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# Welcome

Dear Colleagues –

Allow me to take this opportunity to thank you, on behalf of the WDSI Board, for your participation in WDSI 2018 on the beautiful island of Kaua'i. I hope your stay will be both enjoyable and beneficial.

WDSI is a very special professional association – unique in my personal experience. In the words of our friend, John Davies, “... for nearly five decades ... the WDSI Annual Meetings [are] fonts of collegial interaction, inclusivity, life-long friendships, career enhancement and fun.” We hope to continue this tradition with our meeting in Kaua'i.

There are very many people who made this meeting possible. In the Spring of 2016, John Bell, our current Past-President, Natasa Christodoulidou, our current President, and I had a site visit to Kaua'i. Thanks to the extra-ordinary skills of John and Natasa, we were able procure an excellent arrangement in one of the best venues for a conference on this beautiful island. I thank them for that and their continued support throughout the planning of this conference. All members of the WDSI Board have been fully supportive in putting this conference together, and they all deserve our appreciation; however, I have to single out three persons. The first is our Treasurer Sheldon Smith, who was not only an indispensable mentor to me on all money matters, but also invaluable guide to the WDSI past practices on many essential issues. Albert Huang, my predecessor as last year's Program Chair, whose generous sharing of his experience in putting together the conference was indispensable. His most invaluable contribution, however, was his Introduction of Yuanjie He to me to assist in putting together the program. Yuanjie, with his colleague, Shuo Zeng, both of California State Polytechnic University, Pomona, put together this program; while my colleague, Nupur Shah, assisted me in all technical matters. I can truly say that this program would not have been realized without their help. I am grateful to all three. And to my dear friend Khosrow Moshirvaziri, WDSI Director of Information Systems, who had gone beyond his responsibilities to assist and support me throughout this process, for which I am indebted.

In concluding my acknowledgments, I have to express my appreciation of our Track Chairs, who assumed the heavy lifting throughout this undertaking; and to the members of the Junior Faculty and Best Paper Awards committees, who have done such a great job under very tight time constraints. Among our regional contacts, Shin-Yuan and Yue, for China and Taiwan, did a great job publicizing our conference in their region. My thanks also go to the Vivian Landrum, Executive Director of DSI, our parent organization. Her dedicated and timely attention to our registration issues made the process less taxing to all of us. And finally, our thanks go to our financial sponsors.

I am truly grateful for all these persons, without their support, this meeting would not have been realized. Once again, I hope your participation at this meeting will be both enjoyable and professionally beneficial.

Sincerely,

Ömer S. Benli, Ph.D.

WDSI 2018 Vice-President, Program Chair  
California State University, Long Beach

## ABOUT THE INSTITUTES

WESTERN DECISION SCIENCES INSTITUTE (WDSI) <http://www.wdsinet.org/>

The Western Decision Sciences Institute is a regional division of the Decision Sciences Institute. It serves its interdisciplinary academic and business members primarily through the organization of an annual conference and the publication of the Journal of Business Management. The conference and journal allow academicians and business professionals from all over the world to share information and research with respect to all aspects of education, business, and organizational decisions.

DECISION SCIENCES INSTITUTE (DSI) <https://decisionsciences.org/>

The Decision Sciences Institute is an interdisciplinary, international organization dedicated to the advancement of the science and practice of education and research about business decisions. It promotes excellence in teaching and scholarship and seeks to serve current and future developmental needs of doctoral students, faculty, and academic administrators. Through its journals, Decision Sciences, Decision Sciences Journal of Innovative Education and the online publication Decision Line, national and regional meetings, and other activities, it serves as a vehicle to advance and disseminate the theory, application, pedagogy, and curriculum development of the decision sciences.

## PAST WDSI PRESIDENTS

2016-2017 John Bell, University of Tennessee  
2015-2016 Debbie Gilliard, Metropolitan State University of Denver  
2014-2015 Hamdi Bilici, California State University Long Beach  
2013-2014 David C. Yen, SUNY Oneonta  
2012-2013 Sheldon R. Smith, Utah Valley University  
2011-2012 John Davies, Victoria University, Wellington  
2010-2011 Nafisseh Heiat, Montana State University-Billings  
2009-2010 Mahyar Amouzegar, California State University, Long Beach  
2008-2009 G. Keong Leong, University of Nevada, Las Vegas  
2007-2008 Vijay R. Kannan, Utah State University  
2006-2007 Bruce Raymond, Montana State University  
2005-2006 Cynthia Pavett, University of San Diego  
2004-2005 Miles G. Nicholls, RMIT University  
2003-2004 Krishna S. Dhir, Berry College  
2002-2003 Eldon Y. Li, California Polytechnic State University, San Luis Obispo  
2001-2002 Paul Mallette, Colorado State University  
2000-2001 Marc Massoud, Claremont McKenna College  
1999-2000 Karen L. Fowler, University of Northern Colorado  
1998-1999 Richard L. Jenson, Utah State University  
1997-1998 Thomas E. Callarman, Arizona State University  
1996-1997 George A. Marcoulides, California State University, Fullerton  
1995-1996 Joseph R. Biggs, California Polytechnic State University, San Luis Obispo  
1994-1995 Kathy L. Pettitt-O'Malley, University of Idaho  
1993-1994 Howard R. Toole, San Diego State University  
1992-1993 Terrel G. Williams, Western Washington University  
1991-1992 V. V. "Kris" Bellur (deceased), California State University, Bakersfield  
1990-1991 John C. Rogers (deceased), California Polytechnic State University, San Luis Obispo  
1989-1990 V. Lyman Gallup, Boise State University  
1988-1989 Shannon V. Taylor, Montana State University  
1987-1988 Patrick W. Shannon, Boise State University  
1986-1987 Michael F. O'Neil, California State University, Chico  
1985-1986 Bert M. Steece, University of Southern California  
1984-1985 John P. Dickson, University of Puget Sound  
1983-1984 Daniel Brooks, Arizona State University  
1982-1983 Michael Geurts, Brigham Young University  
1981-1982 Pieter Vandenburg, San Diego State University  
1980-1981 C. R. Michael Parent, Utah State University  
1979-1980 Steven D. Wood, Arizona State University  
1978-1979 Jim D. Barnes (deceased), California State University, Bakersfield  
1977-1978 Paul Baum, California State University, Bakersfield  
1976-1977 James E. Reinmuth, University of Oregon  
1975-1976 William T. Newell, University of Washington  
1974-1975 Charles P. Bonini, Stanford University  
1973-1974 William R. Sherrard, San Diego State University  
1972-1973 Robert Childress, University of Southern California  
1971-1972 Manfred W. Hopfe, California State University, Sacramento

