon Koufteros (Texas A&M University), Constantin Blome (University of Sussex (UK)), Vivek Shah (Texas State University), Natasa Christodoulidou (California State University, Dominguez Hills), Eric Stein (Penn State Great Valley)

237

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

FINANCE: Contemporary Issues within Financial Markets

Chair: Luh Yu (Louie) Ren (University of Houston-Victoria)

Portfolio Management Determined by Initial Endowment or Terminal Wealth in a Consumer Finance Market with Jumps

Full Paper

Gan Jin (Sun Yat-Sen University (CHINA))

We study portfolio and wealth processes management problems decided by initial endowment or by initial and terminal wealth, as well as contingent claims and option valuation decided by terminal wealth. Comparing “deflator” with “discount factor”, we give two kinds of proofs for each important theorem by stochastic analysis method.

The Impact of Separate Aggregate Dividends and Consumption on Asset Pricing with Fat Tails

Full Paper

Jacky Yuk-Chow So (University of Macau (CHINA)), Qi Fu (University of Macau (CHINA))

We study a consumption-based asset pricing model in which aggregate dividends and consumption are modeled as different processes with stable shocks. The model yields mean equity returns larger than the standard framework with identical dividends and consumption. This improves the potential of fat tails to explain the equity premium puzzle.

Revisit the AR(1) Model for the Returns from DJIA

Full Paper

Luh Yu (Louie) Ren (University of Houston-Victoria), Peter Ren (University of Houston-Downtown)

Two overlooked points for the suggested AR(1) model in the research of Brock (1992) were discussed. Durbin's h statistic is used to check the autocorrelation among error terms from the process. The coefficient of determination is addressed. We show the DJIA price index itself follows a random walk process.

Program Schedule

238

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: Meaningful Use of Information Systems in Healthcare Delivery

Chair: John Gardner (Brigham Young University)

Economic Analysis of a Real-Time Flu Tracking System

Abstract

Sonya Hsu (University of Louisiana Lafayette), Christine Alexander (University of Central Oklahoma)

Answers to the next stage of “meaningful use of IT,” include segmentations among different systems, and/or coordination among different stakeholders. How to take advantage of the “big data” that were created or discovered? Developing a decision analysis model based on the evaluation of VOI and ROI of a flu-tracking system.

Hospital Characteristics, IT Leadership and Stage One Meaningful Use

Abstract

Jingyun Li (University of Texas at Dallas)

We study the characteristics of hospitals that are likely to achieve Stage 1 meaningful use (MU). We find that acute care, non-standalone hospitals, and hospitals with CIO being responsible for HIM are more likely to achieve Stage 1 MU. Our results suggest strong associations between hospital characteristics and Stage 1 MU compliance.

Meaningful Use of Electronic Health Record (EHR) Systems for Health Care Delivery: A Framework for Workforce Skill and Capability Development

Abstract

Xiaojin Liu (University of Minnesota), Kingshuk K. Sinha (University of Minnesota)

The adoption of EHR systems by health care providers has occurred at a rapid pace. The development of workforce skills and capability that would enable meaningful use of technology, however, has lagged. We investigate the interdependence between EHRs and workforce skills and capability, and its relationship to health care outcomes.

Is “Meaningful Use” of Healthcare Information Systems Mindful of Patients?

Abstract

John Gardner (Brigham Young University), Julie Bartels (ThedaCare Center for Healthcare Value), Melissa Mannon (American Institutes for Research)

We examine the extent to which measures of “meaningful use” of healthcare information systems (HIS) are associated with five processes of using HIS in a manner that is mindful of patients. Our analysis combines secondary data on “meaningful use” with survey data on mind-ful use in over 200 U.S. hospitals.

Program Schedule

239

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Florida Salon V

Tampa Marriott Waterside Hotel

HEALTHCARE: Using Social and Mobile Technologies for Healthcare Management

Chair: Toru Sakaguchi (Northern Kentucky University)

The Role of Peer-to-Peer Support on Electronic Social Networks for Chronic Disease Self-Management

Abstract

Daniel Asamoah (Wright State University), Ramesh Sharda (Oklahoma State University)

In the context Social Network Analysis and Consumer Health Informatics, we study the pattern of influence on electronic social networks and how it relates to health-related information dissemination. Using Big Data Analytics, we access and analyze collective wisdom embedded in interactions among large group of individuals on electronic social networks.

A Health Education Module for Preventing STDs among 18-30 Year Olds

Abstract

Gayle Linda Prybutok (University of North Texas), Victor Prybutok (University of North Texas)

This study examines a population of college students, ages 18-30, who account for half of new sexually transmitted diseases. The tested theorized social media model will increase understanding and the potential to reach these users with information about safe sex/STD risk prevention based on user characteristics and health message design.

The Impact of Mobile Technology on Clinical Outcomes in Adolescents with Type 1 Diabetes

Full Paper

Gwendolyn Pierce (Northern Kentucky University), Toru Sakaguchi (Northern Kentucky University)

Lifelong management of Type 1 Diabetes is required. Evidence shows there is an impact on effectiveness of disease management in the adolescent population when mobile technology is implemented. This paper reviewed published literature to see how effective this technology is in improving disease management in the adolescent population with T1D.

240

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: Adopting Innovations - Ensuring Success, Preventing Failures

Chair: Ujjal K. Mukherjee (University of Minnesota)

Carsharing Implementation: A Theory-Driven Phenomena

Abstract

Shuting Li (University of Toledo), Stephen K. Callaway (University of Toledo)

This paper intends to identify the theoretical antecedents of carsharing implementation and its outcome in terms of the triple bottom line metrics. Propositions are developed using literature on network effects, service dominant logic, disruptive innovation and triple bottom line.

Program Schedule

Overcoming “Unknown Unknowns”: Successful Project Adaptations in High Uncertainty Product Innovation

Abstract

Surya D. Pathak (University of Washington Bothell), Mohan Tatikonda (Indiana University), Pete Nye (University of Washington Bothell)

Successful management of product development projects having significant unknown unknowns (unk-unks) remains mysterious. Certain project-planning decisions may enable effective downstream real-time project-execution adaptations to emergent uncertainties. We conducted a grounded-theoretic cross-case analysis of a global software firm and report the resulting framework of uncertainty types, planning decisions and execution responses.

Linking Organizational Learning to Accounting Innovations and Change

Full Paper

Seleshi Sisaye (Duquesne University), Jacob G. Birnberg (University of Pittsburgh)

This paper approaches innovations as an organizational learning and change processes. Learning is related to adoption-diffusion analysis in sociology, which studies how innovations are disseminated within organizations and divisions. The paper suggests these two innovations stages help us understand the management accounting innovations processes in organizations.

Predicting High-tech Innovation Failures: Empirical Analysis of Medical Device Recalls

Abstract

Ujjal K. Mukherjee (University of Minnesota), Kingshuk K. Sinha (University of Minnesota)

Firms are becoming increasingly vulnerable to the risk of failure of technological innovations. It is important to be able to detect early signals of such failures. The central question we address is: Can user-level feedback related to episodic adverse events in the market predict product-level innovation failure?

241

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Information Systems Security - Perspectives and Relevance

Chair: Jian Hua (University of the District of Columbia)

The Impact of SETA Programs on Effective IT Controls and Sarbanes-Oxley Compliance

Abstract

Kalana Malimage (Southeastern Oklahoma State University), Nirmalee Malimage (Mississippi State University), Brad S. Trinkle (Mississippi State University)

Sarbanes-Oxley act of 2002 enforces organizations to focus more on IT controls. However, IT controls and polices are only effective if employees follow them. Using Protection Motivation Theory (PMT), our research investigates the impact of security education, awareness and training (SETA) programs on effective implementation of IT controls and policies.

Information Security Management Policies and Processes: A Total Security Model

Abstract

Dien Dean Phan (St. Cloud State University), Mark B. Schmidt (St. Cloud State University), Kim Gwen Phan (St. Cloud State University)

The recent outbreaks of data breaches in various organizations created the needs for better management and control of information security. This study investigates the challenges that business enterprises faced in information security and proposes a total security management model. Incidents of data breaches at major companies are analyzed and discussed.

Program Schedule

Protection Motivation Theory: A Critical Review of Research in an Information Systems Security Context

Abstract

Narasimha Paravastu (University of Central Missouri), Murugan Anandarajan (Drexel University)

This article critically reviews Protection Motivation Theory (PMT) and the past IS Literature on information systems security from a PMT perspective. This research discusses the applicability of Protection Motivation Theory in an Information Systems context, and presents theoretical and managerial implications of PMT as it applies to information systems security.

Cyber Espionage

Full Paper

Jian Hua (University of the District of Columbia), Sanjay Bapna (Morgan State University), Yan Chen (Auburn University at Montgomery)

Cyber espionage is a growing concern since the trade secrets of an organization can be stolen digitally. This research combines economic theory, deterrence theory, and cyber security to explore the economic impact of cyber espionage. This research helps academics and practitioners understand the important parameters and impacts of cyber espionage.

242

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

LEAN & QUALITY: Preventing and Reacting to Product Recalls

Chair: George Ball (University of Minnesota)

Consumer Perceptions of Product Recall Strategies: The Effect of Attribution on Recall Responsibility, Recall Satisfaction and Repurchase Intent

Abstract

Tracy Diane Johnson-Hall (College of William & Mary), Aleda Roth (Clemson University), Manpreet Hora (Georgia Institute of Technology)

We study the effects of information provided in product recall announcements on consumer perceptions using a behavioral experiment. Applying attribution theory, we demonstrate that discretionary information about a product defect can shape recall satisfaction and repurchase intent. We discuss implications for firms and for policy-makers.

Emerging Market Penetration and Product Recalls: Investigating Sourcing and In-House Offshoring Activities

Abstract

Rodrigo Britto (Universidad de los Andes (COLOMBIA)), Adams B. Steven (University of Massachusetts Amherst)

Motivated by the agency and knowledge transfer theories, we study the linkages between outsourcing and in-house offshoring to emerging economies and product recalls. Using a Poisson regression, this study found a positive association between outsourcing and recalls but found limited relationship between in-house offshoring and recalls.

Plant Inspection Outcomes and Product Recalls: The Role of Inspector Experience

Abstract

George Ball (University of Minnesota), Enno Siemsen (University of Minnesota), Rachna Shah (University of Minnesota)

Combining data on FDA manufacturing inspections in the medical device industry with product recalls, we use a Cox Proportional Hazard model to examine the relationship between plant inspection outcomes and future product recalls. Inspection outcomes predict future recalls, but this relationship is contingent upon the experience of the FDA inspector.

Program Schedule

243

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Florida Salon III

Tampa Marriott Waterside Hotel

LOGISTICS: Improving Logistics Decisions Performance with Simulation Models and New Technologies

Chair: Hokey Min (Bowling Green State University)

Agent-Based Modeling of Railroad Classification Yards

Abstract

Natalie Simpson (University at Buffalo, The State University of New York), Ryan Hauser (University at Buffalo)

Railroad classification yards are joint dis-assembly and re-assembly operations enabling rapid flow of freight across rail networks. In this simulation study, we employ various agent-based rules to govern this flow under a variety of conditions, and present the distinctly counter-intuitive results.

Tailoring Urban Logistics Strategies to Location-Specific Characteristics: An Agent-Based Simulation Approach

Abstract

William J. Rose (University of Tennessee, Knoxville), Chad Autry (University of Tennessee, Knoxville), John Edward Bell (University of Tennessee, Knoxville)

Urban areas represent complex demand centers for businesses to serve. We present an agent-based simulation model to test fit between urban logistics strategies and an urban area typology. The model will assist managers in tailoring strategies, and serves as a launching point for theorization of urban fulfillment and distribution.

Technology Systems and Practices in Transportation and Logistics: Exploring the Links toward Competitive Advantage in Supply Chains

Abstract

Sarah E. Schafer (University of Toledo)

More differentiated products add to supply chain complexity and increases freight movements. In turn, freight movements contribute to higher levels of congestion and pollution while businesses, customers and government are more concerned about reducing carbon. New technologies improve visibility, efficiency and sustainability within supply chains to cultivate a competitive advantage.

Integrating X-Ray Scanning Technologies with Intelligent Transportation Systems for the Maritime Security

Full Paper

Hokey Min (Bowling Green State University), Yong-Kon Lim (MOERI), Jong-Won Park (MOERI)

The use of X-ray scanning technology for cargo inspection has been on the rise. This paper is one of the first to combine X-ray scanning technology with ITS for cargo inspection procedures and gauges its usefulness for enhancing maritime security in global supply chain operations.

Program Schedule

244

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

MS/OM/OR: Forecasting Better in Diverse Settings

Chair: Matthew Douglas Lindsey (Stephen F. Austin State University)

Performance of the Normal Heuristic under Forecasting Error: Test of Parameters of the Design

Abstract

Ibrahim S. Kurtulus (Virginia Commonwealth University)

We want to analyze the quality of the solutions provided by the normal heuristic (vs optimal) as we introduce forecasting error into the system. We will test the performance of the system by varying the levels of sample size, values of alpha, beta and gamma and average percentage of error.

A Novel Method for Forecasting Items in Service Parts Supply Chain

Abstract

Yuan Ye (University of Houston), Arunachalam Narayanan (University of Houston)

Demands for service parts are not normally distributed, nor do they occur at regular intervals. In this research we have developed a forecasting method which uses the probability of demand intervals in its prediction. We assess the relative accuracy of this method using data from two different industries (55,000 items).

Forecasting Multiple Promotion Types in a Retail Supply Chain

Abstract

Onyi Nwafor (University of Houston), Powell Robinson (University of Houston), Funda Sahin (University of Houston)

Sales promotions are common in business, but increase supply chain complexity. Using industry data from a retail supply chain, this research evaluates alternative forecasting approaches/methodologies considering multiple promotion types. Implications for promotional strategies and inventory planning are provided.

Utilizing Box-Jenkins Methodology to Forecast Intermittent Demand

Full Paper

Matthew Douglas Lindsey (Stephen F. Austin State University), Robert Pavur (University of North Texas)

Intermittent demand presents difficulties in forecasting. A common situation is when a product demand shifts from normal to intermittent demand. In these conditions, it is not clear if Croston's method, commonly used for forecasting intermittent demand, provides advantages over SES or Box-Jenkins methodologies. This paper will investigate with simulations.

245

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

MS/OM/OR: Planning and Allocating Capacity

Chair: Hongkai Zhang (East Central University)

Extended Aggregate Planning with Cash Infusions and Sales Promotions

Abstract

Kathleen M. Iacocca (University of Scranton), Kingsley Gnanendran (University of Scranton)

We extend the standard approach for aggregate production planning to include both financial (cash flow) and marketing (timing of sales promotions) considerations. The aim is to determine optimum workforce size, production, inventory, and outsourcing simultaneously with the amount and timing of a demand stimulus and any needed infusions of cash.

Program Schedule

A Behavioral Study of Capacity Allocation in Revenue Management

Abstract

Bahriye Cesaret (University of Texas at Dallas), Elena Katok (University of Texas at Dallas)

We present a set of laboratory experiments that investigate how human subjects solve the two-class capacity allocation revenue management problem. We study the problem with ordered and unordered arrivals, as well as a simplified version – making an upfront decision at the beginning of the selling-season. We identify several behavioral regularities.

Effects of Price Postponement, Production Postponement and Product Flexibility on Capacity Planning

Full Paper

Samir Barman (University of Oklahoma), Dipnkar Bose (XLRI - Xavier School of Management (INDIA)), Ashis Kumar Chatterjee (Indian Institute of Management, Calcutta (INDIA))

We examine the effects of price and production postponement on the choice between a dedicated and a product-flexible plant. Using an additive demand uncertainty, we develop an expected profit maximization model similar to a two-stage stochastic program.

Optimal Service Capacity Allocation and Pricing under Uniformly Distributed Uncertain Demand

Full Paper

Hongkai Zhang (East Central University), Hani I. Mesak (Louisiana Tech University), Jiehui Ma (University of Wisconsin-Whitewater)

A mathematical program is developed and analytically solved in this paper for the problem of optimally allocating and pricing service capacity in a monopolistic market by a service provider under uncertain demand following a uniform probability distribution.

246

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 9

Tampa Marriott Waterside Hotel

NPD: Introducing New Products - The Question of How?

Chair: Dirk J. Primus (Bentley University)

Sensitivity Analysis for a Marketing-Operations Interface Model of Consumer Product Updates

Abstract

R. Samuel Sale (University of Texas at Brownsville), R. Anthony Inman (Louisiana Tech University), Hani I. Mesak (Louisiana Tech University)

Two critical success factors for nearly any firm are the introduction of new products and the integration of marketing and operations. The study presents a model based on the Bass model for new product introductions. It also incorporates core elements from the Wagner and Whitin lot-sizing model.

Improving Cost Compliance in New Product Development – Impact of Information Uncertainty

Abstract

Mohan Gopalakrishnan (Arizona State University)

In NPD, firms have begun to adopt concurrent processes. While this increases flexibility, it also increases uncertainty that can be costly. This study addresses experimentally the ability of product design groups to achieve cost reduction goals. We find that the NPD process moderates the effect of cost reduction goals.

Program Schedule

Development and Analysis of a Taxonomy for the Development Chain: A Configuration Approach

Full Paper

Dirk J. Primus (Bentley University)

Based on a construct with multiple sub-process interfaces, this study develops a taxonomy for Development Chain groups with similar profiles of linkage activation. We also explore the relationship between DC groups and contextual factors. We find differences between DC groups in terms of product architecture complexity and component sourcing strategy.

247

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: Work Behavior and Performance in Face-to-Face and Virtual Settings

Chair: Yuanqing Li (University of Texas-Pan American)

Do Employees Like the New Office? A Critical View of the Influence of Virtual Office on Employees' Work Life

Abstract

Jindan Zhang (University of Toledo)

Inspired by Yahoo's decision to withdraw its work from home program, this paper provides a critical view of the changes in the four aspects of employees' work life, namely communication, social relations, achievement recognition and work-life balance and also the influence on employees' job satisfaction in shifting to virtual office.

Understanding the Effects of Multiple Goal Activation upon Underlying Focal Goal Performance in Individual Decision-Making Contexts

Abstract

Alan Brandyberry (Kent State University), Geoffrey Hill (Kent State University)

Goal competition suggests that simultaneously activated goals compete for limited motivational resources, which lead them to pull away resources from each other. The actual performance in goal attainment was measured as well as the perception of the subject concerning their performance.