## Tracks, Track Legend, and Track Chairs

- **[ACC]** Accounting: Salem Boumediene, Montana State University - Billings.
- **[BAD]** Business Analytics & Data-Driven Decision Making: Abbas Heiat, Montana State University-Billings.
- **[BES]** Business Environment - Strategy, Policy, Law, Ethics: Xia Zhao, California State University, Dominguez Hills.
- **[CWS]** Cases: Melissa St.James, California State University, Dominguez Hills.
- **[FIN]** Finance and Investment: K.C.Chen, California State University, Fresno; Lidija Dedi, University of Zagreb, Croatia; Pia Gupta, California State University, Long Beach.
- **[HOS]** Hospitality Management & Marketing: Natasa Christodoulidou & G. Keong Leong, California State University, Dominguez Hills.
- **[EDU]** Innovative Education: Rhonda Rhodes & Rita Kumar, Cal Poly Pomona.
- **[INL]** International Business: Burhan F. Yavas, California State University, Dominguez Hills.
- **[IEC]** Internet & e-Business: David C. Yen, SUNY Oneonta; Albert Huang, University of the Pacific.
- **[MIS]** Management Information Systems: Marcus Rothenberger, University of Nevada, Las Vegas.
- **[MSQ]** Management Science & Quantitative Methods: Seong-Jong Joo, Air Force Institute of Technology.
- **[MEO]** Management, Entrepreneurship, and Organizations: Cynthia Sutton, Metropolitan State University of Denver.
- **[MKT]** Marketing: Jacquelyn Warwick, Andrews University.
- **[MIL]** Military Applications: Jeffery D. Weir, Air Force Institute of Technology; Eddine Dahel, Naval Post-Graduate School.
- **[M&S]** Modeling & Simulation: Khosrow Moshirvaziri, California State University, Long Beach; Saeideh Fallah-Fini, Cal Poly Pomona.
- **[OLS]** Operations, Logistics & Supply Chain Management: Stanley Griffis, Michigan State University.
- **[ODS]** On-Demand & Sharing Economy: Rui-Dong Zhang, University of Wisconsin, Eau Claire.
- **[PPA]** Public Policy & Administration: Theodore Byrne & Rui Sun, California State University, Dominguez Hills.
- **[SPS]** Special Sessions: Ömer S. Benli, California State University, Long Beach.
- **[STU]** Student Papers: Carola Raab, University of Nevada, Las Vegas.
- **[SUS]** Sustainability Issues in Decision Making: Yuanjie He, Cal Poly Pomona

## Regional Contacts

- **Central & Eastern Europe:** Lidija Dedi, University of Zagreb, Croatia.
- **China, Hong Kong, Taiwan:** Shin-Yuan Hung, National Chung Cheng University, Taiwan; Yue “Jeff” Zhang, California State University-Northridge.
- **Cyprus:** Alexis Saveriades, Cyprus University of Technology, Cyprus.
- **Japan:** Yoshiki Matsui, Yokohama National University, Japan.
- **Mexico:** Alfred Hagan, Pepperdine University.
- **New Zealand:** John Davies, Victoria Business School, Victoria University of Wellington, New Zealand.
- **United Arab Emirates:** Sanjay Nadkarni, The Emirates Academy of Hospitality Management, UAE.
- **Vietnam:** Phan An, Vietnam National University, Vietnam.

## Junior Faculty Award Committee

- Mahyar Amouzegar, The University of New Orleans
- John Bell, University of Tennessee
- Debbie Gilliard, Metropolitan State University of Denver

## Best Paper Awards Committee

- Mahyar Amouzegar, The University of New Orleans
- John Davies, Victoria Business School Orouariki, New Zealand
- Bruce Raymond, Colorado State University - Pueblo
- Nafi Heiat, Montana State University – Billings

## Proceedings and Program Editor

- Omer Benli, California State University, Long Beach

## Associate Conference Program Editors

- Yuanjie He, California State Polytechnic University, Pomona
- Shuo Zeng, California State Polytechnic University, Pomona

## Financial Sponsors

- Woodbury School of Business, Utah Valley University
- The University of New Orleans
- College of Business Administration, CSU-Long Beach
- Department of Management, Metropolitan State University of Denver
- College of Management, National Chung Cheng University
- College of Business Administration & Public Policy, California State University, Dominguez Hills
  - Hospitality Technology Research Institute
  - Public Policy Research Institute
  - The Entrepreneurial Institute
  - South Bay Economics Institute
- Alpha Iota Delta, sponsor of Best Paper Awards



**Resort Amenities**

- A Bell Desk/Valet
- B Front Desk
- C MVI Lobby Welcome Desk
- D Concierge Desk
- E Pool Hut & Towels
- F Kids' Pool
- G Lu'au Gardens
- H Men's/Women's Changing Rooms 3rd Floor
- I Owner's Lounge 3rd Floor
- J MVI Welcome Desk/Sales Gallery
- K Fitness Center
- L Business Center
- M Barbeque Grills
- N Owner Relations
- O Pele's Wedding & Events

**Resort Conveniences**

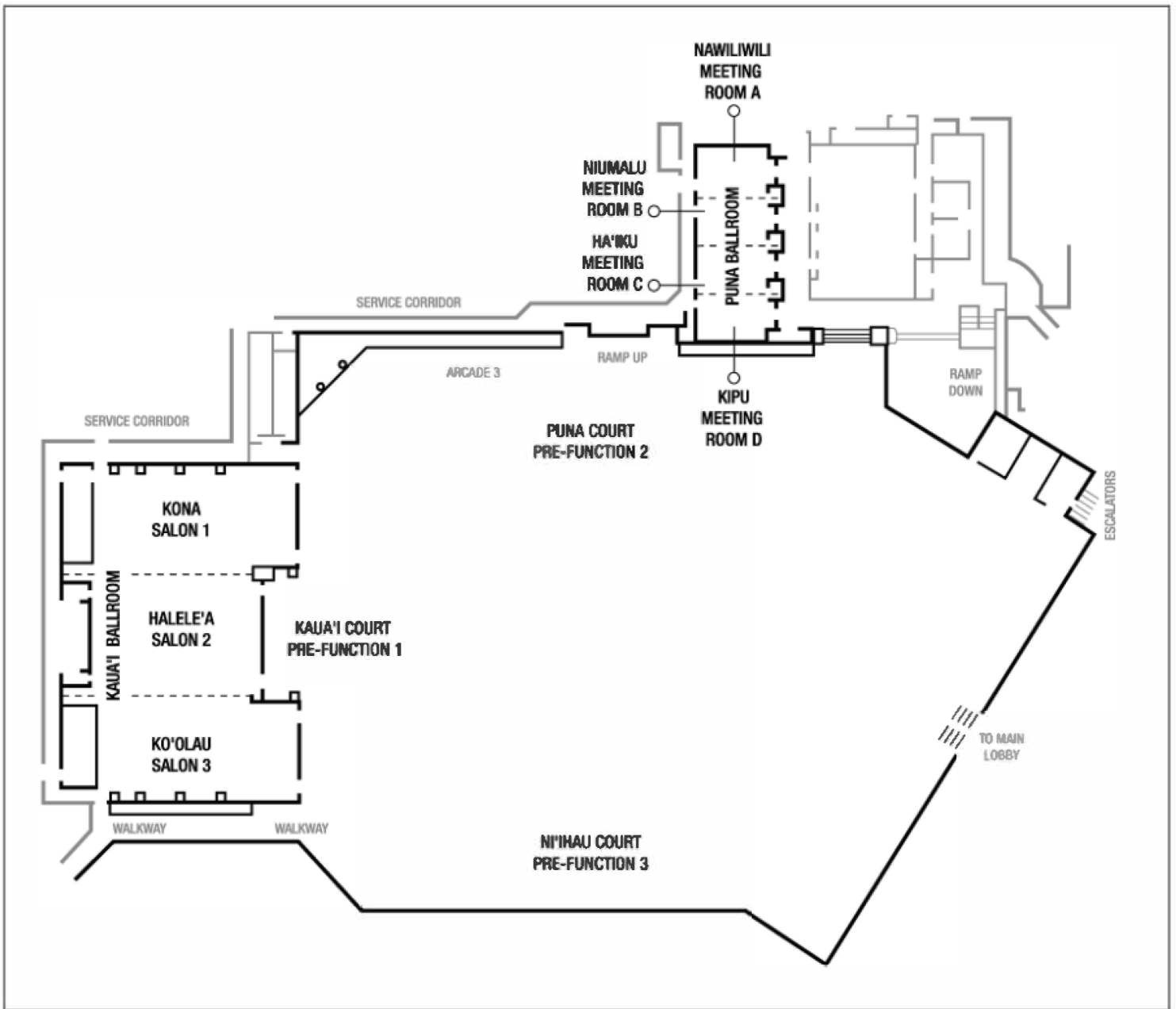
- Elevators
- Wheelchair Access
- Restrooms
- ATM
- Washer/Dryer
- Designated Smoking Area

**Shops & Services**

- 1 Enterprise Rent A Car and Jack Harter Helicopter
- 2 Lamont's Gift & Sundry
- 3 Shops Alexander Day Spa & Salon
- 4 Grande's Gems
- 5 Tropical Tantrum
- 6 Kauai Beach Boys
- 7 Tabora Gallery
- 8 Seductions of Kauai Gallery
- 9 Kauai Down Under, Kauai Z Tourz & Hawaiian Style Surfing

Additional Guest Parking, Hokualea Golf Kalanipuru, Beach Access

Exit to Rice Street Guest Parking



Session Rooms Floor Plan



# Schedule of Events

## Tuesday, April 3, 2018

|         |    |         |                         |             |
|---------|----|---------|-------------------------|-------------|
| 3:00 PM | -- | 6:00 PM | Conference Registration | Kauai Court |
| 6:00 PM | -- | 7:30 PM | Welcome Reception       | Kauai Court |

## Wednesday, April 4, 2018

|          |    |          |                                                                                   |              |
|----------|----|----------|-----------------------------------------------------------------------------------|--------------|
| 7:45 AM  | -- | 4:00 PM  | Conference Registration                                                           | Kauai Court  |
| 8:00 AM  | -- | 9:40 AM  | Paper Presentation Sessions                                                       | Kauai & Puna |
| 9:40 AM  | -- | 10:00 AM | Coffee Break 1 - sponsored by Woodbury School of Business, Utah Valley University | Kauai Court  |
| 10:00 AM | -- | 11:40 AM | Paper Presentation Sessions                                                       | Kauai & Puna |
| 11:30 AM | -- | 1:30 PM  | WDSI Board Meeting                                                                | Kalapaki     |
| 1:00 PM  | -- | 2:40 PM  | Paper Presentation Sessions                                                       | Kauai & Puna |
| 2:40 PM  | -- | 3:00 PM  | Coffee Break 2 - sponsored by The University of New Orleans                       | Kauai Court  |
| 3:00 PM  | -- | 4:40 PM  | Paper Presentation Sessions                                                       | Kauai & Puna |
| 6:00 PM  | -- | 7:30 PM  | President's Reception                                                             | Kauai Court  |

## Thursday, April 5, 2018

|          |    |          |                                                                                                 |              |
|----------|----|----------|-------------------------------------------------------------------------------------------------|--------------|
| 7:45 AM  | -- | 4:00 PM  | Conference Registration                                                                         | Kauai Court  |
| 8:00 AM  | -- | 9:40 AM  | Paper Presentation Sessions                                                                     | Kauai & Puna |
| 9:40 AM  | -- | 10:00 AM | Coffee Break 3 - sponsored by College of Business Administration, CSU - Long Beach              | Kauai Court  |
| 10:00 AM | -- | 11:40 AM | Paper Presentation Sessions                                                                     | Kauai & Puna |
| 11:45 AM | -- | 1:15 PM  | WDSI 2019 Planning Meeting                                                                      | Kalapaki     |
| 1:00 PM  | -- | 2:40 PM  | Paper Presentation Sessions                                                                     | Kauai & Puna |
| 2:40 PM  | -- | 3:00 PM  | Coffee Break 4 - sponsored by Department of Management, Metropolitan State University of Denver | Kauai Court  |
| 3:00 PM  | -- | 4:40 PM  | Paper Presentation Sessions                                                                     | Kauai & Puna |
| 6:00 PM  | -- | 8:00 PM  | Annual Meeting Banquet                                                                          | Luau Grounds |

## Friday, April 6, 2018

|          |    |          |                                                                                      |              |
|----------|----|----------|--------------------------------------------------------------------------------------|--------------|
| 7:45 AM  | -- | 10:00 AM | Conference Registration                                                              | Kauai Court  |
| 8:00 AM  | -- | 9:40 AM  | Paper Presentation Sessions                                                          | Kauai & Puna |
| 9:40 AM  | -- | 10:00 AM | Coffee Break 5 - sponsored by College of Management, National Chung Cheng University | Kauai Court  |
| 10:00 AM | -- | 11:40 AM | Paper Presentation Sessions                                                          | Kauai & Puna |
| 11:45 AM | -- | 1:15 PM  | WDSI Business Luncheon                                                               | Puna Court   |