Does Deviant Work Behavior Pass on to Employees?

Full Paper

Yuanqing Li (University of Texas-Pan American), Azadeh Zamanian (University of Texas-Pan American), Xi Yang (University of Texas-Pan American)

Employing Social cognitive theory, Organizational socialization and Social exchange theory, we propose that supervisor or employee's workplace deviance which may destroy the organizational ethical climate and norms will pass on to their coworker's deviant work behaviors. We further propose that different types of deviant work behaviors will spread differently.

248

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

PROFESSIONAL PANEL: Integration of Project Management across the Curriculum - An Interdisciplinary Perspective

Moderators: Carla Messikomer (Project Management Institute), Gary Klein (University of Colorado, Colorado Springs)

Panelists: Stephen Disney (Cardiff Business School), Vijay Kanabar (Boston University), Art Thomas (Syracuse University)

Program Schedule

249

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

SCM: Contextualizing Supply Chain Risk Management - Emerging Perspectives, Implementation Considerations

Chair: Liyuan Wang (EBS Universität für Wirtschaft und Recht (GERMANY))

Supply Chain and Distribution Risk Analysis: Key Considerations

Abstract

Scott R. Swenseth (University of Nebraska-Lincoln), David Olson (University of Nebraska-Lincoln)

We compare risk management topics from a research perspective to a variety of "key topics of interest" identified by a group of industry professionals. The disparity demonstrates how academics and industry professionals view problems from a different perspective. Bridging the gap may require new methods of analyzing supply chain problems.

Supply Chain Risk Management Strategies and Practices for the SMEs in the Emerging Markets

Abstract

Bo Li (Ashland University), Robert Stoll (Ashland University)

This study investigates the unique challenges and opportunity faced by the SMEs in the emerging markets, identifies the current and future trends of supply chain risk management, and proposes the strategies and practical solutions from multiple perspectives for the managers of those SMEs.

Exploring Supply Chain Risk Management Cycle from a Managerial Perspective

Abstract

Sergey Ponomarov (The Citadel, The Military College of South Carolina)

This research is examining supply chain risk management issues from a managerial perspective focusing on readiness, response, and recovery stages in detail. The feedback and reassessment loop is introduced as part of the risk management cycle while risk sharing issues in buyer-supplier relationship are also discussed.

Success Factors and Barriers of Multi-Tier Supply Chain Risk Management: An Empirical Enquiry into the Automotive and Commercial Aerospace Industries

Abstract

Liyuan Wang (EBS Universität für Wirtschaft und Recht (GERMANY)), Kai Förstl (EBS Universität für Wirtschaft und Recht (GERMANY))

Based on our literature review and interviews with twenty-two managers from procurement, sales, and risk management functions in the automotive and commercial aerospace industries, we compared and contrasted risk management practices in both industries and identified success factors and barriers of multi-tier risk management to promote cross-industry knowledge exchange.

Program Schedule

250

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: Designing Contracts for Downstream and Upstream Exchange Relationships

Chair: Xiaowei (Linda) Zhu (West Chester University of Pennsylvania)

The Leasing Contract with Upgrade Options

Abstract

Cheng-Chang Lin (National Cheng Kung University (TAIWAN)), Shih-han Hung (National Cheng Kung University (TAIWAN))

It is a time-based contract that customers lease a new product A and exercise upgrade option when a newer product B is later introduced. The retailer resells returned product and may realize demand in advance for a favorable supply contract. We determine the retailer's leasing prices to maximize its profit.

Cultural Attitudes towards Contract Design in Supply Chain Exchanges

Abstract

Stephanie Eckerd (University of Maryland, College Park), Yun Shin Lee (KAIST), Dina Ribbink (Western University (CANADA))

We evaluate the effectiveness of different contract types (fixed fee, bonus, and penalty) on performance across diverse national cultures. Behavioral experiments were conducted in three countries: Canada, China, and South Korea. We show the relationship between cultural dimensions and contract performance as mediated by loss aversion and fairness.

Coordinating a Three-level Supply Chain with Service Level Contract and Profit Sharing Contract

Full Paper

Xun Xu (Washington State University)

We coordinate a three-level supply chain through using both the service level contract and profit sharing contract. We find the supply chain's profit can be enhanced by using the two contracts individually or simultaneously. Stakeholders' incentive to use profit sharing contract depends on various service levels and implications are provided.

Outsourcing Contract Design: Price, Time, and Quality

Full Paper

Xiaowei (Linda) Zhu (West Chester University of Pennsylvania)

We design an outsourcing contract to achieve cost savings, reduce time to market, and also ensure the quality of outsourcing work. A game model is used to design the optimal contracts between the buyer and the supplier. We find the optimum outsourcing price, outsourcing time, outsourcing quality, and retail price.

Program Schedule

251

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Supply Chain Integration for Improved Organizational Performance

Chair: Matthew Schwieterman (Ohio State University)

Customer Integration and Performance

Abstract

Dong-Young Kim (University of North Florida)

Although the importance of customer integration has been well recognized in the operations and supply chain literature, it remains unclear how customer integration affects organizational performance. This study examines the theoretical linkage between customer integration and performance and discusses managerial implications.

Integrating Supply Chains for Competitive Advantage and Better Organizational Performance***

Abstract

Bhimaraya A. Metri (International Management Institute, New Delhi (INDIA)), Rajwinder Singh (Punjabi University (INDIA))

Small scale in India is among the best contributor to the GDP of India. In this paper an attempt has been made to identify the measure for supply chain integration, organizational performance and competitive advantage. A structural model has been tested to understand the relationship among them.

Exploring Supply Chain Integration in Middle Market Firms

Abstract

Matthew Schwieterman (Ohio State University), Johnny Rungtusanatham (Ohio State University), Thomas J. Goldsby (Ohio State University), Martha Cooper (Ohio State University), W.C. Benton (Ohio State University)

Middle-market firms face unique pressures that may inhibit their performance. Using the focus-group method, we explore answers as to whether and how integrating with suppliers and customers help middle-market firms improve performance.

252

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Room 1

Tampa Convention Center

SERVICES: Improving Value Co-Creation of Services: Customer, Employee, and Community Considerations

Chair: Caroline Hunter (Simmons College)

Value Co-creation and Customer Satisfaction across Service Industries

Abstract

Junhyuk Kwon (University of North Texas), Victor Prybutok (University of North Texas)

This study proposes a value co-creation quality model which attempts to identify determinants for a broad concept of quality and examines the relationship between these quality constructs, service satisfaction, and behavior intention in a mass services context with a comparative investigation in a professional services context.

Program Schedule

Investigating the Impacts of Frontline Employees' Behaviors on Customers' Behaviors

Full Paper

Azadeh Zamanian (University of Texas-Pan American), Yuanqing Li (University of Texas-Pan American)

Derived from social exchange theory and leader-member exchange relationship, this paper takes a new approach to the relationship between employees and customers which is called Employee-Customer Exchange relationship (ECX) based on the impacts of employee's organizational citizenship behavior and deviant behavior on customer's value co-creation behavior.

Continuous Improvement Practices and Service Operations

Abstract

Yefei Yang (Hong Kong Polytechnic University (HONG KONG)), Peter K.C. Lee (Hong Kong Polytechnic University (HONG KONG))

Continuous improvement practices (e.g., process management, structured method) are very important for service firms to achieve superior operational performance. However, certain peculiar characteristics pertinent to the service employees and operations may impede such practices' effectiveness. This project identifies these relevant factors that may influence the effectiveness of continuous improvement practices.

Sustainable Heritage Tourism through Community Empowerment

Full Paper

Yulong Li (Simmons College), Caroline Hunter (Simmons College)

This study recognized the conceptual dimensions of community empowerment and sustainable heritage tourism. A preliminary research model was also proposed to explore how empowerment would lead to community involvement and ultimately help achieve sustainable heritage tourism operations.

253

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

SOCIAL MEDIA: Does Social Make it Better? Using Social Media to Improve Quality and Onboarding and to Generate Better Customer Reviews

Chair: Seth J. Powless (University of Toledo)

A New SNS Quality Model that Combines E-Service and Webqual

Abstract

Brandon Kyle Phillips (Southwestern Oklahoma State University), Victor Prybutok (University of North Texas), Daniel Peak (University of North Texas)

This research explores the dimensions of quality of social media as it relates to continued use, examining how product features effect perceived SNS quality and intention to use. This work contributes by being the first to combine e -service and webqual into a new and more descriptive SNS quality model.

Do Video-Based Reviews Work Best?

Abstract

Liang Chen (University of Kentucky), Pei Xu (University of Kentucky), Radhika Santhanam (University of Oklahoma)

Video-based product reviews are making their presence on a growing number of websites. Using a laboratory design, we find that video-based reviews bring about a greater improvement in consumer's perceptions of various products than text- and image-based reviews. We also conduct data analytics to see actual effects of video-based reviews.

Program Schedule

Onboarding and Social Media: Exploring the Relationship and Its Outcomes

Abstract

Yuan Wang (University of Toledo), Seth J. Powless (University of Toledo), Teresa Keefe (University of Toledo), Terribeth Gordon Moore (University of Toledo)

Onboarding has become a critical buzzword in today's business environment. Differentiating between onboarding and orientation involves an exploration of various managerial tools within each. Social media represents a tool with which onboarding processes could utilize more efficiently. This proposal introduces a study examining the relationship between onboarding and social media.

254

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Room 9

Tampa Convention Center

STUDENT SUCCESS: The e-Textbook - Predicting Student Use and Learning

Chair: Natalie Gerhart (University of North Texas)

Antecedents of Student e-Textbook Learning Outcomes

Abstract

Qinyu Liao (University of Texas at Brownsville), Edity Galy (University of Texas at Brownsville)

This study investigates student learning outcomes in e-Textbook only settings. Factors related to student, e-Textbook and faculty will be included to understand their impact on student satisfaction, learning behavior, learning outcome associated with e-Textbook. Possible mediating factors will also be investigated.

Creating New Learning Experiences with an Interactive eBook

Abstract

Marie-Pierre Spooner (Université du Québec à Montréal (CANADA)), Anik St-Onge (Université du Québec à Montréal (CANADA))

Technological innovations can create new learning possibilities for students. The use of new technology such as an interactive eBook can influence the learning experience and influence the perception of a discipline such as operations management. We analyze survey data that measure the perception, use and satisfaction of an interactive eBook.

Applying Task-Technology Fit to e-Textbook Use

Abstract

Natalie Gerhart (University of North Texas), Daniel Peak (University of North Texas)

E-textbooks are low-cost alternatives to traditional textbooks, yet students are reluctant to use them. We develop a model and test the relationship between perceived task-technology fit (TTF) of e-textbooks and student learning. Preliminary findings show four factors, but not price, impact perceived TTF with e-textbooks, providing researcher and practitioner guidance.

Program Schedule

255

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Sustainable Supply Chains - Managerial Considerations and Triple-Bottom Line Performance

Chair: Zachary Rogers (Arizona State University)

The Effect of Sustainable Market Orientation and Green Innovation Capability on Firm Performance

Abstract

Soonhong Min (Yonsei University (KOREA)), Sumin Lee (Yonsei University (KOREA)), KeongSun Kim (Yonsei University (KOREA))

Sustainable management requires input from various stakeholders. Market orientation will offer a firm to chance to listen different stakeholders' voices. To be market oriented, firm must consider customer, competitor, supplier, regulator and interfunctional integration. We empirically propose research that sustainable market orientation increases firm's green innovation capability and improves firm performance.

Sustainable Supply Chain and Triple Bottom Line Analysis: A Case Study

Abstract

Alexander Cudone (Eastern Illinois University), Chao Wen (Eastern Illinois University)

Sustainable supply chains have gained recent popularity because they foster good reputations, reduce consumption and improve efficiency. Furthermore, triple bottom line attempts to measure the social and environmental responsibility of businesses. Within this paper, a sustainable supply chain and triple bottom line analysis is prepared for EIU's Renewable Energy Center.

Sustainable Supplier Development: Making Tradeoffs across the Triple Bottom Line

Abstract

Zachary Rogers (Arizona State University), Craig Carter (Arizona State University)

We observed the tradeoffs managers are willing to make when implementing sustainable supplier development initiatives. We find that safety and savings are of equal importance, but emission prevention is significantly less important. We also explore the importance of "levels" of performance improvement.

256

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

WORKSHOP: Come and Create Your Own My_Lab Course for Enhanced Student Learning

Workshop Coordinator: Lauren Lopez (Pearson PLC)

Come and learn how easy it is to flip the classroom using Pearson's My_Lab course products. Participants will learn how to quickly create their own course that can be readily adopted for use.

Program Schedule

257

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Room 5

Tampa Convention Center

WORKSHOP: Engaging Students in the Operations/Supply Chain Management Course

Workshop Coordinator: F Robert Jacobs (Indiana University)

Presenter: Rhonda Lummus (Indiana University)

Engaging students in the learning process increases their attention and promotes higher-level critical thinking skills. The workshop includes ideas for engaging students in courses such as: using pre-class preparation questions, discussing current articles from publications such as the Wall Street Journal, flipping the classroom, simple classroom exercises, and simulation exercises.

258

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Room 3

Tampa Convention Center

WORKSHOP: How to Conduct a Rigorous Meta-Analysis

Workshop Coordinator: Alan Mackelprang (Georgia Southern University)

This workshop will be an introduction to meta-analysis methodology. We will not only discuss major pitfalls, but also the powerful and unique insights associated with this method. A step-by-step process for conducting rigorous meta-analysis of correlations will be discussed.

259

Monday, Nov 24th, 2014, 8:30-10:00 a.m. | Room 7

Tampa Convention Center

WORKSHOP: Teaching Service Design in an OM/SCM Course - The Best Two Sessions of the Semester!

Workshop Coordinator: Scott Sampson (Brigham Young University)

Service operations design can be a highlight of your core OM/SCM course. Service design techniques show students how to document a service operation, analyze operating characteristics, and identify opportunities for process improvement. This workshop will show how you can easily teach two sessions on service design in an engaging way.

Monday, Nov 24th, 2014, 10:00-10:30 a.m.

260

Monday, Nov 24th, 2014, 10:00-10:30 a.m. | Grand Foyer

Tampa Marriott Waterside Hotel

Coffee Break 5

Program Schedule

Monday, Nov 24th, 2014, 10:30 a.m.-12:00 noon

261

Monday, Nov 24th, 2014, 10:30 a.m.-12:00 noon | Grand Salon F-J Tampa Marriott Waterside Hotel

KEYNOTE 3: Constancy and Change in Healthcare: The Role of Decision Technologies in Creating the Healthcare System of the Future

Anthony Joseph (The Healthcare Colloquium: A Battelle Company)

Moderator: Vicki Smith-Daniels (Indiana University)

(Sponsored **College of Public Health, The Ohio State University, USA**)

Monday, Nov 24th, 2014, 1:00-2:30 p.m.

262

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Bayshore Boardroom Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Ad Hoc Committee on Organization Structure - Regional Representation

Chair: Scott R. Swenseth (University of Nebraska-Lincoln)

Members: Kathryn Zuckweiler (University of Nebraska at Kearney), Susan R. Williams (Georgia Southern University), Peter B. Southard (University of St. Thomas), Janet Hartley (Bowling Green State University), Hokey Min (Bowling Green State University), Rafay Ishfaq (Auburn University), Sheldon Ray Smith (Utah Valley University)

263

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Grego Boardroom Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Global Affairs Committee

Chair: Gyula Vastag (National University of Public Service (HUNGARY))

Members: Jatinder Gupta (University of Alabama in Huntsville), Sukran Nilvana Atadeniz (Yeditepe University (TURKEY)), Mark Jacobs (University of Dayton), Dilip Chhajed (University of Illinois at Urbana-Champaign), Bart L. MacCarthy (University of Nottingham (UK)), Carmela Di Mauro (University of Catania (ITALY)), Jim Q. Chen (St. Cloud State University), Norma Harrison (Macquarie Graduate School of Management (AUSTRALIA)), Asoke K Dey (University of Akron)

264

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Florida Salon I Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Marketing and Communication Committee

Chair: Kaushik Sengupta (Hofstra University)

Advisor: Powell Robinson (University of Houston)

Members: Kathryn Zuckweiler (University of Nebraska at Kearney), Burcu Keskin (University of Alabama), Seth J. Powless (University of Toledo), Susan E. Pariseau (Merrimack College), James E. Stoddard (Appalachian State University), Doug Hales (University of Rhode Island), Janine Aronson (University of Georgia)

Program Schedule

265

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

CORPORATE GOVERNANCE: Board Members - Impact on Organizational Learning

Chair: Jeryl Nelson (Wayne State College)

Board of Directors' Role in Organizational Learning

Abstract

Jeryl Nelson (Wayne State College)

Corporate governance is an important topic in management research. Leadership of corporations is of critical importance to the overall strategic direction of the firm. Organizational learning is another consideration in the long-term development of a business entity. This paper explores the integration of corporate governance and organizational learning.

266

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

HEALTHCARE: Managing the Healthcare Workforce

Chair: David D. Dobrzykowski (Rutgers University)

Effect of Staffing Flexibility on Hospital Units' Performance

Abstract

Adelina Gnanlet (California State University, Fullerton), Chris McDermott (Rensselaer Polytechnic Institute), Muge Yayla-Kullu (Rensselaer Polytechnic Institute)

Nursing staff gain valuable knowledge when floating outside their competency; however, spending too much time outside their home unit may make them a generalist. We test these competing effects using unit-level nurse staffing flexibility, quality and financial performance data from 100 hospitals across the U. S.

Quality and Efficiency Implications of Interruptions and Information Overload on Decision-Making

Abstract

Lauren Laker (University of Cincinnati), Craig Froehle (University of Cincinnati)

Research suggests that the timing of interruptions during a cognitive task can affect the quality and timeliness of decision-making in knowledge-intensive work environments. We hypothesize that providing framing, or directed learning, can improve decision-making by reducing information overload, mitigating some effects of interruptions. We evaluate these effects through controlled experiments.