## Session Lookup by Author Name

| Last Name        | First Name |                       |            |       |
|------------------|------------|-----------------------|------------|-------|
| Abbas            | Montasir   | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |
| Abdou            | Khaled     | Wednesday 3:00:00 PM  | Halele'a   | FIN-4 |
| aboulola         | omar       | Thursday 1:00:00 PM   | Nawiliwili | BAD-2 |
| Agnihotri        | Raj        | Thursday 8:00:00 AM   | Ko'olau    | MKT-3 |
| Ahadiat          | Nas        | Thursday 8:00:00 AM   | Nawiliwili | BES-1 |
| Ahuja            | Yudhi      | Friday 10:00:00 AM    | Nawiliwili | BAD-5 |
| Akwango          | Juliet     | Thursday 10:00:00 AM  | Kipu       | SPS-5 |
| ALBAWANEH        | MAHMOUD    | Friday 8:00:00 AM     | Nawiliwili | BAD-4 |
| Alhabash         | Saleem     | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| Aliasgari        | Mehrdad    | Wednesday 3:00:00 PM  | Kipu       | IEC-3 |
| Amar             | Harish     | Friday 10:00:00 AM    | Kipu       | EDU-5 |
| Amini            | Sara       | Thursday 1:00:00 PM   | Nawiliwili | BAD-2 |
| Ammermann        | Peter      | Wednesday 10:00:00 AM | Halele'a   | FIN-2 |
| Amouzeqr         | Mahyar     | Wednesday 3:00:00 PM  | Ha'iku     | M&S-3 |
| Anderson         | Jason      | Wednesday 1:00:00 PM  | Nawiliwili | PPA-1 |
| Anderson         | Jason      | Friday 10:00:00 AM    | Niumalu    | MSQ-3 |
| Anderson         | Jason      | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| Anderson         | Kevin      | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |
| Anekal           | Prashanth  | Thursday 1:00:00 PM   | Ha'iku     | OLS-3 |
| Anekal           | Prashanth  | Friday 10:00:00 AM    | Ha'iku     | OLS-6 |
| Ansari           | Al         | Thursday 3:00:00 PM   | Halele'a   | SUS-1 |
| Apte             | Aruna      | Wednesday 8:00:00 AM  | Niumalu    | MIL-1 |
| Apte             | Uday       | Wednesday 8:00:00 AM  | Niumalu    | MIL-1 |
| Arnheiter        | Edward     | Thursday 8:00:00 AM   | Ha'iku     | OLS-1 |
| Asencio          | Hugo       | Wednesday 1:00:00 PM  | Nawiliwili | PPA-1 |
| Asencio          | Hugo       | Wednesday 3:00:00 PM  | Nawiliwili | PPA-2 |
| Atkinson         | Andrew     | Wednesday 8:00:00 AM  | Niumalu    | MIL-1 |
| Baalbaki         | Sally      | Wednesday 8:00:00 AM  | Kona       | MKT-1 |
| Baalbaki         | Sally      | Wednesday 3:00:00 PM  | Ko'olau    | MEO-2 |
| Babik            | Dmytro     | Wednesday 8:00:00 AM  | Kipu       | EDU-1 |
| Babik            | Dmytro     | Wednesday 8:00:00 AM  | Kipu       | EDU-1 |
| Bai              | Bing       | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| Bai              | Qing       | Friday 8:00:00 AM     | Nawiliwili | BAD-4 |
| BAKER            | BIFF       | Wednesday 3:00:00 PM  | Ko'olau    | MEO-2 |
| BAKER            | BIFF       | Friday 8:00:00 AM     | Kipu       | EDU-4 |
| Balali           | Vahid      | Thursday 1:00:00 PM   | Nawiliwili | BAD-2 |
| Balfour-Kawasaki | Kaye       | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |
| Bebko            | Charlene   | Thursday 10:00:00 AM  | Ko'olau    | MKT-4 |
| Bechtold         | David      | Thursday 3:00:00 PM   | Halele'a   | SUS-1 |
| Bechtold         | David      | Friday 8:00:00 AM     | Ko'olau    | MEO-4 |
| Bechtold         | David      | Friday 8:00:00 AM     | Ko'olau    | MEO-4 |
| Behzad           | Banafsheh  | Wednesday 1:00:00 PM  | Ha'iku     | M&S-2 |
| Bell             | John       | Friday 8:00:00 AM     | Ha'iku     | OLS-5 |
| BERMAN           | ODED       | Thursday 3:00:00 PM   | Ha'iku     | OLS-4 |
| Bidgoli          | Hossein    | Thursday 1:00:00 PM   | Halele'a   | MIS-2 |
| Bihansky         | Thomas     | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| Boehmke          | Bradley    | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| Boughton         | Charles    | Wednesday 1:00:00 PM  | Halele'a   | FIN-3 |