Characteristics of the General Practitioner – Specialist Relationship in Shared Care Systems

Abstract

Ágnes Lublóy (Corvinus University of Budapest (HUNGARY)), Lilla Keresztúri (Corvinus University of Budapest (HUNGARY)), Gábor Benedek (Thesys SEA Pte Ltd)

We describe the characteristics of the GP-SP relationship in shared care systems. After describing the collaboration structure among doctors, the professional and socio-demographic characteristics of GPs with the most concentrated patient split are identified. Then, the characteristics of the strongest GP-SP relationships are investigated.

Program Schedule

Exploring Physician Performance from Electronic Health Record Use: Social Capital and Agency Effects

Full Paper

David D. Dobrzykowski (Rutgers University), Monideepa Tarafdar (Lancaster University (UK))

Outcomes from EHR use have been mixed perhaps due to the high levels of interdependence in healthcare delivery processes, and independence of physicians. Social capital and agency theories are tested using two data sets from 302 hospitals to explain how the use of EHR might be associated with improved physician performance.

267

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: Patient Satisfaction with Healthcare Delivery

Chair: Dana M. Johnson (Michigan Technological University)

Sentiment Analysis of Patient Satisfaction

Abstract

Shilpa Balan (Flagler College), Sumali Conlon (University of Mississippi)

Hospitals are always looking to improve patient care. This study analyzes patient opinions using a technique termed 'sentiment analysis'. The data is collected from online sources using an experimental system, 'CAINES'. The terms extracted are evaluated as positive or negative sentiment. For example, 'very caring' evaluates to a positive sentiment.

Outpatient Appointment Scheduling: Challenges and Opportunities in Korea

Abstract

Kwon Gi Mun (Rutgers University), Yao Zhao (Rutgers University), Endre Boros (Rutgers University)

The rate of growth in health spending in Korea was more than twice the average across OECD countries. We review the Korean insurance system, and also review previous mathematical approaches. A main contribution is that a newly designed mathematical method will help hospitals optimize both profit and patients' satisfaction.

Modeling Healthcare Service Quality to Predict Patient Satisfaction: A Case Study

Abstract

Dana M. Johnson (Michigan Technological University), Roberta S. Russell (Virginia Polytechnic Institute and State University), Sheneeta W. White (University of St. Thomas)

SEM informs healthcare practitioners of a rural hospital with 800 employees in Michigan's Upper Peninsula on the qualitative attributes of service quality that predict overall patient satisfaction. Results show strong relationships between administrative process quality to mediating variables associated with nurse and practitioner (doctors, nurse practitioner, physician assistant) personal interactions.

Program Schedule

268

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Florida Salon V

Tampa Marriott Waterside Hotel

HEALTHCARE: Using Technology to Improve Healthcare Delivery

Chair: Simon Veronneau (Naval Postgraduate School)

Measuring Comparative Hospital Performance by the Implementation Level of Electronic Medical Record Systems

Abstract

Seong-Jong Joo (Central Washington University), C. Christopher Lee (Lake Superior State University), Ethan Porter (Lake Superior State University)

Electronic medical systems can overcome problems with paper charts for maintaining patients' records. We measure the performance of 102 hospitals in the Midwest region by the implementation level of electronic medical record systems. We use a data envelopment analysis model that can handle ordinal observations along with pertinent variables.

Historical Synthesis of HIE Interoperability Challenges

Abstract

Reid Berryman (Western Michigan University), J. Michael Tarn (Western Michigan University), Anne Marie Oulai (Western Michigan University)

This research focuses on HIE interoperability in the U.S. and its historical progress since the 1960's to present. A research model was developed according to HIMSS definition of interoperability. Each level of interoperability and overall challenges to HIT as well as future challenges to HIE and potential solutions are discussed.

Examining Success in Health Information Technology Implementation Research

Abstract

Madison Ngafeeson (Northern Michigan University)

The implementation of health information systems (IS) is rapidly increasing. In the United States, \$70 billion will be invested by the government to facilitate the adoption of the electronic health record over a ten-year period. However, IS acceptance is not success. We use content analysis to investigate the success component.

269

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: University-Industry Collaborations for Innovation

Chair: Xiande Zhao (China Europe International Business School (CHINA))

Can University-Industry Collaboration Promote the University Technological Innovation Capabilities? Evidence from Research-Oriented Universities in China

Abstract

Xia Fan (South China University of Technology (CHINA)), Zhou Yu (South China University of Technology (CHINA)), Xiaowan Yang (South China University of Technology (CHINA))

We examine whether and how University-Industry Collaboration promotes the university technological innovation capabilities through interactions between basic and applied research activities. Based on a survey of 61 universities directly under the jurisdiction of Ministry of Education of China, we conduct an empirical analysis using the Partial Least Squares Path Model.

Program Schedule

The Public Funds Influence for Innovation: An Analysis of Brazilian University-Industry Interaction

Abstract

Daniel Pedro Puffal (UNISINOS (BRAZIL)), Rafael Teixeira (UNISINOS (BRAZIL)), Janaina Ruffoni (UNISINOS (BRAZIL))

The objective of this paper is to explore the direct effects of public funds and types of interaction for product and process innovation. We explore the moderation effect of public funds for the relationships between interactions based on technical information and interactions based on physical resources and innovation outcomes.

Strength of Ties with Innovation Partners, Absorptive Capacity, and Innovation Performance: Evidence from China

Full Paper

Xueyuan Liu (Wuhan University (CHINA)), Xiande Zhao (China Europe International Business School (CHINA)), Wenjing Ding (Wuhan University (CHINA))

Based on data from 278 Chinese manufacturing firms, this study demonstrates that strength of ties with innovation partners is positively related to innovation performance. We also find that ACAP mediates the relationship between tie strength and innovation performance. For private firms and traditional manufacturers, the mediating effect is especially important.

270

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Ensuring Compliance with Information Security Policy

Chair: Adel Yazdanmehr (University of Texas at Arlington)

Cognitive Ability, Personal Computer Security Posture, and Employability: An Exploratory Study

Abstract

Joseph H. Schuessler (Tarleton State University), Thiagarajan Ramakrishnan (Prairie View A&M University)

This study explores the relationship between general purpose employment tests and an individual's computer security posture. Organizations use various measurement tools to indicate the employability of potential hires. By identifying relevant measures, organizations could more quickly identify potential hires who require more or less security training.

Information Security Policy: Violators versus Non-Violators Perspectives

Abstract

Hasan Mukahal (Qatar University (QATAR)), Khaled A. Alshare (Qatar University (QATAR))

This study examines differences between violators and non-violators of information security policy. Data on factors that influence employees to violate ISP will be analyzed. Demographic variables such as gender, age, work experience, educational level and background will be used in the analysis to understand the differences between the two groups.

Neutralization and Cognitive Dissonance Perspective on Employee Compliance with Organizational Information Systems Security Policy

Abstract

Ola Allaymoun (University of Texas at Arlington), Kriti Chauhan (University of Texas at Arlington), Manjeri K. Raja (University of Texas at Arlington)

Higher cognitive dissonance is positively related to higher use of neutralization techniques to justify policy violations, and both in turn, are positively related to intention to violate organizational IS security policy by employees. The employees' moral evaluations and consequences of prior violations moderate this relationship.

Program Schedule

Investigating the Role of Internalization and Identification on Information Security Policy Compliance

Abstract

Adel Yazdanmehr (University of Texas at Arlington), Jingguo Wang (University of Texas at Arlington)

This study investigates what drives employees' information security policy compliance behavior. Our model incorporates both intrinsic and extrinsic motivators. We also explore the internalization and identification processes via which these motivators impact compliance behavior. We test our model using PLS with survey data collected from relevant working professionals.

271

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Florida Salon III

Tampa Marriott Waterside Hotel

LOGISTICS: Facility Location and Transportation in Supply Chain Networks - Methods and Applications

Chair: Li-Lian Gao (Hofstra University)

Value of Spatial Decision Support in Operations Research

Abstract

Avijit Sarkar (University of Redlands), Hindupur Ramakrishna (University of Redlands), Bindiganavale Vijayaraman (University of Akron)

Spatial decision support systems combine operations research (OR) and geotechnology to obtain elegant, efficient solutions for complex problems in routing, location, supply chain and logistics optimization. We provide taxonomy of spatial decision support in OR with focus on the value added by integrating OR with geotechnology in a unified framework.

Facility Location Planning with Correlated Demands and Correlated Production Times

Abstract

Marcus Schweitzer (University of Siegen (GERMANY)), Marc Zielinski (University of Siegen (GERMANY))

Research shows different ways to consider stochastic elements in facility location planning. We develop a multi-product approach for correlated demands and correlated production times to reduce the expected production and investment cost. These correlations are caused by switching behavior of customers and random productivities in the plants observed.

Models for Fixed-Charge Transportation Problems in a Multistage Supply Chain Network

Abstract

Jose H. Ablanedo-Rosas (University of Texas at El Paso), Haibo Wang (Texas A&M International University)

The fixed-charge transportation problem is a common problem which arises in everyday supply chain operations, its mathematical formulation and complexity have been broadly studied. This research relates to the formulation of mathematical models and development of metaheuristics in order to improve the solution process of the fixed-charge transportation problem.

Multi-Product Distribution Network Design with Transportation Mode Selection

Abstract

Li-Lian Gao (Hofstra University)

We study a multi-product distribution network design with transportation mode selection. The system design involves the number and location of warehouses, the allocation of products to each warehouse, and the transportation mode selection. We will present a formulation and the computational experience with FICO Xpress Optimization software.

Program Schedule

272

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

MS/OM/OR: Manufacturing Strategy - Antecedents and Performance Implications

Chair: Ike Ehie (Kansas State University)

Influence of Strategic Integration on Manufacturing Flexibility

Abstract

Pamela Rogers (Cameron University), Divesh Ojha (University of North Texas), Richard White (University of North Texas)

This paper explores the role of strategic integration on improving manufacturing flexibility. Using a structure-infrastructure-performance framework, we hypothesize that infrastructural elements partially mediate the influence of strategic integration on manufacturing flexibility. We evaluate this model using data collected from U.S. manufacturers.

Manufacturing Modernization: A Taxonomy of Strategies and Performance

Abstract

Markham Todd Frohlich (Indiana University)

Corporate and national interest in terms of supporting and restoring manufacturing has surged around the world in recent years. This multi-method empirical study of U.S. companies featured both case as well as survey research methods, and identified three distinct manufacturing modernization strategies along with their links to operational performance.

Resources and Operational Performance: An Empirical Assessment

Full Paper

Barbara B. Flynn (Indiana University), Fernando Goncalves Picasso (Fundação Getúlio Vargas-Sao Paulo (BRAZIL)), Ely Laureano Paiva (Fundação Getúlio Vargas-Sao Paulo (BRAZIL))

Manufacturing strategy's role is to translate an organization's strategy to operations by developing the capabilities that are needed in order to accomplish the desired performance. Our goal is to identify the role of some resources in supporting achievement of operational performance priorities, based on the resource-based view.

Manufacturing Strategy in Developing Countries: A Comparative Analysis

Full Paper

Ike Ehie (Kansas State University)

The study investigates the effect of environmental factors, including government policies and production systems on manufacturing strategy development in Nigeria. The findings show that both government policies and the type of production systems adopted greatly impact the emphasis placed on the manufacturing strategic priorities.

Program Schedule

273

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

MS/OM/OR: Product Planning, Presentation, and Purchase

Chair: Scott Webster (Arizona State University)

Assortment Planning 2.0

Abstract

Matthew Aaron Lanham (Virginia Polytechnic Institute and State University), Ralph D. Badinelli (Virginia Polytechnic Institute and State University)

Assortment planning is regarded as one of the most important decisions faced by retailers. We provide a taxonomy of the assortment planning problem and highlight extensions of the conventional assortment planning model which capture more realistic customer behavior, multi-channel coordination, supply-chain performance measures and cross-category tradeoffs.

Analysis of Consumers' Purchase Timing Decisions

Abstract

Emre Ertan (University of Texas at Dallas), Kathryn E. Stecke (University of Texas at Dallas)

The consumer purchase timing decision is analyzed by using discounted expected utility theory, where consumers act to maximize their utility over time. The consumer's sequential decision-making process is formalized under uncertain product availability. An optimal purchase timing policy is identified for the consumers' decision problem.

Optimal Fencing Investment, Market Segmentation, Pricing, and Production Decisions for a Process Targeting Firm with Price Dependent Demand Leakage

Full Paper

Syed Asif Raza (Qatar University (QATAR))

This paper addresses a firm's problem for joint determination of fencing investment, market segmentation using a differentiation price, pricing, production quantity, and process targeting decision.

Final Purchase and Trade-In Decisions in Response to a Component Phase-Out Announcement

Full Paper

Dwayne Cole (University of Central Florida), Burak Kazaz (Syracuse University), Scott Webster (Arizona State University)

We investigate a problem faced by a manufacturer of a product that is no longer manufactured but is still under warranty. A supplier announces that a component of the product will be phased out. We analyze and compare policies that use trade-in programs to supplement the final order quantity.

Best Analytical Research Paper

(Sponsored by **Department of Information and Operations Management, Texas A&M University, USA**)

Program Schedule

274

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: The Employee - Why Do They Leave or Stay?

Chair: Ilene Ringler (Kaplan University)

Quantifying the Evidence for the Truck Driver Turnover-Carrier Safety Relationship

Abstract

Jason Miller (Colorado State University)

Frontline operator turnover is a problem experienced by many firms. Successfully managing turnover requires an understanding of the functional form of the turnover–performance relationship. We utilize information-theoretic methods to quantify the evidential strength for various forms of this relationship using a longitudinal database of motor carrier operations.

Determinants of Nurses' Well-being: The Role of Job Demands and Job Resources***

Abstract

Huei Yin Chou (Meiho University (TAIWAN)), Man Shu Shu (Kaohsiung Veterans General Hospital, Pingtung Branch (TAIWAN))

The aim of this study is to investigate the effects of job demands (emotional labour and work family conflict) and resources (perceived organization support and psychological capital) on job satisfaction, emotional exhaustion and intention to leave among nurses.

A Comparison of Turnover in the Russian and U.S. Hotel Industry

Full Paper

Gary A Dusek (Nova Southeastern University), Yuliya Yurova (Nova Southeastern University), Cynthia P Ruppel (Nova Southeastern University)

Turnover research in transitioning economies is almost non-existent. This research explored job satisfaction, employee burnout, as well as managerial support and co-worker support as factors affecting employee turnover in the U.S. and Russian hotel industries.

Talent Retention and Organizational Effectiveness through Personal Values Fulfillment

Full Paper

Ilene Ringler (Kaplan University)

Values satisfaction can be a key strategy for employee retention and increased organizational effectiveness. Understanding how personal values satisfaction can be integrated into individual action planning to increase satisfaction with work activities can support talent retention efforts, organizational productivity, and increase the effectiveness of dollars spent on training and development.

275

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Room 5

Tampa Convention Center

PROFESSIONAL PANEL: Games and Gamification of OM Courses

Moderator: Joe T. Felan (University of Arkansas at Little Rock)

Panelist: Hemant V. Kher (University of Delaware)

This panel discusses using games and the gamification of OM courses. Do these methods help in engaging online students? We hope to have valuable information that others can use in their courses.

Program Schedule

276

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Room 9

Tampa Convention Center

PROFESSIONAL PANEL: How to Review to Become an Editor of a Journal?

Workshop Coordinators: Thomas Choi (Arizona State University), Daniel Guide (Pennsylvania State University), Vicki Smith-Daniels (Indiana University)

Participants will interact with workshop leaders who are former and current editors of major disciplinary journals in the decision sciences to uncover what to do and what not to do in how they complete their reviewing tasks.

277

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

PROFESSIONAL PANEL: In Pursuit of Lean - Why Isn't It More Prevalent?

Moderator: Sriram Narayanan (Michigan State University)

Panelists: Jason Palmenberg (Strategy&), Richard Guba (GE Aviation), Rachna Shah (University of Minnesota), Jonathan Tilley (McKinsey Consulting), Peter Ward (Ohio State University)

Experts on lean provide insights into why lean is difficult to pursue.

278

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

RESEARCH PANEL: Emerging Research Issues in Energy Supply Chains

Moderators: Laird Burns (University of Alabama in Huntsville), Wesley Colley (University of Alabama in Huntsville)

Advancements in energy supply chains include smart electric grids, alternative energy sources (wind, solar, biofuels), extraction techniques (fracking, deep water drilling), and shifts in energy sources (hybrid and electric cars). This panel discussion focuses on research opportunities that may influence the design of energy supply chains for decades to come.

279

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Strategic Issues in Outsourcing I

Chair: Gertrude P. Pannirselvam (Southern Illinois University Edwardsville)

An Examination of the Relationship between Outsourcing Capability and Exchange Hazards

Abstract

Sean Handley (University of Notre Dame)

Increasingly, scholars recognize the complementary relationship between transaction cost theory and capabilities-based views of the firm. Using a data set of 172 outsourced and 156 in-house processes, this study extends this line of research by examining the independent and joint effects of governance misalignment and firm capabilities on outsourcing performance.

Program Schedule

Uncertainty and Outsourcing: Resolving Theoretical Conflicts

Abstract

Matthew W. Ford (Northern Kentucky University)

Theories conflict about the influence of environmental uncertainty on outsourcing. This study considers several competing theories that propose positive or negative relationships between environmental uncertainty and outsourcing. A conceptual model and testable propositions are developed to resolve theoretical conflicts and to present new insights.

The Role of Sustainability Orientation in Outsourcing: Antecedents, Practices, and Outcomes

Abstract

Shuting Li (University of Toledo), Sam Okoroafo (University of Toledo)

This paper investigates the antecedents that push outsourcing firms to be sustainability-oriented, suggests internal and external practices firms may adopt in order to cope with their sustainability goals, and evaluates the impacts of these practices on their outsourcing performance from the triple bottom line perspective.

Impact of Quality Culture on Outsourcing Firm Performance

Abstract

Gertrude P. Pannirselvam (Southern Illinois University Edwardsville)

We use survey results from 390 managers in IT outsourcing firms in India to evaluate the impact of quality culture, ownership location, and markets served on performance. The model tested was developed based on interviews of middle level managers in IT firms as well as quality management and outsourcing literature.