| Last Name          | First Name  |                       |            |       |
|--------------------|-------------|-----------------------|------------|-------|
| Boughton           | Charles     | Wednesday 1:00:00 PM  | Halele'a   | FIN-3 |
| Boumediene         | Salma       | Thursday 1:00:00 PM   | Kona       | ACC-3 |
| Bramblett          | Lauren      | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| Brannon            | Daniel      | Thursday 8:00:00 AM   | Nawiliwili | BES-1 |
| Brannon            | Daniel      | Thursday 3:00:00 PM   | Kipu       | EDU-3 |
| Breitbach          | Timothy     | Thursday 1:00:00 PM   | Ha'iku     | OLS-3 |
| Breitbach          | Timothy     | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| Breitbach          | Timothy     | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| Brice              | William     | Wednesday 1:00:00 PM  | Nawiliwili | PPA-1 |
| Brigantic          | Robert      | Wednesday 1:00:00 PM  | Niumalu    | SPS-1 |
| Brigantic          | Robert      | Wednesday 3:00:00 PM  | Niumalu    | SPS-2 |
| Bui                | Tung        | Wednesday 8:00:00 AM  | Ko'olau    | MEO-1 |
| Burleigh           | Seth        | Wednesday 8:00:00 AM  | Kona       | MKT-1 |
| Busser             | James       | Wednesday 10:00:00 AM | Ko'olau    | HOS-1 |
| Butterfield        | Scott       | Thursday 3:00:00 PM   | Kona       | ACC-4 |
| Byrne              | Theodore    | Wednesday 3:00:00 PM  | Nawiliwili | PPA-2 |
| Caliskan           | Cenk        | Thursday 3:00:00 PM   | Niumalu    | MSQ-1 |
| Campbell           | Michael     | Thursday 3:00:00 PM   | Kona       | ACC-4 |
| Campbell           | Michael     | Friday 8:00:00 AM     | Kona       | ACC-5 |
| Carraher Wolverton | Colleen     | Friday 8:00:00 AM     | Kipu       | EDU-4 |
| Chaffin            | Daniel      | Wednesday 8:00:00 AM  | Ko'olau    | MEO-1 |
| Chang              | Ching Ching | Friday 8:00:00 AM     | Halele'a   | SUS-2 |
| Chang              | Ching Ching | Friday 8:00:00 AM     | Halele'a   | SUS-2 |
| Chang              | DONGSIK     | Wednesday 1:00:00 PM  | Ko'olau    | HOS-2 |
| Chang              | Hsin-Hsin   | Wednesday 10:00:00 AM | Kipu       | IEC-1 |
| Chang              | Huiying     | Wednesday 10:00:00 AM | Kipu       | IEC-1 |
| Chang              | I-Chiu      | Wednesday 1:00:00 PM  | Kipu       | IEC-2 |
| Chang              | Kuei-Chao   | Friday 10:00:00 AM    | Halele'a   | SUS-3 |
| Chang              | Li-Min      | Wednesday 3:00:00 PM  | Kipu       | IEC-3 |
| Chang              | She-I       | Wednesday 3:00:00 PM  | Kipu       | IEC-3 |
| Chang Chien        | Yu-Ting     | Thursday 8:00:00 AM   | Kipu       | IEC-4 |
| Chatterjee         | Samrat      | Wednesday 1:00:00 PM  | Niumalu    | SPS-1 |
| Cheek              | Ron         | Wednesday 8:00:00 AM  | Kona       | MKT-1 |
| Chen               | Houn-Gee    | Wednesday 1:00:00 PM  | Ko'olau    | HOS-2 |
| Chen               | Jingling    | Thursday 10:00:00 AM  | Nawiliwili | BES-2 |
| Chen               | K.C.        | Wednesday 1:00:00 PM  | Halele'a   | FIN-3 |
| Chen               | Kuanchin    | Wednesday 1:00:00 PM  | Kipu       | IEC-2 |
| Chen               | Litian      | Friday 8:00:00 AM     | Ko'olau    | MEO-4 |
| Chen               | Yi-Mu       | Wednesday 10:00:00 AM | Kipu       | IEC-1 |
| Chen               | Yi-Su       | Thursday 8:00:00 AM   | Ha'iku     | OLS-1 |
| Chen               | Yixin       | Wednesday 3:00:00 PM  | Halele'a   | FIN-4 |
| Cheng              | Agnes       | Thursday 1:00:00 PM   | Kona       | ACC-3 |
| Cheng              | Jao Hong    | Thursday 8:00:00 AM   | Kipu       | IEC-4 |
| Cheng              | Wen         | Wednesday 8:00:00 AM  | Kipu       | EDU-1 |
| Cheng              | Wen         | Thursday 1:00:00 PM   | Kipu       | EDU-2 |
| Chiang             | Dalen       | Thursday 10:00:00 AM  | Ha'iku     | OLS-2 |
| Chien              | Steven      | Friday 10:00:00 AM    | Niumalu    | MSQ-3 |
| Choi               | Yong        | Wednesday 1:00:00 PM  | Ko'olau    | HOS-2 |
| Choi               | Yong        | Friday 10:00:00 AM    | Kona       | ACC-6 |
| Chong              | Dazhi       | Friday 10:00:00 AM    | Nawiliwili | BAD-5 |
| Chonko             | Larry       | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |

| Last Name          | First Name |                       |            |       |
|--------------------|------------|-----------------------|------------|-------|
| Ciafullo           | Mark       | Thursday 10:00:00 AM  | Ko'olau    | MKT-4 |
| Clayson            | Dennis     | Wednesday 8:00:00 AM  | Kipu       | EDU-1 |
| Colombi            | John       | Thursday 3:00:00 PM   | Niumalu    | MSQ-1 |
| Correa             | Daniel     | Thursday 10:00:00 AM  | Kipu       | SPS-5 |
| Cox                | Eugene     | Thursday 10:00:00 AM  | Kipu       | SPS-5 |
| Cunningham         | William    | Wednesday 1:00:00 PM  | Nawiliwili | PPA-1 |
| Curren             | Mary       | Wednesday 8:00:00 AM  | Kona       | MKT-1 |
| Curren             | Mary       | Thursday 8:00:00 AM   | Ko'olau    | MKT-3 |
| Czerwinski         | David      | Thursday 1:00:00 PM   | Kipu       | EDU-2 |
| Dahel              | Eddine     | Thursday 8:00:00 AM   | Niumalu    | MIL-2 |
| Dahel              | Eddine     | Thursday 8:00:00 AM   | Niumalu    | MIL-2 |
| Daim               | Tugrul     | Wednesday 1:00:00 PM  | Ha'iku     | M&S-2 |
| Daugherty          | Patricia   | Friday 8:00:00 AM     | Ha'iku     | OLS-5 |
| Davies             | John       | Wednesday 3:00:00 PM  | Kona       | SPS-3 |
| Davoudpour         | Shahin     | Thursday 1:00:00 PM   | Ha'iku     | OLS-3 |
| Deehr              | Josh       | Wednesday 8:00:00 AM  | Niumalu    | MIL-1 |
| Dehdashti          | Yashar     | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| DeLong             | Debbie     | Thursday 8:00:00 AM   | Ko'olau    | MKT-3 |
| Deng               | Honghui    | Wednesday 1:00:00 PM  | Kipu       | IEC-2 |
| Deng               | Mingsen    | Wednesday 1:00:00 PM  | Kipu       | IEC-2 |
| Desai              | Alpana     | Friday 10:00:00 AM    | Nawiliwili | BAD-5 |
| Dolk               | Dan        | Thursday 1:00:00 PM   | Nawiliwili | BAD-2 |
| Dong               | Ciwei      | Friday 10:00:00 AM    | Halele'a   | SUS-3 |
| Douglas            | Matthew    | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| Egan               | Dennis     | Wednesday 3:00:00 PM  | Niumalu    | SPS-2 |
| Eiler              | Lisa       | Thursday 8:00:00 AM   | Kona       | ACC-2 |
| Elbeck             | Matt       | Thursday 8:00:00 AM   | Ko'olau    | MKT-3 |
| Ellis              | Seth       | Wednesday 1:00:00 PM  | Kona       | MKT-2 |
| Englert            | Burkhard   | Wednesday 3:00:00 PM  | Kipu       | IEC-3 |
| Enstroem           | Rickard    | Thursday 10:00:00 AM  | Nawiliwili | BES-2 |
| Eskandari          | Abdollah   | Wednesday 10:00:00 AM | Niumalu    | MSQ-2 |
| Estampe            | Dominique  | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| Fallah-Fini        | Saeideh    | Wednesday 1:00:00 PM  | Ha'iku     | M&S-2 |
| Fang               | FANG       | Thursday 3:00:00 PM   | Ha'iku     | OLS-4 |
| Fang               | Shih-Chieh | Thursday 10:00:00 AM  | Kipu       | SPS-5 |
| Fedyk              | Anastassia | Wednesday 10:00:00 AM | Halele'a   | FIN-2 |
| Fedyk              | Anastassia | Wednesday 3:00:00 PM  | Halele'a   | FIN-4 |
| Fedyk              | tatiana    | Thursday 1:00:00 PM   | Kona       | ACC-3 |
| Ferguson           | Tamela     | Wednesday 8:00:00 AM  | Kona       | MKT-1 |
| Ferguson           | Tamela     | Friday 8:00:00 AM     | Kipu       | EDU-4 |
| Fini               | Elham      | Friday 10:00:00 AM    | Kipu       | EDU-5 |
| Fowler             | John       | Thursday 1:00:00 PM   | Kipu       | EDU-2 |
| Fox                | Marilyn    | Thursday 1:00:00 PM   | Ko'olau    | MEO-3 |
| Freels             | Jason      | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |
| Galka              | Jason      | Thursday 8:00:00 AM   | Niumalu    | MIL-2 |
| Garg               | Amitabh    | Friday 10:00:00 AM    | Nawiliwili | BAD-5 |
| Gaukler            | Gary       | Friday 10:00:00 AM    | Niumalu    | MSQ-3 |
| Gehringer          | Edward     | Wednesday 8:00:00 AM  | Kipu       | EDU-1 |
| Geringer           | Susan      | Wednesday 1:00:00 PM  | Kona       | MKT-2 |
| Ghanipoor Machiani | Sahar      | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |
| Gharehgozli        | Amir       | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |

| Last Name | First Name       |                       |            |       |
|-----------|------------------|-----------------------|------------|-------|
| Ghosh     | Subhadip         | Thursday 10:00:00 AM  | Nawiliwili | BES-2 |
| Ghosh     | Subhadip         | Thursday 1:00:00 PM   | Nawiliwili | BAD-2 |
| Giadedi   | Abdulhakim       | Wednesday 1:00:00 PM  | Ha'iku     | M&S-2 |
| Gibbs     | Michael          | Thursday 8:00:00 AM   | Halele'a   | FIN-5 |
| Gilinsky  | Armand           | Wednesday 3:00:00 PM  | Kona       | SPS-3 |
| Gill      | Gurdiljot        | Wednesday 8:00:00 AM  | Kipu       | EDU-1 |
| Gill      | Gurdiljot        | Thursday 1:00:00 PM   | Kipu       | EDU-2 |
| Gilliard  | Debbie           | Wednesday 8:00:00 AM  | Kona       | MKT-1 |
| Gilliard  | Debbie           | Wednesday 3:00:00 PM  | Ko'olau    | MEO-2 |
| Gilliard  | Debbie           | Thursday 10:00:00 AM  | Nawiliwili | BES-2 |
| GIRARD    | Caroline         | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| Giroux    | Marilyn          | Thursday 10:00:00 AM  | Ko'olau    | MKT-4 |
| Gnanlet   | Adelina          | Thursday 1:00:00 PM   | Ha'iku     | OLS-3 |
| GOPALAN   | NEENA            | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| Graham    | Carol            | Thursday 8:00:00 AM   | Kona       | ACC-2 |
| Griffis   | Stanley          | Friday 8:00:00 AM     | Ha'iku     | OLS-5 |
| Grimshaw  | Mike             | Friday 8:00:00 AM     | Kipu       | EDU-4 |
| Gupta     | Pia              | Wednesday 3:00:00 PM  | Halele'a   | FIN-4 |
| Haddad    | Kamal            | Thursday 3:00:00 PM   | Kona       | ACC-4 |
| Halati    | Abolhassan       | Friday 8:00:00 AM     | Halele'a   | SUS-2 |
| Hall Jr.  | Owen             | Wednesday 10:00:00 AM | Niumalu    | MSQ-2 |
| Hall Jr.  | Owen             | Thursday 10:00:00 AM  | Halele'a   | MIS-1 |
| Hamidi    | Maryam           | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |
| Hamidi    | Maryam           | Wednesday 10:00:00 AM | Niumalu    | MSQ-2 |
| hanks     | robert           | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| Hartman   | Paul             | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| Hazen     | Benjamin         | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| Hazen     | Benjamin         | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| He        | Daoping (Steven) | Thursday 1:00:00 PM   | Kona       | ACC-3 |
| He        | HAIHONG          | Friday 10:00:00 AM    | Kona       | ACC-6 |
| He        | Yuanjie          | Friday 8:00:00 AM     | Halele'a   | SUS-2 |
| He        | Yuanjie          | Friday 10:00:00 AM    | Halele'a   | SUS-3 |
| Hegde     | Vishwanath       | Thursday 1:00:00 PM   | Ha'iku     | OLS-3 |
| Heiat     | Abbas            | Thursday 3:00:00 PM   | Nawiliwili | BAD-3 |
| Heiat     | Nafisseh         | Thursday 3:00:00 PM   | Nawiliwili | BAD-3 |
| Henthorne | Tony             | Wednesday 10:00:00 AM | Ko'olau    | HOS-1 |
| Henthorne | Tony             | Thursday 10:00:00 AM  | Ko'olau    | MKT-4 |
| Hester    | Michael          | Thursday 1:00:00 PM   | Ha'iku     | OLS-3 |
| Hill      | Ray              | Wednesday 8:00:00 AM  | Niumalu    | MIL-1 |
| Hill      | Ray              | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |
| Hingle    | Ashish           | Friday 10:00:00 AM    | Nawiliwili | BAD-5 |
| Ho        | Shun-Ting        | Wednesday 1:00:00 PM  | Kipu       | IEC-2 |
| Hodson    | James            | Wednesday 10:00:00 AM | Halele'a   | FIN-2 |
| Hodson    | James            | Wednesday 3:00:00 PM  | Halele'a   | FIN-4 |
| Hoffman   | David            | Wednesday 8:00:00 AM  | Kona       | MKT-1 |
| Hoffman   | David            | Wednesday 3:00:00 PM  | Ko'olau    | MEO-2 |
| Hoffman   | David            | Friday 8:00:00 AM     | Ko'olau    | MEO-4 |
| Hong      | Jae-Dong         | Thursday 10:00:00 AM  | Ha'iku     | OLS-2 |
| Hong      | Jae-Dong         | Thursday 3:00:00 PM   | Ha'iku     | OLS-4 |
| Howard    | Jennifer         | Thursday 8:00:00 AM   | Kona       | ACC-2 |
| Hsieh     | Chieh-Hsin       | Wednesday 1:00:00 PM  | Kipu       | IEC-2 |