280

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

SCM: Supply Networks - Structural Characteristics and Performance

Chair: Chaoqun Deng (Rensselaer Polytechnic Institute)

Supply Network Architecture and Performance: A Contingency Perspective

Abstract

Myung Kyo (M.K.) Kim (Kansas State University), Ram Narasimhan (Michigan State University), Sriram Narayanan (Michigan State University)

Extending network competence perspective to the context of supply network, this study examines the impact of key indices quantifying supply network architecture on supply chain performance of an OEM with consideration of the contingent effects of OEM intervention in its immediate suppliers' sourcing decisions.

Supply Chain Structuring and Performance: An Empirical Study

Abstract

Lihua Chen (West Liberty University)

This study examines the relationship between supply chain structuring and performance. Specifically, we explore the theoretical concept of supply chain structuring from the resource-based view, which may explain supply chain performance differences. A regression analysis is conducted based on a data set from 81 Chinese firms in the manufacturing industry.

Program Schedule

How do Firms Benefit from Participating in Value Network: Network Structure, Network Transparency and Firm Performance?

Full Paper

Chaoqun Deng (Rensselaer Polytechnic Institute), T. Ravichandran (Rensselaer Polytechnic Institute)

We present research examining how firms benefit from participating in value network. We empirically test our model using data gathered from a survey of 168 large companies in 2009. PLS-SEM is applied to examine the main effects while Sobel test is used to test the mediation effects in this model.

Relational and Structural Embeddedness in Customer Network and Supplier's Financial Performance

Abstract

Yoon Hee Kim (Georgia Southern University)

Network researchers have argued that both relational embeddedness – characteristics of relationships – and structural embeddedness – characteristics of the relational structure – influence a firm's behavior and performance. This study explores how a supplier's financial performance is affected by the relational and structural characteristics of its major customer network.

281

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Room 1

Tampa Convention Center

SERVICES: Enhancing Performance of Hotel Operations

Chair: Xun Xu (Washington State University)

To Change or Not to Change: Operational Configuration across Business Cycle

Abstract

Jie J. Zhang (University of Vermont), Rohit Verma (Cornell University)

This study presents a longitudinal analysis of the resource allocation patterns resulting from strategic operational decisions. Cluster analysis identifies groups of operating units with distinct configurations at three points in time in the cyclical hospitality industry in US. We examine the relationship between operational performance and configuration types over time.

Development of Strategic and Tactical Information Systems Solutions for E-Hotel Business

Full Paper

Collen Clare (University of West Florida), June Wei (University of West Florida), June Lu (University of Houston-Victoria)

This paper first developed an electronic hotel strategic model. Second, a set of electronic business tactical solutions were derived based on the strategic model. Third, data were collected in the top six companies in the hotel industry to analyze implementation patterns. The results help to increase the hotel business value.

Determinants of Customer Satisfaction and Dissatisfaction toward Hotels among Various Demographic Groups of Customers

Full Paper

Xun Xu (Washington State University), Yibai Li (University of Scranton)

Using Latent Semantic Analysis, we analyze online customer reviews toward hotels. We find the determinants of customer satisfaction and dissatisfaction are different and not equally important among the various demographic groups of customers, including families with older / younger children, mature couples, groups of friends, solo travelers, and young couples.

Program Schedule

282

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

SOCIAL MEDIA: Understanding the Social Media User - Attitudes and Behaviors

Chair: Jennifer Lynne Ziegelmayr (Qatar University (QATAR))

Beliefs and Attitude Associated with User Engagement on Social Media

Abstract

Rupak Rauniar (University of Houston-Victoria), Ronald J. Salazar (University of Houston-Victoria), Greg Rawski (University of Evansville)

Based on the Theory of Reasoned Action, the current research proposes perceived value, interactivity, trustworthiness, and social presence to be important construct to define and measure user's attitude towards social media which in turn seems to be the driver of user's intent to engage on social media site.

A Framework for Mobile Social Media Dependence

Abstract

Hatem Bata (University of Toledo)

This study develops an integrated model for mobile social network dependence behaviors for individual salespeople. The research attempts to study the negative impact of mobile social networks on salespeople within the dependency framework by studying the antecedents and the consequences of maladaptive dependency behaviors.

Forwarding in Social Media: The Role of User Characteristics

Full Paper

Jennifer Lynne Ziegelmayr (Qatar University (QATAR)), Amit Das (Qatar University (QATAR)), Shobha Das (Qatar University (QATAR))

We study how the Big Five personality factors and users' attitudes towards social influence and collectivism affect their propensity to forward messages on e-mail, Facebook, and Twitter. We find forwarding to be negatively related to agreeableness, conscientiousness, and neuroticism, and positively related to the proportion of forwarded messages received.

283

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Pursuit and Performance Impact of Corporate Social Responsibility

Chair: Yu-Shu Peng (National Dong Hwa University (TAIWAN))

The Effects of Top Management Support on Corporate Social Responsibility: The Case of Brazil

Abstract

Barbara Withers (University of San Diego), Maling Ebrahimpour (University of South Florida St. Petersburg)

We present results of our survey of Brazilian business professionals regarding the role of top management in the effectiveness of ethics codes on influencing socially responsible behaviors. Responses from 150 Brazilian managers were analyzed to determine whether top management commitment to CSR affects the eleven common behaviors associated with CSR.

Program Schedule

How Does Family Firm Specific Top Management Team Diversity Affect CSR

Full Paper

Omer Yazici (Jackson State University), Hyonsong Chong (Jackson State University), Douglas McWilliams (Jackson State University)

This paper examines the relationship between top management team characteristics and Corporate Social Responsibility (CSR) performance of family businesses. Focusing on three diversity characteristics study results revealed that, while corporate governance related CSR issues are less prominent in family businesses, employee and environment related CSR issues are more outstanding.

Local Connectedness, Local Responsiveness, Subsidiary Resources and CSR: From the Lens of Awareness-Motivation-Capability Framework

Full Paper

Yu-Shu Peng (National Dong Hwa University (TAIWAN)), Altan-Uya Dashdeleg (NDHU)

This paper proposes a conceptual model that explains MNEs subsidiaries' CSR engagement. Extending the awareness-motivation-capability framework, the current paper develops a tri-dimensional model which incorporates constructs of local connectedness, local responsiveness, and subsidiary resources to explain why and how MNE subsidiaries formulate and implement their CSR strategies and practices.

284

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

TECHNOLOGY: Understanding Digital Money and Digital Payments

Chair: Seungjae Shin (Mississippi State University-Meridian)

An Impact of Digital Currency on eBusiness Transactions

Abstract

H. M. Chung (California State University, Long Beach)

The study describes the current status and issues involved in the use of Bitcoin. It outlines the perspective of major stakeholder, analyses the pros and cons of peer-to-peer digital money, and the impact on business transactions. The paper discusses a potential business model and value propositions as well as risks.

Bitcoin: Valuation and Risk

Abstract

Kalana Malimage (Southeastern Oklahoma State University), Stevenson Smith (Southeastern Oklahoma State University)

Bitcoins are a virtual currency electronically transferred over the Internet without an intermediate financial institution. The fluctuating market value of Bitcoins has made them investments rather than currency. Bitcoins as investments have created accounting and taxation complications that we will investigate along with their technology risk features.

A Comparative Study of User's Perception of Mobile Payment: U.S. and Korea

Full Paper

Seungjae Shin (Mississippi State University-Meridian), Won-Jun Lee (Cheongju University (KOREA)), Dustin Odom (Mississippi State University-Meridian)

This paper investigates the smartphone users' perceptions and preferences toward mobile payment methods in Korea and U.S. U.S. mobile users have a willingness to pay more for a secure mobile payment transaction, even though Korean users have more experience in the mobile payment frequency.

Program Schedule

285

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Room 7

Tampa Convention Center

WORKSHOP: Leverage APICS to Grow Your OM or SCM Major

Workshop Coordinator: Sharon Rice (APICS | APICS Supply Chain Council)

Are you trying to increase the number of students who want to major in OM or SCM at your academic institution? Find out how APICS can help through certifications, student chapters, for network opportunities for not only students but faculty as well. Seating is limited to about 25-30 participant.

286

Monday, Nov 24th, 2014, 1:00-2:30 p.m. | Room 3

Tampa Convention Center

WORKSHOP: Mechanisms to Facilitate Theory Building in SCM

Workshop Coordinator: Yi-Su Chen (University of Michigan-Dearborn)

Various theorizing mechanisms, such as simulation, paradox resolution, and metaphorical transfer, have been proposed to facilitate theory building. Using metaphorical transfer as an example, this workshop demonstrates steps of this theorizing mechanism and invites audience to this conscious thought process in explaining and understanding some complex supply chain phenomena.

287

Monday, Nov 24th, 2014, 2:30-3:00 p.m. | Meeting Room 9

Tampa Marriott Waterside Hotel

WORKSHOP: Publishing in DSJIE

Workshop Coordinators: Vijay Kannan (Utah State University), Constantin Blome (University of Sussex (UK)), Bryan Ashenbaum (Miami University)

Authors: Craig Hill (Clayton State University), Brent M. Kitchens (University of Florida), Mary E. Malliaris (Loyola University Chicago), Tawnya Means (University of Florida), Keith Miller (Clayton State University), Susan Amundson Misterek (Metropolitan State University), Jayant Saraph (Metropolitan State University), Yinliang Tan (University of Florida),

Publishing in DSJIE is one of two workshops to help new authors successfully publish their research in official journals of the Decision Sciences Institute: DSJ or DSJIE.

Monday, Nov 24th, 2014, 2:30-3:00 p.m.

288

Monday, Nov 24th, 2014, 2:30-3:00 p.m. | Grand Foyer

Tampa Marriott Waterside Hotel

Coffee Break 6

Program Schedule

Monday, Nov 24th, 2014, 3:00-4:30 p.m.

289

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Florida Salon I

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: DSJIE Editorial Meeting

Chair: Vijay Kannan (Utah State University)

290

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Bayshore Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: EDSI Board Meeting

Chair: Jan Stentoft Arlbjörn (University of Southern Denmark (DENMARK))

Members: Sukran Nilvana Atadeniz (Yeditepe University (TURKEY)), Carmela Di Mauro (University of Catania (ITALY)), Gyula Vastag (National University of Public Service (HUNGARY))

291

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Grego Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Publications Committee

Chair: Merrill Warkentin (Mississippi State University)

Invitee: Sameer Kumar (University of St. Thomas)

Members: Kurt Bretthauer (Indiana University), Andre M. Everett (University of Otago (NEW ZEALAND)), Maling Ebrahimpour (University of South Florida St. Petersburg), Paul Charles Nutt (Ohio State University), Asoo Vakharia (University of Florida), Xiaosong David Peng (University of Houston), Vijay Kannan (Utah State University)

292

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

GENERAL BUSINESS: Measurement Systems and Scale Development for Business and Social Research

Chair: Anto Verghese (Texas A&M University)

Creating a “Mini-Me” for the American Dream Composite Index

Abstract

Cliff Ragsdale (Virginia Polytechnic Institute and State University), Greg Smith (Xavier University)

Many scoring systems use a large number of survey items to compute a single index score for each respondent. We consider the problem of selecting a subset of survey items that most accurately replicates the index scores in the full survey. Application to the American Dream Composite Index is illustrated.

Program Schedule

Measure Development for Interorganizational Fraud

Abstract

Scott DuHadway (Michigan State University), Srinivas Talluri (Michigan State University), William Ho (University of Melbourne (AUSTRALIA))

Interorganizational fraud within supply chains is a major problem that has received little academic attention, despite having major implications for firms. We develop a measure for interorganizational fraud based on the fraud triangle and adapting traditional fraud measures to a supply chain perspective.

Measures for Schedule Stability in Lean Assemble-to-Order (ATO) Systems

Abstract

Marouen Ben Jebara (University of Toledo), Ram Rachamadugu (University of Toledo)

ATO Systems operating in JIT environment require high degree of schedule stability to reduce assembly costs and ensure high level of quality. However, disruptions in practice lead to schedule changes. We identify metrics to measure the changes in schedules. We illustrate the concepts, and discuss some measures used in practice.

The Effect of Performance Measurement Systems on Firm Performance: A Cross Sectional and a Longitudinal Study

Abstract

Anto Verghese (Texas A&M University), Xenophon Koufteros (Texas A&M University), Lorenzo Lucianetti (University of Chieti and Pescara (ITALY))

The uses of Performance Measurement systems are examined using Resource Orchestration Theory and Organizational Information Processing Theory. Two types of uses (i.e. diagnostic and interactive) and their interaction (i.e., dynamic tension) are related to organizational capabilities. Further the links between capabilities to target performance, which subsequently impacts performance, are examined.

293

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: Improving the Efficiency and Effectiveness of Healthcare Delivery

Chair: Sriram Venkataraman (University of South Carolina)

The Effect of Experience on Hospital Efficiency

Abstract

Xin Ding (University of Houston)

Building on organizational learning theory, we propose a curvilinear relationship between experience and hospital efficiency. We also study how clinical focus and ownership types affect hospital efficiency. We test our hypotheses using the performance data for over 3700 major U.S. hospitals spanning from 1996 to 2010.

Cost Efficiencies, and Scope & Scale Economies of U.S. Hospitals

Abstract

Jeong Hoon Choi (University of Akron)

This research measures economies of scale and scope of hospitals and examines the impacts of scale and scope economies on cost efficiencies measured by stochastic frontier analysis. This study also analyzes the cost efficiency of hospitals by grouping them into different criteria, including control type, region, and size.

Program Schedule

The Impact of Health Information Technology Bundles on Performance: An Econometric Study

Abstract

Luv Sharma (Ohio State University), Aravind Chandrasekaran (Ohio State University), Ken Boyer (Ohio State University)

This study examines the impact of investments in Information Technology bundles on hospital cost and quality outcomes. Results indicate presence of tradeoffs amongst technology bundles. Despite these tradeoffs, in aggregate, hospitals investing in technology demonstrate better performance. Results also provide support for a preferred sequence of adoption for technology bundles.

Achieving the Triple Aim of Quality, Experience, and Production Efficiency in Health Care

Abstract

Sriram Venkataraman (University of South Carolina), Aleda Roth (Clemson University), Anita Tucker (Harvard Business School)

We identify the set of U.S. acute care hospitals that have high relative efficiency on three dimensions of production efficiency, clinical quality efficiency and patient experience efficiency and their antecedents. We compare and contrast our findings with U.S. News rankings.

294

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Florida Salon V

Tampa Marriott Waterside Hotel

HEALTHCARE: What Is Healthcare Quality? Definitions and Dimensions

Chair: Tabitha L. James (Virginia Polytechnic Institute and State University)

Healthcare Quality: A Longitudinal Analysis of U.S. Community Hospitals

Full Paper

Aber Elsaleiby (University of Toledo)

Despite the plenty of research conducted in healthcare quality, there is a scarcity of research that empirically studies how quality dimensions are related and how improving one quality dimension might affect other dimensions. We use U.S. community hospitals data over an extended period of 17 years to answer these questions.

Measuring Patient Care Quality

Full Paper

Subhajit Chakraborty (University of Texas-Pan American), Hale Kaynak (University of Texas-Pan American)

The objective of this research is to offer a comprehensive measure of patient care quality which captures all the different dimensions of the healthcare services that patients receive. The proposed dimensions will be empirically validated using an online survey and structural equation modeling and can guide future healthcare research.

Exploring the SERVQUAL Dimensions in Healthcare: A Text Mining Approach

Full Paper

Eduardo David Villacis Calderon (Virginia Polytechnic Institute and State University), Tabitha L. James (Virginia Polytechnic Institute and State University), Deborah Cook (Virginia Polytechnic Institute and State University), Kellie B Keeling (University of Denver)

SERVQUAL is a popular model used to examine customers' perceptions of service quality. We text mine a website that allows users to leave comments regarding their experience with physicians. Applying analytical methods to the text generated by users on the site, we explore the dimensions defined by the SERVQUAL model.

Program Schedule

295

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: Understanding the Innovation Process and Performance in Asian Economies

Chair: Adrian Choo (Georgia State University)

World's Most Innovative Country: From Rankings to Research Questions

Abstract

Jay Kim (Boston University), Yoo-Taek Lee (Boston University)

In January 2014, Bloomberg ranked Korea as the #1 most innovative country, a stark contrast to the previous studies like GII, which ranked Korea as #18. Using the Korea case, we dive deeply into those ranking schemes to explain what measures are used to determine a country's innovativeness.

Generating Innovation in Manufacturing Firms from an Emerging Economy

Abstract

Adrian Choo (Georgia State University), Chinawut Chinaprayoon (Rensselaer Polytechnic Institute)

This study examines the relationship between R&D funds and product/process innovations among manufacturing firms in Thailand. We analyze two waves of survey data and present empirical evidence of a dynamic view of balancing exploration and exploitation.

296

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Mitigating Software, Mobile Apps, and M-Commerce Vulnerability

Chair: Kihyun Kim (Jacksonville State University)

Adopting a Markovian Framework in Managing Vulnerability of Mobile Applications

Abstract

Guillermo Francia (Jacksonville State University), Kihyun Kim (Jacksonville State University)

We present a Markovian patch management model that emphasizes both systems and users' behavioral dimensions. We analyze published empirical security data to verify the model, perform agent-based simulations to validate the model, and gather new insights in managing patches for mobile applications.

Influence of Security Concerns, Privacy Concerns, and Exchange Benefits on Mobile Commerce Adoption: A Social Exchange Perspective

Full Paper

Yan Chen (Auburn University at Montgomery), Hua Dai (University of Wisconsin-La Crosse)

Drawing upon the social exchange theory, we developed a model in which the inhibitors and drives of m-commerce adoption are examined. If our findings (in processing) confirm our model, we expect that users' perceived value added, usefulness, and security and privacy concerns impact their intention to conduct m-commerce.

Program Schedule

297

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 10

Tampa Marriott Waterside Hotel

LEAN & QUALITY: Besides Quality Management - What Else Matters for Performance?

Chair: Mei Cao (University of Wisconsin-Superior)

Quality Management Practices in China: Antecedents and Performance Outcomes

Abstract

Run Hong Niu (Webster University), Ying Fan (University of Colorado Colorado Springs)

The study focuses on quality management in action rather than how firms label it. In-depth interviews with managers of 12 companies in manufacturing industry in China were conducted to reflect their QM practices. Grounded theory approach is applied to identify antecedents to QM practices, which in turn drive quality performance.

The Impact of Human Resources Management Systems on Quality Performance

Abstract

James Ang (National University of Singapore (SINGAPORE)), Tomoaki Shimada (Kobe University (JAPAN)), Elvan Shin-Wei Ng (National University of Singapore (SINGAPORE)), Ser-Aik Quek (National University of Singapore (SINGAPORE))

This study unraveled the relationships between the competitive dimensions of human resources management systems and organizational quality performance using non-linear regression analysis. Data were collected by means of a questionnaire survey of manufacturing plants based in established manufacturing countries (i.e., Japan, U.S.A, Germany, Italy, and Sweden).

Assessing the Impacts of Supply Chain Risk Management Practices on Quality Practices and Performance

Abstract

Sarah Wu (Fordham University), Xiande Zhao (China Europe International Business School (CHINA)), Dongli Zhang (Fordham University)

The study aims to evaluate the impacts of different kinds of supply chain risk management practices/strategies (SCRMPS) on the focus of quality management practices. This study also explores the relationships of different kinds of SCRMPS in order to improve the quality performance of a focal firm along its supply chain.

Effect of Supply Chain Cultural Orientation on Product Quality: Mediating Roles of Goal and Communication

Full Paper

Qingyu Zhang (Shenzhen University (CHINA)), Mei Cao (University of Wisconsin-Superior)

The objective of the study is to explore the mediating roles of goal congruence and collaborative communications in the relationship between long-term oriented culture and product quality in a supply chain. Data was collected via a Web survey of U.S. manufacturers. Structural equation modeling was used to analyze the data.

Program Schedule

298

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Florida Salon III

Tampa Marriott Waterside Hotel

LOGISTICS: Managing Seafreight and Ports Effectively

Chair: David Cook (Old Dominion University)

A Study of U.S. Port Accidents

Abstract

Jomon Aliyas Paul (Kennesaw State University), Leo MacDonald (Kennesaw State University)

We investigate impact of port capacity, vessel type, waterway, port efficiency (estimated using Data Envelopment Analysis), labor resources, etc., employing a negative binomial regression modeling framework on United States port accidents during the period 2003-2012. Additionally, the impact of union presence is evaluated by treating it as an endogenous variable.

Port Quality and Performance: Literature Review and Future Research Directions

Abstract

David Cook (Old Dominion University), Weiyong Zhang (Old Dominion University)

The involvement of multiple parties makes port quality and performance management inherently complex matters. We review the relevant literature to determine the leading theoretical perspectives on port quality and performance. We also identify issues that can serve as future research directions.

299

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

MS/OM/OR: Relating Manufacturing Productivity to Product and Process Decisions

Chair: Sriram Narayanan (Michigan State University)

How Do Operational Scale and Scope Link to Productivity? An Analysis of the Micro-Level Dynamics of Production Efficiency

Abstract

Mikko Ketokivi (IE Business School (SPAIN)), Philip Bromiley (University of California, Irvine), Fabrizio Salvador (IE Business School (SPAIN)), Amrou Awaysheh (Indiana University)

We examine the productivity dynamics of multi-line production sites within a global consumer goods manufacturer. We find that hosting multiple production lines can confer a productivity advantage at the production line level and that this effect is subject to marginally decreasing returns and is weaker when line scale is high.

The Role of Product Variety, Process Maturity, and Process Change on Internal and External Performance: Evidence from the Automobile Industry

Abstract

Sriram Narayanan (Michigan State University), Bilal Gokpinar (University College London)

We examine the impact of product variety on productivity and quality in the automobile industry using a proprietary dataset collected from the automotive industry. Specifically, we examine the role that process maturity and process change play in the impact of product variety on productivity and quality.

Program Schedule

300

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

MSMESB: Business Statistics Education: An Interactive Audience Participatory Unsession

Chairs: Kellie B Keeling (University of Denver), Kim Melton (University of North Georgia), Robert L. Andrews (Virginia Commonwealth University), Joan M. Donohue (University of South Carolina)

This session will offer you a chance to share what you know, learn what you don't, and spend time with a smaller group of individuals dedicated to increasing personal value of take-aways from the session. Specific business statistics topics discussed will be determined by participants' submitting candidate topics of personal interest and then the specific topics to be discussed in the session will be selected by audience voting.

301

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: Enduring and Emerging Topics

Chair: Michael James Petersen (North Dakota State University)

Cost Analysis of Wellness Programs for a Chemical Company

Abstract

Mehmet C. Kocakulah (University of Southern Indiana), Jiri Jirik (University of Southern Indiana), Dori Danko (Grand Valley State University)

This paper is to determine the components of a properly implemented wellness program and identify the cost and benefits of such a program for employees in chemical manufacturing. We'll study the possible solutions, and eventually derive the conclusion by applying the findings.

Should Expatriate Business Managers and Foreign Religious Missionaries Share Close Ties, or Not?

Full Paper

Shawn Thomas Miller (Texas A&M International University)

Failure rates for expatriate assignments are high and costly. Expatriate managers must develop relationships to adjust to their assigned countries. One type of relationship has been ignored in academic business literature is the relationships between expatriate business managers and religious missionaries. This paper seeks to explore this subject.

Effects of Competence and Arousal on Psychic Payoffs: Are They Independent?

Full Paper

Michael James Petersen (North Dakota State University), Casey Rowe (Purdue University)

Do both arousal and competence affect psychic payoffs? Are the effects independent or interactive? We determine that both do affect psychic payoffs and that the effects are independent of each other. We conclude that emotional arousal is an important omitted variable in many competence models that powerfully affects psychic payoffs.

Program Schedule

302

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

PEDAGOGY: Innovations in Business Curriculum Pedagogy I

Chair: Bryan Ashenbaum (Miami University)

Innovations in Information Security Curriculum based on Lessons from a Teaching Hospital Model

Instructional Innovation Competition Entry

Sanjay Goel (University at Albany, State University of New York), Damira Pon (University at Albany, State University of New York)

Mini-DMAIC: Accelerating Student Six Sigma Comprehension (by Improving One of "Life's Little Frustrations")

Instructional Innovation Competition Entry

Mark Frolich (Indiana University)

Mini-DMAIC: Accelerating Student Six Sigma Comprehension (by Improving One of "Life's Little Frustrations")

Incorporating Social Media Curricula in B-School Courses

Full Paper

Seth J. Powless (University of Toledo), Terribeth Gordon Moore (University of Toledo), Yuan Wang (University of Toledo)

This article examines the value of social media curricula in undergraduate business-school courses. To provide context, literature and empirical support addressing social media in academe is reviewed. Specific examples of social media curricula are discussed. Evidence of the value of social media curricula among students and faculty is also addressed.

Using Contests to Provide Business Students Project-Based Learning In Humanitarian Logistics: PSAID Example

Instructional Innovation Competition Entry

Koray Ozpolat (University of Rhode Island), Yuwen Chen (University of Rhode Island), Doug Hales (University of Rhode Island), Degan Yu (University of Rhode Island), Mehmet Gokhan Yalcin (University of Rhode Island)

303

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Room 9

Tampa Convention Center

PEDAGOGY: Teaching Online - Potential, Design, and Teaching Tips

Chair: John R. Drake (East Carolina University)

Exploring the Full Potential of Online Education

Abstract

Albert Huang (University of the Pacific)

Most existing online courses try to replicate the traditional classroom experience, instead of creating a different and better experience. The purpose of this paper is to explore new ways of using technology in Internet-based courses to offer better learning experience and achieve improved learning outcomes.

Program Schedule

Tips for Effective Teaching Methods

Abstract

Khaled A. Alshare (Qatar University (QATAR))

This workshop will discuss tips for effective teaching for both traditional and online settings based on lessons learned from best practices. The effect of students' cultural attributes on teaching/learning processes will be addressed. Students' perception of effective teachers will be discussed. The participants will take with them practical techniques.

Effectiveness of Massive Open Online Courses in Business Education***

Abstract

Reyhaneh Bastani (Sharif University of Technology (IRAN)), Hadi Fariborzi (University of Calgary (CANADA))

Despite their growing popularity, business schools are under scrutiny for their success in training future managers. This is parallel to fast proliferation of MOOCs, offering a wide variety of courses. We evaluate MOOCs' capability in covering deficiencies of business education and the possibility of them supplanting traditional business schools.

Five Principles for MOOC Development: With an Illustrated Case Study

Full Paper

John R. Drake (East Carolina University), Elaine Seeman (East Carolina University), Margaret T. O'Hara (University of North Carolina System)

To design an effective MOOC, instructors need to integrate both pedagogical and information systems theory. In this paper, we identify five principles for designing MOOCs that result from these foundations. We then illustrate how these principles were used in a collaborative grant for a MOOC in economic development.

304

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Room 7

Tampa Convention Center

PROFESSIONAL PANEL: Innovative Approaches for Teaching Service Operations Management

Moderator: Mark M. Davis (Bentley University)

Panelists: Joy Field (Boston College), Ravi Behara (Florida Atlantic University)

The session introduces innovative approaches that have been developed for a service management course. This will include customized grading criteria, wiki exams, and publicly traded company research. With these new approaches to teaching, students become engaged in the process and learn how these concepts are actually applied in practice.

305

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Room 3

Tampa Convention Center

PROFESSIONAL PANEL: Interdisciplinary Research Strategies

Moderator: Nada R. Sanders (Northeastern University)

Panelists: Craig Carter (Arizona State University), Morgan L. Swink (Texas Christian University), John Wood (Econautics Sustainability Institute)

Interdisciplinary research enables a broad and rich perspective as it draws from different types of expertise. Conducting interdisciplinary research can be challenging. This panel of both academic and industry thought leaders will discuss how to address these challenges, from identifying research problems, assembling diverse research teams, to publishing interdisciplinary research.

Program Schedule

306

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Strategic Issues in Outsourcing II

Chair: Yusen Xia (Georgia State University)

Knowledge-Based View on the Use of an Intermediary in Manufacturing Outsourcing: A Game Theoretic Model

Abstract

Qiong Chen (Clemson University), Gulru Ozkan Seely (Clemson University), Shouqiang Wang (Clemson University), Aleda Roth (Clemson University)

We evaluate buyer's dynamic choice of outsourcing channels: directly through in-house procurement department or indirectly through an intermediary. Using a two-period game-theoretical model, we demonstrate the critical yet interesting role of outsourcing knowledge and highlight the effects of direct and indirect learning on the change of buyer's strategies over time.

Optimal Outsourcing Strategies When Capacity Is Limited

Abstract

Salar Ghamat (Western University (CANADA)), Hubert Pun (Western University (CANADA)), Xinghao Yan (Western University (CANADA))

Original Equipment Manufacturers (OEM) outsource their products' components to third-party suppliers. Some of these suppliers are competitive component manufacturers (CCM) with substitutable products. Using game theoretic approach we find OEM's optimal outsourcing strategy. We show that, CCM may decrease its own output to satisfy the component demand of the OEM.

The Role of China in IT-Outsourcing: Past, Present, and Future Outlook

Abstract

Mohammed H. A. Tafti (Hofstra University)

Although China does not yet have a leading role in IT outsourcing, it is certainly a major player in this field, and its IT outsourcing service capabilities are considerably evolving. This research, as a work in progress, explores the evolving trends in China's IT outsourcing.

Channel Structure and Service Outsourcing Decisions for Manufacturers Competing on Price and Services

Full Paper

Tiaojun Xiao (Nanjing University (CHINA)), Yusen Xia (Georgia State University), G. Peter Zhang (Georgia State University)

This paper examines the distribution channel and service outsourcing decisions for two manufacturers competing on price and services with a focus on the interaction between the two decisions. We explore how the retailer's service cost and the manufacturer's service outsourcing influence the manufacturer's channel structure decision.

Program Schedule

307

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

SCM: Supply Network Structure and Other Supply Chain Phenomena and Decisions

Chair: Marcus A. Bellamy (Georgia Institute of Technology)

Network Complexity of Global Sourcing Decisions

Abstract

Dinesh R. Pai (Pennsylvania State University at Harrisburg), Richard R. Young (Penn State Harrisburg), Parag C. Pendharkar (Penn State Harrisburg)

We illustrate how the DEA can be used to identify economic relationships between a set of network complexity based inputs and outputs for six U.S. based manufacturers for the years 2002-2006. The results of our study indicate that a decreasing returns-to-scale relationship exists between inputs and outputs.

Power in International Supply Networks: The Role of Network Structure

Abstract

Steven Carnovale (Portland State University), Sengun Yenyurt (Rutgers University)

This paper addresses the role that network power plays in the case of a new international equity based manufacturing joint ventures within the automotive supply network. We articulate several hypotheses rooted in both network and power theories while examining variables such as Eigenvector centrality, network brokerage, and weak components.

Influence of Supply Network Structure on Firm Innovation

Abstract

Marcus A. Bellamy (Georgia Institute of Technology), Soumen Ghosh (Georgia Institute of Technology), Manpreet Hora (Georgia Institute of Technology)

We investigate the relationship between supply network structural characteristics and firm innovation. Using secondary data on 390 firms, we find direct benefits from supply network accessibility and an interacting benefit with interconnectedness on firm innovation output, as well as positive moderating effects from absorptive capacity and supply network partner innovativeness.

308

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: Trust in a Buyer-Supplier Context - Operational, Innovation, and Sustainability Perspectives

Chair: Constantin Blome (Southern Denmark University (DENMARK))

Trust across Supply Chain Partners: The Influence on Operational Practices and Performance

Abstract

Dongli Zhang (Fordham University), Sarah Wu (Fordham University)

This research is designed to investigate the following research questions: Does different inter-organizational trust level influence the implementation of certain operational practices? Does trust moderate the relationship between these practices and performance? Do contextual factors (e.g., environmental uncertainty) influence the moderating role of trust?

Program Schedule

Building Supplier Trust and Achieving Innovation through Supplier Relationship Practices

Abstract

Patricia Swafford (High Point University), Sherry Lynn Avery (University of Texas at Tyler), Edmund Prater (University of Texas at Arlington)

Using survey data from 353 U.S. firms, results indicate that information sharing and formal socialization practices increase supplier trust. Predictably, supplier trust increases buying firm innovation; however, informal socialization practices actually decrease supplier trust. Thus, innovative firms need to carefully consider formality in their supplier relationship policies and practices.

Trust-Opportunism Paradox: Impact on Supply Chain Sustainability Governance Mechanisms

Abstract

Antony Paulraj (Southern Denmark University (DENMARK)), Constantin Blome (University of Sussex (UK))

The purpose of this research effort is to understand how sustainability governance mechanisms are developed in buyer-supplier exchange contexts characterized by varying joint levels of trust and opportunism.

309

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Room 1

Tampa Convention Center

SERVICES: Optimizing Hotel Revenues

Chair: Somnath Mukhopadhyay (University of Texas at El Paso)

To LEED or not to LEED? The Impact of LEED Certification on Occupancy, ADR, RevPar, and Costs in U.S. Hotels

Abstract

Matthew C Walsman (Cornell University), Suresh Muthulingam (Cornell University), Rohit Verma (Cornell University)

This study uses a difference-in-differences methodology to measure the impact of sustainable initiatives (i.e. LEED certification) on financial performance in the U.S. hospitality industry. We find that certification does contribute to higher revenue for the certifying hotel, relative to its competitors.

Operating and Profitability Efficiencies of U.S Hotels: A Two-Stage Window DEA Approach

Abstract

Xun Xu (Washington State University), Charles Munson (Washington State University)

Via two-stage window Data Envelopment Analysis, we estimate both operating and profitability efficiencies over a five-year period. We categorize U.S. hotels into four groups: "moving ahead," "catching up," "losing momentum," and "falling further behind." We discuss implications for improving hotel efficiencies.

A Framework of Revenue Opportunity for Hotel Management Analytics – An Optimal Room Allocation Approach

Full Paper

Somnath Mukhopadhyay (University of Texas at El Paso), Subhashish Samaddar (Georgia State University), Satish Nargundkar (Georgia State University)

A complete revenue opportunity framework is proposed, formulated and analyzed for hotel revenue analytics for controlling room inventories for hotels. We show analytical results and numerical illustrations. The future research will apply the model for generating controls for managing hotel room inventories to maximize revenue.

Program Schedule

310

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

SOCIAL MEDIA: Individuals on Social Networking Sites - Security Concerns, Privacy Issues, and Self-Disclosure

Chair: Vanessa Durner (University of Houston)

Security Issue and Mobile Social Media Applications

Abstract

Hatem Bata (University of Toledo)

The research further examines the impact of user's security perceptions on different types of usage and preferences for different contexts and uses of the technology. It will attempt to demonstrate the extent the user's willingness to trade-off between convenience and service quality for security.

The Role of User Privacy, System Security, and Reputation on Trustworthiness of Social Media Site

Abstract

Rupak Rauniar (University of Houston-Victoria), Greg Rawski (University of Evansville), Ronald J. Salazar (University of Houston-Victoria)

This research intends to propose a conceptual framework that investigates the effects of user privacy, system security, and reputation on the trustworthiness of social media sites. To test the proposed conceptual model, structural equation modeling would be applied to 389 data collected from students attending two universities in the US.

Borderline Privacy: Self-Disclosure by Boundary Regulation

Full Paper

Vanessa Durner (University of Houston), Norm Johnson (University of Houston)

This study investigates what drives individuals to disclose personal information on Facebook. We reconceptualize self-disclosure as the outcome of boundary regulation, involving emotional, social, and technological elements. The results of a laboratory experiment provide support for disclosure anxiety, perceived disclosure norm, and boundary level access as influences on self-disclosure.

311

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Being Environmentally Responsible in the Supply Chain - Initiatives and Performance Impact

Chair: Brian Jacobs (Michigan State University)

Investigating the Human Propensity to Recycle: A 5C Framework

Abstract

Kuntal Bhattacharyya (Indiana State University), Concetta DePaolo (Indiana State University), Shikha Bhattacharyya (Indiana State University), Lydia Barker (Independent Consultant)

What motivates people to recycle? We identify five antecedents germane to one's recycling predilections. We utilize the Theory of Reasoned Actions and Transaction Economics to underpin the dynamics involving one's intention to recycle. Based on survey data, our results help understand factors that hold priority in users' recycling decisions.

Program Schedule

Online Exchanges for Coordinating Industrial Surplus Chains

Abstract

Suvrat Dhanorkar (University of Minnesota), Kevin Linderman (University of Minnesota), Karen Donohue (University of Minnesota)

Increasingly, Online Material & Waste Exchanges (OMWEs) provide online channels to exchange industrial surplus such as by-products, unused materials and waste. We analyze data from an online exchange (MNEExchange.org) to examine seller-side and buyer-side factors as well as the role of intermediation.