| Last Name   | First Name      |                      |            |       |
|-------------|-----------------|----------------------|------------|-------|
| Hsu         | Hui-Mei         | Thursday8:00:00 AM   | Kipu       | IEC-4 |
| Hsu         | Jack Shih-Chieh | Thursday8:00:00 AM   | Kipu       | IEC-4 |
| Hu          | Jing            | Friday8:00:00 AM     | Nawiliwili | BAD-4 |
| Hu          | Nan             | Wednesday3:00:00 PM  | Halele'a   | FIN-4 |
| Hu          | Shou-Ren        | Thursday3:00:00 PM   | Ha'iku     | OLS-4 |
| Hu          | Tao             | Thursday8:00:00 AM   | Kipu       | IEC-4 |
| Huang       | Albert          | Thursday8:00:00 AM   | Kipu       | IEC-4 |
| Huang       | Po-Chien        | Friday8:00:00 AM     | Halele'a   | SUS-2 |
| Huang       | Qiuping         | Wednesday3:00:00 PM  | Halele'a   | FIN-4 |
| Huang       | Tseng-Lung      | Wednesday10:00:00 AM | Kipu       | IEC-1 |
| Huang       | Xuan            | Thursday1:00:00 PM   | Kona       | ACC-3 |
| Hui         | Vince           | Wednesday1:00:00 PM  | Ko'olau    | HOS-2 |
| Hung        | Shin-Yuan       | Wednesday1:00:00 PM  | Kipu       | IEC-2 |
| Hung        | Shin-Yuan       | Thursday8:00:00 AM   | Kipu       | IEC-4 |
| Hur         | Mansik          | Wednesday1:00:00 PM  | Ha'iku     | M&S-2 |
| Hurt        | Robert          | Wednesday8:00:00 AM  | Ko'olau    | MEO-1 |
| Hurt        | Robert          | Thursday1:00:00 PM   | Kipu       | EDU-2 |
| Hwang       | Drew            | Thursday1:00:00 PM   | Halele'a   | MIS-2 |
| Hwang       | Drew            | Friday10:00:00 AM    | Nawiliwili | BAD-5 |
| Ignacio     | Marisa          | Thursday8:00:00 AM   | Ko'olau    | MKT-3 |
| In          | Joonhwan        | Thursday10:00:00 AM  | Ko'olau    | MKT-4 |
| Irvahn      | Jan             | Wednesday3:00:00 PM  | Niumalu    | SPS-2 |
| Iyengar     | Deepak          | Thursday3:00:00 PM   | Niumalu    | MSQ-1 |
| Iyer        | Vish            | Thursday8:00:00 AM   | Nawiliwili | BES-1 |
| Iyer        | Vish            | Thursday3:00:00 PM   | Kipu       | EDU-3 |
| Iyer        | Vish            | Friday10:00:00 AM    | Ko'olau    | MEO-5 |
| Jackowski   | Mick            | Thursday3:00:00 PM   | Kipu       | EDU-3 |
| Jacobs      | Aimee           | Friday8:00:00 AM     | Ha'iku     | OLS-5 |
| Jain        | Pankaj          | Wednesday8:00:00 AM  | Halele'a   | FIN-1 |
| JEONG       | KI YOUNG        | Thursday3:00:00 PM   | Ha'iku     | OLS-4 |
| Jia         | Xudong          | Wednesday8:00:00 AM  | Kipu       | EDU-1 |
| Jia         | Xudong          | Thursday1:00:00 PM   | Kipu       | EDU-2 |
| Jian        | Yu-Ru           | Wednesday3:00:00 PM  | Kipu       | IEC-3 |
| Johnson     | Debra           | Friday8:00:00 AM     | Kona       | ACC-5 |
| Johnson     | RICHARD         | Friday10:00:00 AM    | Kipu       | EDU-5 |
| Jones       | Isaac           | Wednesday3:00:00 PM  | Niumalu    | SPS-2 |
| Joo         | Seong-Jong      | Wednesday1:00:00 PM  | Nawiliwili | PPA-1 |
| Joo         | Seong-Jong      | Thursday3:00:00 PM   | Niumalu    | MSQ-1 |
| Joo         | Seong-Jong      | Thursday3:00:00 PM   | Niumalu    | MSQ-1 |
| Kanich      | Chris           | Thursday1:00:00 PM   | Nawiliwili | BAD-2 |
| Kantor      | Paul            | Wednesday3:00:00 PM  | Niumalu    | SPS-2 |
| Kantor      | Paul            | Wednesday3:00:00 PM  | Niumalu    | SPS-2 |
| Kao         | Dennis          | Wednesday3:00:00 PM  | Nawiliwili | PPA-2 |
| Katzenstein | Jim             | Wednesday1:00:00 PM  | Nawiliwili | PPA-1 |
| Kelley      | Jameson         | Wednesday8:00:00 AM  | Nawiliwili | BAD-1 |
| Keyani      | Sean            | Wednesday8:00:00 AM  | Kona       | MKT-1 |
| Keyani      | Sean            | Thursday3:00:00 PM   | Ko'olau    | MKT-5 |
| Kiesler     | Tina            | Thursday8:00:00 AM   | Ko'olau    | MKT-3 |
| Kim         | Eun Joo         | Thursday10:00:00 AM  | Ko'olau    | MKT-4 |
| Kiss        | Victor          | Thursday3:00:00 PM   | Halele'a   | SUS-1 |
| Ko          | Ken             | Wednesday10:00:00 AM | Niumalu    | MSQ-2 |