Economic and Environmental Benefits of Sustainable Initiatives and Impact on Operations

Abstract

Abolhassan Halati (California State Polytechnic University, Pomona), Yuanjie He (California State Polytechnic University, Pomona)

This paper utilizes economic theoretical modeling approach to study the impact of sustainable initiatives on the firm's operation, financial, and environmental performance. Under sensitive market demand to pollutant emission, we study the compatibility between economic and environmental goals of sustainability under different process emission parameters.

Front and Back Ends of Closed Loop Supply Chains: Evidence from the Resale Industry

Abstract

Brian Jacobs (Michigan State University), Stanley Griffis (Michigan State University)

Closed loop supply chain literature calls for research on both the front end (collection, acquisition, and sorting of used goods) and back end (pricing, consumer behavior, and sales) processes. From field interviews at several resale stores, we develop insights and research questions that are applicable to both resellers and remanufacturers.

312

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

TECHNOLOGY: Consumer Technology in the Tourism and Hospitality Industry

Chair: Hao-Te Lu (Tainan University of Technology)

A Study of the Buying Habits of International Travelers in a Duty Free Environment

Abstract

Eric C. Jackson (American University of Sharjah (UAE))

Sales in the Duty Free areas of airports are becoming a larger and larger portion of airport revenues. We examine the purchasing characteristics of travelers flying from one of the world's largest airports. We consider several travel factors including time of day and the day of the week.

Optimizing Geofencing, The Case of Quick-Service Restaurants

Abstract

Odile Streed (Concordia College (CANADA)), Albert Kagan (Arizona State University), Gerard Cliquet (University of Rennes 1 (FRANCE))

The purpose of this research is to determine location-based services of geofencing in retailing. The empirical study examines 400 responses of quick-service restaurant customers with respect to the size of the geofence perimeter. Results indicate mediation of brand loyalty and situational and demographic variables on the size of the geofence.

Program Schedule

The Impact of Media Reputation on Customers' Behavioral Intentions: An Example of Small Chinese Restaurants

Full Paper

Hao-Te Lu (Tainan University of Technology), Yi-Chou Wang (Tainan University of Technology (TAIWAN))

The unique contribution of this study is to discuss the impact of media reputation of small Chinese restaurants on customers and the results can provide suggestions for small firms. The findings supply valuable insights into which reputation factors may have effects on small Chinese restaurants.

313

Monday, Nov 24th, 2014, 3:00-4:30 p.m. | Room 5

Tampa Convention Center

WORKSHOP: Teaching Online Students - Why They Get Frustrated?

Workshop Coordinator: Kathryn Zuckweiler (University of Nebraska at Kearney)

Understanding what you can do to help students learn in an online environment without them being frustrated. The workshop will engage you in an interactive manner to help you see what works and what does not work in helping students learn online.

Monday, Nov 24th, 2014, 4:30-6:00 p.m.

314

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: 2014 Annual DSI Business Meeting

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

315

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Grego Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Ad Hoc Committee on Membership Fee Structure

Chair: Janet Hartley (Bowling Green State University)

Invitee: Hulya Julie Yazici (Florida Gulf Coast University)

Members: Janelle Heineke (Boston University), David Yen (Miami University), Heather Lutz (Pennsylvania State University), Minoo Tehrani (Roger Williams University), Cliff Ragsdale (Virginia Polytechnic Institute and State University), Eric Stein (Penn State Great Valley), James Hill (Adrian College), Christopher William Zobel (Virginia Polytechnic Institute and State University)

316

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: MSMESB Business Meeting

Chairs: Robert L. Andrews (Virginia Commonwealth University), Kellie B Keeling (University of Denver)

Program Schedule

317

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Florida Salon I

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: WDSI Board Meeting

Chair: Hambi Bilici (California State University, Long Beach)

Members: Debbie Gilliard (Metropolitan State College of Denver), John Edward Bell (University of Tennessee, Knoxville), Natasa Christodoulidou (California State University, Dominguez Hills), Albert Huang (University of the Pacific), Sheldon Ray Smith (Utah Valley University), David C. Yen (The State University of New York College at Oneonta), Nafisseh Heiat (Montana State University-Billings)

318

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 13

Tampa Marriott Waterside Hotel

GENERAL BUSINESS: Modelling Approaches for Financial Valuation and Risk Assessment

Chair: Scott Dellana (East Carolina University)

On The Valuation of Tax-loss Carryforwards and Carrybacks: An Algorithmic Discrete Time Model

Abstract

Nilofar Varzgani (Rutgers University), Michael Katehakis (Rutgers University), Suresh Govindaraj (Rutgers University)

Incorporating the institutional aspects of the tax code, we construct a general algorithmic discrete time framework for valuing TLCFs (TLCBs). We provide explicit formulas with practical applications especially in the context of mergers and acquisitions.

Municipal Market Risk in Light of Regulatory Reform

Full Paper

Candice Vander Weerd (Kent State University)

How does regulatory reform affect financial markets? Given the circumstances of the Great Recession and liquidity shock of 2007-2008, the U.S. has embarked upon the heaviest financial reform period since the Great Depression. We empirically test the efficacy of regulation as a function of risk in the municipal market.

Toward Supply Chain Financial Risk Analysis Using Survival Modeling

Full Paper

Scott Dellana (East Carolina University), David West (East Carolina University)

In this study we compare the predictive bankruptcy classification accuracy of the Cox Proportional Hazards Regression (CPHR) approach to the statistical approaches of Logistic Regression and Discriminant Analysis. Analysis of CPHR versus other models shows competitive results worthy of further consideration.

Program Schedule

319

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: Relating Firm Innovations to Supply Chain Considerations

Chair: Muhammad Shakeel Sadiq Jajja (Lahore University of Management Sciences (PAKISTAN))

An Exploratory View of Supply Chain Innovations: Retrospectives of CSCMP's Supply Chain Innovation Award Winners and Finalists

Abstract

Morgan L. Swink (Texas Christian University)

“Supply chain innovation” has not been clearly defined. To bring clarity to this research domain, we study past winners and finalists of CSCMP's supply chain innovation award program and develop insights into conventional views of supply chain innovation, antecedents, and factors affecting initial and sustained innovation success.

Collaborative Product Innovation: Exploring the Role of Moderating Factors in Supplier Involvement

Abstract

Changyue Luo (Governors State University), Debasish N. Mallick (University of St. Thomas), Roger Schroeder (University of Minnesota)

There is widespread interest in involving suppliers in inter-firm collaborative product innovation. However, such inter-firm collaboration creates additional coordination challenges. In this study, we explore the impact of several moderating effects on supplier involvement. Survey based empirical testing are conducted. Empirical testing results are discussed.

Strategic Management of Supply Base for Product Innovation from Resource Dependence Perspective

Full Paper

Muhammad Shakeel Sadiq Jajja (Lahore University of Management Sciences (PAKISTAN)), Shaukat Ali Brah (Karachi School for Business & Leadership (PAKISTAN)), Syed Zahoor Hassan (Lahore University of Management Sciences (PAKISTAN)), Vijay Kannan (Utah State University)

Using the resource dependence perspective the paper presents a research model to understand as to how buyers develop, control, align, and utilize supply base to obtain enhanced product innovation and business performance. Empirical investigation of data from 296 companies from India and Pakistan provides insightful findings regarding the proposed model.

320

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Enterprise Systems for Business Success

Chair: Tarikere T Niranjana (Indian Institute of Technology Bombay (INDIA))

First Mover Advantages of Enterprise Systems Investment: The Role of Industry

Abstract

Ho-Chang Chae (West Liberty University)

Industry conditions and product characteristics influence the extent to which first movers enjoy their first-mover advantages. We investigate whether the cost and differentiation benefits from early investment in enterprise systems are greater to manufacturing firms than to service firms. We use matched sample comparison group method to test the proposed hypothesis.

Program Schedule

Exploring the Influence of Negative Emotions on Enterprise Resource Planning (ERP) Usage Efficiency

Abstract

Serdar Turedi (Old Dominion University), Ceren Ekebas-Turedi (Old Dominion University)

We examine how employees' negative emotions such as judgments regarding the ERP can influence their usage efficiency. Drawing from the counterproductive work behavior, and human and material agency literature, we develop a conceptual model. We analyze survey data from an FMCG company using structural equation modeling to present new insights.

Schedule Nervousness and the Bullwhip Effect: A Simulation Study

Abstract

Ahmet Ozkul (University of New Haven)

As ERP systems integrate production planning systems with those in other organizations, the entire supply chain system begins to look like a big, MRP based system. This study examines the relationship between the schedule nervousness problem in MRP systems and the Bullwhip effect in supply chains using a simulation methodology.

CRM Maturity and Its Impact on B2B Customer Satisfaction: An Empirical Study

Full Paper

Gizem Arici (Oliver Wyman), Tarikere T Niranjan (Indian Institute of Technology Bombay (INDIA))

This paper develops the 'CRM maturity' construct and uses an in-depth case study of five German and Swedish branches of a leading building technologies firm to examine how the construct impacts B2B customer satisfaction. We identify the dimensions of CRM maturity that have the greatest impact on customer satisfaction.

321

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Florida Salon III

Tampa Marriott Waterside Hotel

LOGISTICS: Optimizing Shipping and Shipments to Customers

Chair: Ramakrishna Govindu (University of South Florida Sarasota-Manatee)

Capacity Management for a Shipping Subcontractor with Multiple Customer Classes

Abstract

Belleh Fontem (University of Mary Washington)

We analyze cargo capacity allocation decisions for a shipping subcontractor serving multiple customers under uncorrelated supply and demand uncertainty. We formulate the problem as a non-linear program, and derive bounds for various near-optimal capacity allocation schemes. Finally, we experiment extensively, and extract useful managerial insights.

An Integrated Location and Inventory Problem with Multiple Newsvendors

Abstract

Jianing Zhi (University of Alabama), Burcu Keskin (University of Alabama)

We compare direct shipments from a supplier to multiple retailers with a consolidated shipment from a supplier to a DC and to retailers. The direct shipment considers only inventory decisions. The consolidated shipment problem is a location-inventory problem. For various transportation costs, we identify conditions that impact the expected profits.

Program Schedule

Meta-Heuristic Based Solution for a Supply Chain Scheduling Problem Involving Multiple Customers

Abstract

Ramakrishna Govindu (University of South Florida Sarasota-Manatee), Anurag Agarwal (University of South Florida Sarasota-Manatee)

We propose models for a supply chain scheduling problem involving multiple customers operating in a just-in-time environment. The objective is to minimize penalties for late deliveries. We present heuristics and meta-heuristic based solutions that involve splitting deliveries and lots to achieve the objective.

322

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

MS/OM/OR: Scheduling Manufacturing Operations

Chair: Jeffrey Schaller (Eastern Connecticut State University)

Hungarian Penalty Based Construction Algorithm for Minimizing Makespan in No-Wait Flowshops

Abstract

Jatinder Gupta (University of Alabama in Huntsville), Dipak Laha (Jadavpur University (INDIA))

We present a Hungarian penalty based heuristic algorithm for the no-wait flow shop scheduling problem to generate an initial schedule of jobs, which is further improved by an insertion technique. Computational results show that the proposed method performs significantly better than the state-of-the-art procedures while keeping its comparable computational effort.

Improving Flow Times through a Multi-Method Approach for Testing Order Review and Release Mechanisms

Abstract

Richard Franza (Kennesaw State University), Doug Hales (University of Rhode Island), Satya Chakravorty (Kennesaw State University)

Computer simulations are used to demonstrate shop floor performance improvements through Work Load Control (WLC) and Order Review and Release (ORR) systems, but are rarely tested in real-world shops. Using the "Theory-Practice iterative cycle", we employ case study, simulation, and action-research to develop a ORR mechanism that improves flow time.

Net-CONWIP: A Production Method that Uses Demand and Supply Information to Prioritize Sequencing

Abstract

Rafael Diaz (Old Dominion University), Ali Ardalan (Old Dominion University)

We present Net-CONWIP as a production method that uses the information of total product net-requirement to prioritize the production sequence. Net-requirement is the difference between the sum of the work-in-process units and the number of customers waiting for that product. Improvements are more substantial in unbalanced flowshops that contain bottlenecks.

An Enhancement to the Lagrangian Relaxation Heuristic for Weighted Sum of Squared Tardiness on Identical Parallel Machines

Full Paper

Jeffrey Schaller (Eastern Connecticut State University), Jorge Valente (Faculdade de Economia, Universidade do Porto (PORTUGAL))

This paper considers a problem of sequencing jobs on identical parallel machines to minimize total weighted squared tardiness. An enhancement to a heuristic is presented and is tested. The results show that the enhanced heuristic finds better solutions with minimal additional processing time.

Program Schedule

323

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: The Employee - Work Issues, Attitudes, and Satisfaction

Chair: Andrea Tirado (Florida International University)

Impact of Engineered Labor Standards on Job Satisfaction

Abstract

Robert Charles Schanke (Trident University), Wendy Wang (Trident University)

To ensure employee efficiency, many organizations have adopted various methods to track individual performance and provide productivity feedback. While studies have proven the overall effectiveness of Engineered Labor Standards (ELS) on organizational performance gains, little research has been performed on the impact ELS has on employee job satisfaction.

Effect of Self-Beliefs of Regular and Non-Regular Employees on Their Satisfaction

Abstract

Yutaka Ueda (Seikei University (JAPAN)), Osam Sato (Tokyo Keizai University (JAPAN))

This study focused on self-beliefs of regular and non-regular employees, and their effect on job and workplace satisfaction. Self-beliefs of non-regular employees were significantly lower than those of regular employees. Result of hierarchical regression analysis showed non-regular employees' beliefs in their future did not have an impact on their satisfaction.

Dynamic Job Performance as a Moderator of the Rater Agreeableness-Performance Rating Relationship

Abstract

Andrea Tirado (Florida International University), Michael B. Harari (Florida International University), Chockalingam Viswesvaran (Florida International University)

A positive relationship has been found between rater agreeableness and performance ratings, such that agreeable raters give higher performance ratings. The present study integrates the literature on dynamic job performance suggesting that the rater agreeableness-performance rating relationship is moderated by the dynamic characteristics of job performance. Results support our predictions.

324

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

PEDAGOGY: Innovations in Business Curriculum Pedagogy II

Chair: Bryan Ashenbaum (Miami University)

Collaborative Learning in a Hybrid Classroom: Flipping a Business Decision Modelling Class to Enhance Student Learning and Satisfaction

Instructional Innovation Competition Entry

William Swart (East Carolina University)

Developing Real-World Experiential Learning Projects Based on Flow Theory

Instructional Innovation Competition Entry

Yun Wu (Auburn University), Chetan Sankar (Auburn University)

Program Schedule

Improving Critical Thinking and Student Perceptions of Grading Fairness

Instructional Innovation Competition Entry

Satish Nargundkar (Georgia State University), Subhashish Samaddar (Georgia State University)

325

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Room 9

Tampa Convention Center

PEDAGOGY: The New "Flipped" Classroom: How to Teach Effectively?

Chair: Kenneth Robert MacLeod (East Carolina University)

The Flipped Classroom: A Not-For-Cost-Reduction Platform

Abstract

Ardavan Asef-Vaziri (California State University)

A flipped classroom is an online course because its online resources and learning processes must compete with the best of the online courses. It is also a traditional course because not even a single class session is cancelled while all the lectures are delivered online.

Flipping Out: My Experiences with Flipping an Operations Management Classroom

Abstract

Kathryn Zuckweiler (University of Nebraska at Kearney)

Recently, the author has experimented with the "flipped classroom" model to learn how to effectively apply it in a university-level operations management class. This presentation will summarize the flipped classroom model and describe implementation steps taken, challenges faced, and observations on student engagement and learning in the flipped classroom.

Puzzled-Based Learning

Abstract

Anil Aggarwal (University of Baltimore)

In the digital world with many distractions student engagement is important. In puzzled-based learning, students have to think outside the box and their comfort zone. Following Michalewicz we are planning to use puzzle-based learning in an introductory information systems course. We would report the results during the conference.

Teaching an Old Dog New "Flips"

Full Paper

Kenneth Robert MacLeod (East Carolina University)

When assigned to a problem-based learning classroom, I did not anticipate any substantial changes to how my case-based class ran. After one semester in the new classroom, however, I am seeing positive effects. This paper outlines a statistical study to determine the impact of the PBL environment on my students.

Program Schedule

326

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Room 3

Tampa Convention Center

PROFESSIONAL PANEL: Collaborating with Brazilian Researchers - Opportunities and Constraints to Non-Brazilian Researchers

Moderator: Marcos Primo (Federal University of Pernambuco (BRAZIL))

Panelists: Barbara B. Flynn (Indiana University), Fran Dubois (American University)

A world major player in several sectors (agribusiness, biofuels, etc.) Brazil presents research opportunities on complex phenomena with global appeal. Partnering with Brazilian researchers may present opportunities and constraints to non-Brazilian researchers. We discuss possibilities of research funds, joint academic projects and programs in order to help those partnerships.

327

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Florida Salon V

Tampa Marriott Waterside Hotel

PROFESSIONAL PANEL: Managing Dynamic Change in Healthcare - Multiple Perspectives

Moderators: Cynthia P Ruppel (Nova Southeastern University), Leslie Cauthen Tworoger (Nova Southeastern University)

Panelists: Eleanor T Lawrence (Nova Southeastern University), Marcella M Rutherford (Nova Southeastern University), Gary M Mervak (HCA), Kenneth Feiler (Rose Medical Center), Lorna Williams (JFK Medical Center)

The panel will discuss managing the dynamic forces of change in healthcare while providing quality patient care from multiple key stakeholder perspectives. The panelists include a CEO, CFO, a Medical Staff Chair and President of a Professional Association, Dean of Nursing, and an HR/OD Consultant.

328

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

RESEARCH PANEL: Evolution of Supply Network Design - Opportunities for Research

Moderators: Xiaowen Huang (Miami University), Jan Olhager (Lund University (SWEDEN))

Panelists: Jan Stentoft Arlbjörn (University of Southern Denmark (DENMARK)), Ram Narasimhan (Michigan State University), Gyula Vastag (National University of Public Service (HUNGARY)), Xiande Zhao (China Europe International Business School (CHINA))

The panel addresses the evolution, trends, challenges, and the needs for future research on supply network design, with the aim to encourage innovative thinking in theorizing and analyzing research topics in supply network design. Invited panelists will share their personal perspectives on the topic for 5-10 minutes, followed by a Q&A discussion.

Program Schedule

329

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

RESEARCH PANEL: From Dyad to N-Tier Relationships - Multiple Research Avenues on Researching Supply Networks

Moderators: Constantin Blome (University of Sussex (UK)), Bart L. MacCarthy (University of Nottingham (UK))

Panelists: Thomas Choi (Arizona State University), W.C. Benton (Ohio State University), Anand Nair (Michigan State University)

The panel of leading scholars in the field will share potential research topics and avenues investigating n-tier relationships in supply networks. The aim of the panel is to tease of new research ideas for an interested audience.

330

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: Collaborating across the Supply Chain - Strategies and Models

Chair: Amydee Mackley Fawcett (Weber State University)

Impact of Production Capacity Constraint in CPFR Collaboration Strategy

Abstract

Raj Kamalapur (University of Wisconsin Oshkosh), David Lyth (Western Michigan University)

This research investigates impact of production capacity in CPFR strategy. Discrete-event simulation is used to develop a CPFR model where forecast, sales and inventory information is shared between a retailer and manufacturer. Valuable managerial insight will be provided to maximize the benefits of CPFR for the both manufacturer and retailer.

Collaborative Strategies of Regional Agriculture Supply Chain Design for Small Scaled Producers

Abstract

Shenghan Xu (University of Idaho)

Small agriculture producers are facing increasingly more supply chain challenges when the economy rewards large operations with reduced operating cost and market premium. The situation is further deteriorated with vastly spread market and low population density. In this research, we explore possible collaboration strategies to assist small producers stay competitive.

Exploring the Interplay and Reinforcing Nature of Sociological and Structural Resistors to Relational Advantage: A Systems Dynamic Model

Full Paper

Stanley E. Fawcett (Weber State University), Amydee Mackley Fawcett (Weber State University), Scott Webb (Brigham Young University)

Executing appropriate relational strategies is extremely difficult. Few firms successfully employ cooperative strategies to co-create value. Our findings indicate that sociological and structural resistors undermine collaborative behaviour by obscuring the true sources of resistance, exacerbating a sense of vulnerability to non-cooperative behaviour, and inhibiting the development of essential relational skills.

Program Schedule

The Architecture of Collaborative Business Models: A Maturity Perspective

Full Paper

Stanley E. Fawcett (Weber State University), Amydee Mackley Fawcett (Weber State University), Greg Magnan (Seattle University)

Collaborative supply chain design has been called the “enabler of winning business models” and “the most disappointing strategy that has come along to date.” We address the question, “what determines whether or not collaboration pays off?” Our research provides decision-makers a blueprint for building effective collaborative business models.

331

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Room 1

Tampa Convention Center

SERVICES: Operations Research in Support of Service Design

Chair: Suman Niranjana (Savannah State University)

A Multi-Period Decision Model to Support Design of Efficient and Effective Service Delivery Process

Abstract

Gang Li (Bentley University), Joy Field (Boston College), Mark M. Davis (Bentley University)

A challenge in service design is balancing worker efficiency with customer service. We develop a model that assigns different types of workers to serve different types of customers in different periods optimally. Numerical tests show that by allowing limited time sensitivities, companies can achieve both high services and high efficiency.

Convenience Store Layout Using Operations Research Techniques

Abstract

Barry E. King (Butler University)

Convenience stores, like most well-managed stores, typically have their layouts suggested by planograms. In this article we show how integer programming can be used to develop a layout that seeks to maximize profit. This approach can be used to complement the planogram approach.

A Simulation Approach for Evaluating Urban Snow and Ice Removal Planning and Operations

Full Paper

Vitali Volovoi (LMI), David Peterson (LMI)

This paper presents a graphical discrete-event simulation (DES) model for the planning and operation of snow and ice removal in urban areas. The modeling is developed using a new version of stochastic Petri nets (SPN) called Abridged Petri Nets (APN).

Optimal Time-Based Server Sharing Decisions in Field Services

Full Paper

Sal Agnihotri (Binghamton University, State University of New York), Suman Niranjana (Savannah State University)

We consider a field service system with equipment located in a geographic area. The area is divided into two territories, each with a single server who provides onsite service. The objective of this paper is to investigate the conditions for server sharing between the two service territories.

Program Schedule

332

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

SOCIAL MEDIA: Join the Club - Crowdsourcing and Membership in Online, Virtual Communities

Chair: Muhammad A. Razi (Western Michigan University)

Community Involvement and Self-disclosure in Online Crowdsourcing Communities

Abstract

Indika Dissanayake (University of Texas at Arlington), Jingguo Wang (University of Texas at Arlington), Jie Zhang (University of Texas at Arlington)

This research investigates how voluntary community involvement and self-disclosure behavior impact peer-recognition and task performance within a virtual crowdsourcing competition community. We collected our data from a specialized crowdsourcing platform that focuses on data analytics projects. Our findings have strategic implications to solvers, seekers and designers of virtual crowdsourcing communities.

Crowdsourcing in Social Network Sites: How Disasters Affect Users' Behaviors to Contribute in Information Creation Crowdsourcing?

Abstract

Mehrdad Koohikamali (University of North Texas)

Crowdsourcing can be any collaborative Internet activity such as co-creation of information. In disasters people have higher tendencies to contribute in human aid activities. We collected the tweets about Malaysian missing airline and then we conducted a text mining approach to understand users' intentional behavior to find the missing plane.

Customer Sentiment Analysis of a Product Brand's Online Social Community

Abstract

Muhammad A. Razi (Western Michigan University), J. Michael Tarn (Western Michigan University), Alhassan G. Mumuni (Western Michigan University), Christina Tarn (Kalamazoo College)

This research seeks to determine how best to build online advocates for a product brand based on data available from the brand's Facebook pages. A methodology is developed to determine the effect of incentive-based content on overall sentiment of the brand's online social community.

Impact of Virtual Community on Various Entities and on People: An Exploratory Study

Abstract

Muhammad A. Razi (Western Michigan University), J. Michael Tarn (Western Michigan University), Bernard T. Han (Western Michigan University)

This article explores the impact of virtual community on various entities and also on the users of social media. In addition, potential and future directions of social media are also included in this study.

Program Schedule

333

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Room 7

Tampa Convention Center

STUDENT SUCCESS: Evaluating Student Learning - Quiz Questions and Homework Strategies

Chair: Lynn Ann Fish (Canisius College)

A Monte Carlo Comparison of Measures of Multiple-Choice Question Item Difficulty

Full Paper

John Russell Dickinson (University of Windsor (CANADA))

In the field of item analysis several measures of item difficulty exist. This study compares three such measures and investigated specific examination conditions under which the measures are or are not essentially interchangeable.

Comparing Learning Techniques in Undergraduate Business Courses: Writing a Paper versus Making a PowerPoint Presentation

Abstract

Cagdaz Agirdas (University of Tampa), Tih Koon Tan (University of Tampa)

In Summer 2014, students in Economics 205 and Finance 310 are randomly assigned to do one of the two tasks: write a 2-page paper on a selected topic or make a PowerPoint presentation to the class on the same topic. We evaluate learning outcomes of the two groups.

Take Home Tests: Debunking the Grading Challenges

Abstract

Patti C. Miles (University of Maine)

Research suggests students challenged with complex problem sets learn more; yet grading can be difficult. Thus, the present research examines an alternative: problem sets solved at home, and tested on in the classroom. Preliminary research suggests this approach enhances learning, increases comprehension, while making it easier to objectively grade.

A Preliminary Comparison of Undergraduate Student Performance on Computer-Managed Homework versus In-Class Performance: Different Testing Formats

Full Paper

Lynn Ann Fish (Canisius College)

In an operations management course, undergraduate performance significantly differs between computer-managed homework and in-class testing by different formats. Undergraduates perform better on scaffolded than open or partially-open questions. Results also support homework as a value-added activity and have implications for computer-managed homework designers and instructors.

Program Schedule

334

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SUSTAINABILITY: Complying with Environmental Monitoring, Standards, and Regulatory Policies

Chair: Zhi Tao (Arkansas Tech University)

Design for Environment: Impact of Regulatory Policies on Green NPD

Abstract

Sirish Kumar Gouda (Indian Institute of Management Bangalore (INDIA)), Sreelata Jonnalagedda (Indian Institute of Management Bangalore (INDIA)), Haritha Saranga (Indian Institute of Management Bangalore (INDIA))

Automakers operating in multiple countries face different regulatory standards as well as varying consumer valuations for product's green features. We develop and solve an analytical model to understand the strategic and policy level impact of firm's choice of traditional and environmental qualities across countries and provide interesting results and insights.

Optimal Policies of Utilities under the Renewable Portfolio Standard

Abstract

Tim Huh (University of British Columbia (CANADA)), Sha Liao (University of British Columbia (CANADA)), Mahesh Nagarajan (University of British Columbia (CANADA))

A utility needs to supply part of its energy from renewable resources, and will demonstrate its compliance by holding Renewable Energy Certificates (RECs). We formulate a stochastic dynamic program. In each period, the utility chooses between renewable energy and regular energy, as well as trades in the REC market.

Firm Performance and Market Reaction to Leadership in Energy and Environmental Design (LEED) Certification

Abstract

Albena Ivanova (Robert Morris University), Marcel Minutolo (Robert Morris University)

The study applies event study and time series methodologies to investigate the hypothesized relationships between LEED certification, firm performance, and stock prices. Data was collected from three databases: LEED.org (certified buildings and certification dates), Bloomberg (announcement dates, firm financial data, greenhouse gas (GHG) statistics), and Google Finance (stock price changes).

Carbon Emission Modeling in a Two Stage Supply Chain

Abstract

Zhi Tao (Arkansas Tech University), Alfred L. Guiffrida (Kent State University), O. Felix Offodile (Kent State University)

Carbon emission management is becoming a very important part of the green supply chain landscape. In this paper we integrate carbon tax mechanism and carbon cap-and-trade mechanism in the joint lot sizing decision between a manufacturer and a retailer in a two stage supply chain.

Program Schedule

335

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

TECHNOLOGY: The Value of RFID - Applications in Retail and Healthcare

Chair: Mithu Bhattacharya (University of Detroit Mercy)

Current Trends and Willingness to Adopt RFID

Abstract

Amarpreet Kohli (University of Southern Maine)

This empirical research on the adoption of Radio frequency identification (RFID) aims to study the willingness on the part of corporations to adopt this innovative technology (dependent variable) and identify the factors that influence their perceived willingness. The literature review revealed that these factors generally fall into three categories: Technological, Organizational and Environmental.

The Impact of RFID on a Hospital's Internal Supply Chain

Abstract

Sergio Torres (HEC Montreal (CANADA)), Simon Veronneau (Naval Postgraduate School), Jacques Roy (HEC Montreal (CANADA)), Sylvain Landry (HEC Montreal (CANADA))

This paper reports on part of the findings of a RFID implementation to improve internal processes at a large university hospital. It finds along with previous studies in service supply chain that the density of flow is essential in obtaining a good ROI, and that RFID yields significant intangible benefits.

RFID in Retail: A Competitive Advantage

Abstract

Narges Kasiri (Ithaca College)

Out of Stock in retail sector is an important area of research in operations management. Item-level item is said to significantly lower out of stock in retail stores. We use an analytical model to show how first retail movers that implement item-level RFID will gain competitive advantage in the market place.

An Empirical Study of RFID Adoption in Retail: Using Technology-Organization-Environment Framework

Full Paper

Mithu Bhattacharya (University of Detroit Mercy), Samuel Fosso Wamba (NEOMA School of Business (FRANCE))

Based on the technology-organization-environment (TOE) framework, this research develops and propose to validate the research framework to examine the influence of twelve contextual factors under four broad categories (technological, organizational, environmental, and value-chain) on RFID adoption in retail.

336

Monday, Nov 24th, 2014, 4:30-6:00 p.m. | Room 5

Tampa Convention Center

WORKSHOP: Service Learning Storytelling

Workshop Coordinator: Xin Ding (University of Houston)

This workshop will discuss the process for designing service learning and storytelling (SLS) based projects to support operations related classes. Through an overview of project examples, participants will learn different types of SLS projects and how they can be used to facilitate in-class learning.

Program Schedule

Monday, Nov 24th, 2014, 6:00-7:00 p.m.

337

Monday, Nov 24th, 2014, 6:00-7:00 p.m. | Grand Salon F-J

Tampa Marriott Waterside Hotel

RECEPTION: President's Reception

Program Schedule

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m.

338

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Grego Boardroom

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Programs and Meetings Committee

Chair: Ken Boyer (Ohio State University)

Advisor: Morgan L. Swink (Texas Christian University)

Invitees: Tom Foster (Brigham Young University), Thomas Choi (Arizona State University)

Members: Rebecca Duray (University of Colorado Colorado Springs), Neset Hikmet (University of South Carolina), Johnny Rungtusanatham (Ohio State University), Atsuto Nishio (Takushoku University (JAPAN)), Funda Sahin (University of Houston), Ardavan Asef-Vaziri (California State University), Natasa Christodoulidou (California State University, Dominguez Hills), Mahyar Amouzegar (California State Polytechnic University, Pomona), Norma Harrison (Macquarie Graduate School of Management (AUSTRALIA))

339

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Florida Salon I

Tampa Marriott Waterside Hotel

ADMINISTRATIVE MEETING: Regional Activities Committee

Chair: Morgan L. Swink (Texas Christian University)

Members: Marc J Schniederjans (University of Nebraska-Lincoln), Janet Hartley (Bowling Green State University), Constantin Blome (University of Sussex (UK)), Stuart C. Orr (Deakin University), John F Affisco (Hofstra University), Kellie B Keeling (University of Denver), June Wei (University of West Florida), Antonio Rios-Ramirez (Monterrey Institute of Technology and Higher Education (MEXICO)), Yoshiki Matsui (Yokohama National University (JAPAN)), Ravi K. Jain (IBS Business school, IFHE University), Markku Kuula (Aalto University (FINLAND))

340

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Florida Salon IV

Tampa Marriott Waterside Hotel

HEALTHCARE: Organizational Challenges in Healthcare

Chair: Jonathan Beebe (Boston University)

A Roadmap for Healthcare: A Longitudinal Approach to Culture Change in a Turbulent Environment

Full Paper

Eleanor T Lawrence (Nova Southeastern University), Leslie Cauthen Tworoger (Nova Southeastern University), Cynthia P Ruppel (Nova Southeastern University)

This longitudinal action research case study of a hospital involved in systemic change over twelve years demonstrates how management was able to successfully implement a team strategy to achieve a radical culture change. These initiatives institutionalized team based leadership and a culture of knowledge sharing and team based process improvement.

Program Schedule

Ethical Evaluation of Electronic Medical Records System Workarounds: Implications for Patient Privacy & Information Security

Abstract

Jacob Young (Louisiana Tech University), Timothy Selwyn Ellis (Louisiana Tech University), James Courtney (Louisiana Tech University), Tom Roberts (Louisiana Tech University), AJ Burns (Vanderbilt University)

We present research investigating electronic medical records (EMR) system workarounds used by healthcare providers. When faced with burdensome EMR systems, healthcare providers are likely to put patient care above patient privacy. The potential impact of such user behavior has serious implications for patient privacy and the security of medical records.

“Nudging” Patients towards Evidence: An Experimental Study to Explore the Impact of Preference Reversals in Medical Decision Making

Abstract

Jonathan Beebe (Boston University), Janelle Heineke (Boston University)

Decisions made regarding treatment of serious medical conditions (e.g., mortality implications) are often misaligned between doctors focused on evidence-based recommendations and patients seeking to minimize negative emotion. This paper uses a scenario-based experiment to determine the role of preference reversals in “nudging” patients away from emotion- towards evidence-based treatment decisions.

341

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Florida Salon VI

Tampa Marriott Waterside Hotel

HUMANITARIAN: Disaster Recovery Logistics - Managing the Flow of Information and Resources

Chair: Jae-Dong Hong (South Carolina State University)

Disaster Donations and Information Management System Considering Social Costs***

Abstract

Miguel Jaller (Rensselaer Polytechnic Institute), Johanna Amaya (Rensselaer Polytechnic Institute), Jose Holguin-Veras (Rensselaer Polytechnic Institute), Luk Van Wassenhove (INSEAD (FRANCE))

This paper discusses measures to reduce the impacts of unsolicited donations after disasters. Considering the importance of information management on donors' behavior, the paper introduces a donations and information management system to optimally disseminate disaster needs. The system is modeled as a multi-commodity multi-period flow problem that minimizes social costs.

Distribution of Blood Products in Disasters

Abstract

Cigdem Gonul Kochan (University of North Texas), Saba Pourrezajourshari (University of North Texas)

This study addresses a perishable inventory-routing problem with a single blood collection center and multiple hospitals with uncertain demand. To solve the problem, this paper uses newsvendor model to determine optimum quantities of blood and VRP model to determine the best possible route to deliver the blood demanded.

Design of Resilient Disaster Relief Logistics Network under the Risk of Disruptions

Full Paper

Jae-Dong Hong (South Carolina State University), Ki-Young Jeong (University of Houston Clear Lake), Yuanchang Xie (University of Massachusetts Lowell)

This paper considers the design of resilient disaster relief logistics network (RDRLN) under the risk of disruptions. An RDRLN design problem consists of finding the optimal emergency response facility (ERF) location and allocation scheme among ERFs, where all ERFs are under the risk of disruptions.

Program Schedule

342

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 3

Tampa Marriott Waterside Hotel

INNOVATIONS: Open Innovation - Understanding Success Factors

Chair: Ramachandran Natarajan (Tennessee Technological University)

Front-End Problem Definition for Open Innovation Projects

Abstract

Sinan Erzurumlu (Babson College), John Angelis (Rochester Institute of Technology)

The open contests allow searchers to learn from the community. We research how the searcher could optimally manage sequential contests for the innovation process. This could in particular serve as a strategy for entrepreneurial firms with limited resources.

Analytical Models for Open Innovation and Value Co-creation

Full Paper

Balaji Gopalan (University of Vaasa (Finland)), Ramachandran Natarajan (Tennessee Technological University)

The objective of this paper is to provide an analytical framework for open innovation. The alternative business models that companies use for pursuing innovation are discussed. The drivers for open innovation for select industries are identified. Industry-specific analytical models that relate these drivers to the intensity of open innovation are developed.

343

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 8

Tampa Marriott Waterside Hotel

IS/IT: Strategy Development - Enduring and Contemporary Considerations

Chair: Fen Wang (Central Washington University)

Why Corporations Participate in Open Source Software Development: A Game Theory Approach

Abstract

Matt Germonprez (University of Nebraska Omaha), Julie E. Kendall (Rutgers University), Kenneth E. Kendall (Rutgers University), Brett W. Young (Georgia Gwinnett College)

Game Theory has been used to study the licensing of open source software, but it has not been used to describe the participation of for-profit corporations. We demonstrate the rationality of corporations participating in open source communities and investigate whether it pays to make the first move.

Business-IT Strategic Alignment: Origins, Concepts, Frameworks, and Emergent Challenges

Abstract

Fen Wang (Central Washington University), Manuel Mora (UAA (MEXICO)), Mahesh Raisinghani (Texas Woman's University)

Despite the richness of findings of Business-IT Strategic Alignment, related literature is vast and highly varied for new researchers. This paper contributes to the literature with an integrated view of this relevant phenomenon derived from a thorough analysis of the published literature.

Program Schedule

344

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Florida Salon III

Tampa Marriott Waterside Hotel

LOGISTICS: Logistics Services Outsourcing - Relationship Perceptions and Performance Consequences

Chair: Qing Cao (Texas Tech University)

Are Logistics Outsourcing Partners More Integrated in a More Volatile Environment?

Abstract

Qian Yang (South China University of Technology (CHINA)), Xiande Zhao (China Europe International Business School (CHINA))

This study examines how integration between vendor and client in logistics outsourcing is influenced by environmental uncertainties. The regression results suggests that integration decreases with competitive volatility while increases with performance unpredictability. Contract and vendor specific investment exert a positive moderating effect on these relationships. Finally, Integration enhances outsourcing performance.

Client-3PL Relationships: How Expectations and Asymmetry Affect Mutual Satisfaction

Abstract

Robert Wiedmer (Michigan State University), Yemisi A. Bolumole (Michigan State University), Judith M. Whipple (Michigan State University)

Despite the growth in third-party logistics services, research illustrates that clients and 3PLs alike are not always satisfied with outsourcing relationships. To study this phenomenon, we conducted in-depth interviews within six client-3PL dyads. We propose that role asymmetries and perception gaps lower the satisfaction level of both firms.

Is Logistics Outsourcing Good for Your Business?

Abstract

Claudia Rebolledo (HEC Montreal (CANADA)), Jacques Roy (HEC Montreal (CANADA))

Previous research reports varied results, including positive, negative and mostly no association between the level of logistics outsourcing and firm and supply chain performance. We explore further this relationship using qualitative and quantitative data from manufacturers, distributors and retailers from Quebec, Canada.

Examining Third-Party Logistics Relationships: A Bilateral Survey Approach

Full Paper

Hao Su (Texas Tech University), Qing Cao (Texas Tech University)

Drawing on resource dependence theory, we plan to conduct a bilateral survey to examine the effect of dependence on 3PL relationships and explore the different perceptions on logistics outsourcing relationships between 3PL providers and users in this study.

Program Schedule

345

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 1

Tampa Marriott Waterside Hotel

METHODS: Texts, Texts, and More Texts - Methods for Improving Textual Analysis

Chair: Amir Karami (University of Maryland, Baltimore County)

Alternative Matrix Reduction Strategies for Text Analytics

Abstract

Triss Ashton (University of Texas-Pan American), Benjamin George (University of North Texas), Bartłomiej Hanus (Emporia State University)

During analysis of text corpora, low information and high frequency words are removed by stoplists. Topically derived corpora require unique stoplists for each topic. When pursuing diverse topics, stoplist management becomes cumbersome. We explore the distributional characteristics of topic based corpora and develop alternative strategies for removing high frequency terms.

The Effect of Emotional Arousal on Information Diffusion in Social Media: Evidence from Sentiment Mining of Twitter Data

Abstract

Mohammad Salehan (University of North Texas), Dan J. Kim (University of North Texas)

Social media have facilitated information sharing in social networks. This study investigates the effect of expression of emotions with different levels of arousal on information diffusion in social media using a sentiment mining approach. We validate our research model using the data collected from Twitter website.

Exploiting Latent Semantic Features from Medical Documents by Fuzzy Clustering

Abstract

Amir Karami (University of Maryland, Baltimore County), Aryya Gangopadhyay (University of Maryland Baltimore County)

In this paper we describe a novel latent feature extraction method using fuzzy clustering algorithm which takes to account the improvement of topic models performance. This research contributes to the emerging field of medical text data analysis's strategies to help physicians for better decision making.

346

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 12

Tampa Marriott Waterside Hotel

MS/OM/OR: Modelling and Improving the Deployment of Manufacturing Resources

Chair: Muge Yayla-Kullu (Rensselaer Polytechnic Institute)

Time Fences: Frozen in the Middle

Abstract

Scott R. Swenseth (University of Nebraska-Lincoln), Girish Subramanian (University of Nebraska-Lincoln)

We have encountered many organizations with planning complexities that benefit from time fences that are "frozen in the middle". These situations encompass a complication that changes scheduling priorities. We have not, however, identified support literature for this method so we are proposing a new alternative for setting time fences.

Program Schedule

Exploiting Structural Properties to Analyze High Dimensional Multi-Product Manufacturing Systems***

Abstract

Sanket Bhat (University of Wisconsin-Madison), Ananth Krishnamurthy (University of Wisconsin-Madison)

We analyze a resource allocation problem for multi-product manufacturing systems by formulating a dynamic program. We solve the large dimensional Markov decision process through approximate linear programming approach. By exploiting the structure of the transition probability matrix, we reduce the constraints from exponential to polynomial in number of products.

Economic Uncertainty and Product Line Design

Full Paper

Muge Yayla-Kullu (Rensselaer Polytechnic Institute), Jennifer Ryan (Rensselaer Polytechnic Institute), Jayashankar Swaminathan (University of North Carolina at Chapel Hill)

We study the effects of uncertainty in consumer spending due to economic volatility on the product line decisions of a firm with limited resources. We consider a firm that offers products with differing qualities, unit production costs, and resource consumption rates. In addition, consumers are heterogeneous in their purchasing behavior.

347

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 11

Tampa Marriott Waterside Hotel

MS/OM/OR: Operations Management Paradigms: Reviews and Reframing Perspectives

Chair: Jerry DeHondt (Oakland University)

SOP and IBP: The New Fad after Lean and Six Sigma?

Abstract

Dag Naslund (Lund University (SWEDEN))

This paper reviews goals, approaches, methods, tools and critical success actors for Sales and Operations Planning (S&OP), also known as Integrated Business Planning (IBP). We also compare and contrast with lean and six sigma and discuss the possibility that SS&OP will just be the next fad.

Agility - A Multidisciplinary Objective with Common Drivers and Strategies

Full Paper

Gene Fliedner (Oakland University), Jerry DeHondt (Oakland University)

Agile research spans a variety of disciplines including manufacturing, engineering, software development, supply chain management, marketing, and project management. The purpose of this paper is to provide a multidisciplinary review of agile literature. The vast amount of research identifying agile drivers and strategies (enablers) underscores the importance of agility.

Program Schedule

348

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Florida Salon V

Tampa Marriott Waterside Hotel

NON-PROFIT: Improving Organizational Operations and Performance

Chair: Cigdem Ataseven (Cleveland State University)

Aligning Performance Metrics in a Nonprofit Organization

Abstract

Linda LaGanga (Mental Health Center of Denver)

Nonprofit organizations are mission-driven yet accountable for performance and results. We review important issues in the measurement of nonprofit performance and accountability to boards of directors, funders, and oversight organizations. We illustrate with a case study of alignment of metrics achieved through a steering committee at a nonprofit healthcare organization.

Streamlining Business Operation in the Not-for-Profit Financial Organization

Abstract

Mehmet C. Kocakulah (University of Southern Indiana), Dori Danko (Grand Valley State University), Andrea Buescher (Marketing Specialist)

A credit union implemented cost cutting measures which reduced profitability. This paper explores the evidence supporting reverting back to two call centers.

External and Internal Integration in the Not-For-Profit Context

Abstract

Cigdem Ataseven (Cleveland State University), Anand Nair (Michigan State University), Mark Ferguson (University of South Carolina)

In this study, we examine how external integration and internal integration shape the ability of not-for-profit organizations to develop necessary programs. Results obtained from a uniquely developed dataset will be presented, and implications for theory and practice will be discussed.

349

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Florida Salon II

Tampa Marriott Waterside Hotel

OBHRM: Regular, Professional, and Contingent Employees - Work Challenges and Development

Chair: Yunus Kathawala (Gulf University for Science and Technology (KUWAIT))

The Role of Managerial Practices in Creating a Sustainable Work Environment through Employee Growth and Development

Abstract

Venugopal Gopalakrishna Remani (University of Texas at Tyler), Jerry Gilley (University of Texas at Tyler), Ann Gilley (University of Texas at Tyler), Sherry Lynn Avery (University of Texas at Tyler)

Social sustainability is one of the three pillars of sustainability. The development of the internal stakeholder (employee) is a key component of social sustainability. The purpose of this research study is to examine various managerial practices that can influence employee growth and development to create socially sustainable organizations.

Program Schedule

Primary Task Utilization and Secondary Task Compliance: A Behavioral Investigation

Abstract

Brett Massimino (Cornell University), John Gray (Ohio State University), James Hill (Ohio State University)

We use a laboratory experiment to examine human behaviors in multitasking environments. We examine the interacting effects of utilization on a primary task and noncompliance penalties for a discretionary, secondary task on secondary task adoption rates. We frame our study in the realm of non-IS workers adopting Information Security processes.

Unpacking the Managerial Challenges and Characteristics of Professional Service Firms

Abstract

Matthew C Walsman (Cornell University), Rohit Verma (Cornell University), Alistair Brandon-Jones (University of Manchester (UK)), Mike Lewis (University of Bath (UK))

This paper presents the results of a best-worst (or max-diff) survey-based study evaluating the extent to which traditional frameworks of work characteristics and managerial challenges in professional service delivery are evident in management consultancy firms today. We propose a characteristics and challenges based typology for professional service firms.

The Issues of Contingent Workers: An Empirical Investigation

Full Paper

Ahmad Karim (Indiana-Purdue University), Yunus Kathawala (Gulf University for Science and Technology (KUWAIT))

To gain and preserve competitive advantage, client firms outsource non-core activities to highly proficient skilled workers on contingency basis.

350

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 2

Tampa Marriott Waterside Hotel

SCM: Evaluating Suppliers - Measurement and Effectiveness

Chair: Yingchao Lan (Ohio State University)

Assessing the Comparative Performance of 3PL Companies by Information System Ratings

Abstract

Seong-Jong Joo (Central Washington University), Gawon Yun (Colorado State University-Pueblo)

Supplier evaluation is an important part of supplier selection and development. We measure the comparative performance of third-party logistics providers (3PLs) by focusing on their information systems. Because shippers rely on 3PLs' information systems for tracking their shipments, assessing 3PLs' performance by information systems can provide valuable insights to shippers.

The Influence of Fairness on Supplier Performance

Abstract

Yingchao Lan (Ohio State University), W.C. Benton (Ohio State University)

While effectiveness of supplier development program (SDP) has been investigated, the impact of fairness between buyer and suppliers on SDP are understudied. The current study proposed two conceptual models to address each dimension of fairness: distributive fairness and procedural fairness on the effectiveness of supplier evaluation.

Program Schedule

351

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 5

Tampa Marriott Waterside Hotel

SCM: Monitoring and Developing Suppliers

Chair: John Z. Ni (University of Rhode Island)

How Supplier Development Works: An Examination Using Knowledge Chain Theory

Abstract

Liang Chen (University of Kentucky), Scott C. Ellis (University of Kentucky), Clyde Holsapple (University of Kentucky)

Numerous studies demonstrate that supplier development improves supplier's performance, but very few explain how it works. Leveraging knowledge chain theory, we conceptualize that supplier's knowledge chain management (primary and secondary classes) mediate the relationship between supplier development and supplier's performance improvements. This framework is supported by theoretical and empirical evidence.

Supplier Development in Automotive Supply Chain

Abstract

Timothy Butler (Wayne State University), David L. Williams (Wayne State University), Tingting Yan (Wayne State University), John C. Taylor (Wayne State University)

This paper discusses in detail standards of supply chain management currently being implemented by automotive manufacturers in the U.S. and Europe. Termed Materials Management Operations Guideline/Logistics Evaluation (MMOG/LE), the standards are designed to improve communications and reduce SC costs across the multiple supply tiers typical of the auto industry.

Investigating the Role of the "Reluctant Agent" in Supply Chain Governance

Abstract

Yang Yang (Arizona State University), Rui Yin (Arizona State University), Yan Dong (University of South Carolina), Thomas Choi (Arizona State University)

We examine a supply chain governance problem under the framework of principal and agent. We focus on the role of "the reluctant agent", a third, passively involved, member of the supply chain that does not necessarily engaged in supply chain transactions but impact indirectly on how the agent would behave.

Quality Assurance and the Utilization of Third-Party Agent

Abstract

John Z. Ni (University of Rhode Island), Yuwen Chen (University of Rhode Island)

This paper investigates the issue for a firm regarding whether it should hire third-party agent to monitor the supplier's production quality. We model the inventory ordering decision for the firm and the quality decision for the supplier and how it would be changed when a third-party agent is utilized.

Program Schedule

352

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 6

Tampa Marriott Waterside Hotel

SCM: Supply Chain Management Topics - Looking Back and Looking Forward

Chair: David D. Dobrzykowski (Rutgers University)

Global Sourcing Learning Organization – A Systematic Literature Review***

Abstract

Alina Stanczyk (EBS Universität für Wirtschaft und Recht (GERMANY))

The field of knowledge and skills management in global sourcing organizations deserves to be investigated more in the light of abruptly changing environment. The goal of this literature review is to assess the current understanding of ways of adopting new organizational processes to achieve competitive advantage in global sourcing.

A Structured Quantitative Review of Supplier Relationship Management

Abstract

Rudolf Leuschner (Rutgers University), Laura Birou (Louisiana Tech University), Nezh Altay (DePaul University), Heather Lutz (Pennsylvania State University)

A structured quantitative review of supplier relationship management literature is used to identify key success factors.

A Review and Examination of Supply Chain Strategies

Abstract

Rudolf Leuschner (Rutgers University), David D. Dobrzykowski (Rutgers University)

Several supply chain strategies have been identified in the literature. They can be linked to improved performance, but a thorough examination requires that we consider various types of strategies, outcomes and contextual factors concurrently. Our paper is a comprehensive, quantitative and integrative review of empirical research on supply chain strategies.

353

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 7

Tampa Marriott Waterside Hotel

SCM: Supply Chains for Energy Sources

Chair: Raza Rafique (Rutgers University)

Solar Power Photovoltaic Supply Chain Structure

Abstract

Xiangrong Liu (Bridgewater State University)

With more emphasis on pollution emissions and environment protection, solar power industry becomes a new focus. In this research, we will study the production process of photovoltaic and further identify the major manufacturers, their current performance and the implication to the whole supply chain structure in the solar industry.

Energy Supply Chain Design: A Dynamic Model for Economic Prosperity and Sustainability

Abstract

Kwon Gi Mun (Rutgers University), Raza Rafique (Rutgers University), Yao Zhao (Rutgers University)

Pakistan suffers the electricity shortfall that hampers the economic growth, but huge coal reserves exist. An energy supply network requires the establishment of a vast infrastructure, but Heavy debts allow a limited investment. Consequently we develop a mathematical model that breaks the vicious cycle by optimizing energy supply chain.

Program Schedule

Sustainable Energy Supply Chain – Future Energy Security of Pakistan

Abstract

Raza Rafique (Rutgers University), Kevin Lyons (Rutgers University)

Pakistan is suffering from severe electricity crisis despite the fact that country is blessed with huge coal reserves which can guarantee future energy security of Pakistan. We propose a sustainable energy supply chain framework for the utilization of these coal reserves.

354

Tuesday, Nov 25th, 2014, 8:30-10:00 a.m. | Meeting Room 4

Tampa Marriott Waterside Hotel

SOCIAL MEDIA: On the Go - Mobile Social Media Adopters and Adoptions

Chair: Yan Chen (Auburn University at Montgomery)

An Examination of Mobile Apps in the Public Sector

Abstract

Rhoda Joseph (Penn State Harrisburg)

This work-in-progress study examines the use of mobile apps in the public sector. Private companies have an array of mobile apps available to individual consumers. However, in the public sector, there seems to be a lag pertaining to the development of mobile apps by government agencies.

How Many, How Often, and How New? A Multivariate Profiling of Mobile Phone Apps Users

Abstract

Feng Oliver Liu (California State University, Sacramento)

Drawing on Household Production Theory and Hedonic and Utilitarian Consumption Theory, we investigate how mobile phone apps users behave in the aspects of possession quantity, usage frequency, and acquisition recency. We take a Bayesian MCMC computational approach for model calibration. The significance of the findings is discussed.

An Integrated Model on Branded Apps Adoption: Brand Attachment, Brand Identification, and Consumption Value

Full Paper

Kuang-Wei Wen (University of Wisconsin-La Crosse), Yan Chen (Auburn University at Montgomery), Kuo-Fang Peng (National Chinyi University of Technology (TAIWAN))

This study integrates consumer-brand relationship literature and the theory of consumption values and develops a research model to uncover important antecedents of use intentions of branded apps; it attempts to advance our understanding of branded app use behavior and sheds new light on the development and marketing of branded apps.

Tuesday, Nov 25th, 2014, 10:00 a.m.-12:00 noon

355

Tuesday, Nov 25th, 2014, 10:00 a.m.-12:00 noon | Ballroom A/B

Tampa Convention Center

MEALS: 2014 Annual Meeting of DSI - Closing Brunch

Chair: Johnny Rungtusanatham (Ohio State University)