| Last Name | First Name  |                       |            |       |
|-----------|-------------|-----------------------|------------|-------|
| Kong      | Xinrong     | Thursday 1:00:00 PM   | Ha'iku     | OLS-3 |
| Kononova  | Anastasia   | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| Kridel    | Donald      | Thursday 1:00:00 PM   | Nawiliwili | BAD-2 |
| krishnan  | krishna     | Wednesday 3:00:00 PM  | Ha'iku     | M&S-3 |
| krishnan  | Sudha       | Thursday 1:00:00 PM   | Kona       | ACC-3 |
| Krogh     | Erik        | Thursday 10:00:00 AM  | Halele'a   | MIS-1 |
| Krush     | Michael     | Thursday 8:00:00 AM   | Ko'olau    | MKT-3 |
| Kuang     | Wenyi       | Friday 8:00:00 AM     | Ha'iku     | OLS-5 |
| Kubik     | Christopher | Wednesday 1:00:00 PM  | Halele'a   | FIN-3 |
| Kulikov   | Elena       | Wednesday 3:00:00 PM  | Nawiliwili | PPA-2 |
| Kumar     | Rita        | Thursday 1:00:00 PM   | Kipu       | EDU-2 |
| Kuo       | Chao-Jung   | Thursday 8:00:00 AM   | Kipu       | IEC-4 |
| Lai       | Lei         | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| Lang      | Thomas      | Wednesday 3:00:00 PM  | Ha'iku     | M&S-3 |
| Lau       | Sim Kim     | Thursday 10:00:00 AM  | Halele'a   | MIS-1 |
| Lau       | Sim Kim     | Thursday 3:00:00 PM   | Kipu       | EDU-3 |
| Le        | steven      | Wednesday 10:00:00 AM | Halele'a   | FIN-2 |
| Lee       | Joonhee     | Wednesday 3:00:00 PM  | Niumalu    | SPS-2 |
| Lee       | Seung Jun   | Thursday 10:00:00 AM  | Ko'olau    | MKT-4 |
| Lee       | Yong Joo    | Thursday 3:00:00 PM   | Niumalu    | MSQ-1 |
| Lee       | Yong Joo    | Thursday 3:00:00 PM   | Niumalu    | MSQ-1 |
| Lee       | Yong Joo    | Friday 10:00:00 AM    | Niumalu    | MSQ-3 |
| Lee       | Yong Joo    | Friday 10:00:00 AM    | Niumalu    | MSQ-3 |
| Lee       | Yoojin      | Thursday 8:00:00 AM   | Kona       | ACC-2 |
| Lee       | Youngsu     | Thursday 10:00:00 AM  | Ko'olau    | MKT-4 |
| Lessin    | Aaron       | Thursday 8:00:00 AM   | Niumalu    | MIL-2 |
| LI        | Eldon Y.    | Wednesday 3:00:00 PM  | Kipu       | IEC-3 |
| LI        | Jl          | Friday 10:00:00 AM    | Kona       | ACC-6 |
| LI        | Jingyun     | Wednesday 10:00:00 AM | Kipu       | IEC-1 |
| LI        | kunpeng     | Friday 8:00:00 AM     | Halele'a   | SUS-2 |
| LI        | Peigong     | Thursday 10:00:00 AM  | Nawiliwili | BES-2 |
| LI        | Pengtao     | Wednesday 10:00:00 AM | Kipu       | IEC-1 |
| LI        | Yang        | Friday 8:00:00 AM     | Halele'a   | SUS-2 |
| Liang     | Rong-Da     | Wednesday 1:00:00 PM  | Ko'olau    | HOS-2 |
| Lin       | Ingrid      | Wednesday 1:00:00 PM  | Ko'olau    | HOS-2 |
| Lin       | Ping        | Thursday 1:00:00 PM   | Kona       | ACC-3 |
| Lin       | Ping        | Thursday 1:00:00 PM   | Kona       | ACC-3 |
| Lin       | Tzuoo-Ding  | Friday 10:00:00 AM    | Halele'a   | SUS-3 |
| Lipman    | Francine    | Wednesday 10:00:00 AM | Kona       | ACC-1 |
| Lipman    | Francine    | Thursday 3:00:00 PM   | Kona       | ACC-4 |
| Little    | Zach        | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |
| Liu       | Chang       | Wednesday 8:00:00 AM  | Halele'a   | FIN-1 |
| Liu       | David       | Thursday 8:00:00 AM   | Kipu       | IEC-4 |
| Louie     | Therese     | Thursday 8:00:00 AM   | Ko'olau    | MKT-3 |
| Lu        | Yan         | Wednesday 1:00:00 PM  | Kipu       | IEC-2 |
| Lu        | Yu-Yu       | Wednesday 10:00:00 AM | Kipu       | IEC-1 |
| Lunday    | Brian       | Thursday 8:00:00 AM   | Niumalu    | MIL-2 |
| Lunday    | Brian       | Thursday 1:00:00 PM   | Niumalu    | MIL-3 |
| Luo       | Wenhong     | Thursday 1:00:00 PM   | Halele'a   | MIS-2 |
| Luthans   | Brett       | Wednesday 8:00:00 AM  | Ko'olau    | MEO-1 |
| Luthans   | Fred        | Thursday 1:00:00 PM   | Ko'olau    | MEO-3 |

| Last Name    | First Name  |                      |            |       |
|--------------|-------------|----------------------|------------|-------|
| Luthans      | Kyle        | Wednesday8:00:00 AM  | Ko'olau    | MEO-1 |
| Lynch        | Kristen     | Thursday3:00:00 PM   | Ko'olau    | MKT-5 |
| Ma           | Zhongming   | Friday8:00:00 AM     | Nawiliwili | BAD-4 |
| Macaulay     | Craig       | Thursday3:00:00 PM   | Halele'a   | SUS-1 |
| Mahesh       | Sathiadev   | Thursday3:00:00 PM   | Nawiliwili | BAD-3 |
| Mahoney      | Christine   | Thursday1:00:00 PM   | Ko'olau    | MEO-3 |
| Maples       | Tracy       | Wednesday3:00:00 PM  | Kipu       | IEC-3 |
| Marano       | Gina        | Wednesday10:00:00 AM | Ko'olau    | HOS-1 |
| Martinez     | Jose        | Wednesday1:00:00 PM  | Nawiliwili | PPA-1 |
| Martinez     | Rutilio     | Thursday3:00:00 PM   | Kipu       | EDU-3 |
| Martinez     | Rutilio     | Friday10:00:00 AM    | Ko'olau    | MEO-5 |
| Matsui       | Yoshiki     | Thursday10:00:00 AM  | Ha'iku     | OLS-2 |
| Matsumoto    | Akiio       | Wednesday10:00:00 AM | Niumalu    | MSQ-2 |
| McAlister    | Anna        | Thursday3:00:00 PM   | Ko'olau    | MKT-5 |
| McDermott    | Christopher | Friday8:00:00 AM     | Ko'olau    | MEO-4 |
| McDermott    | Margaret    | Friday8:00:00 AM     | Ko'olau    | MEO-4 |
| McLaughlin   | Eric        | Friday10:00:00 AM    | Kipu       | EDU-5 |
| Mefford      | Robert      | Thursday8:00:00 AM   | Halele'a   | FIN-5 |
| Miele        | Jennifer    | Thursday8:00:00 AM   | Halele'a   | FIN-5 |
| Mirzaei      | shokoufeh   | Wednesday3:00:00 PM  | Ha'iku     | M&S-3 |
| Mishra       | Suchismita  | Wednesday8:00:00 AM  | Halele'a   | FIN-1 |
| Misra        | Kaustav     | Thursday1:00:00 PM   | Ha'iku     | OLS-3 |
| Mobasheri    | Nasim       | Thursday1:00:00 PM   | Nawiliwili | BAD-2 |
| Morgan       | Barbara     | Wednesday1:00:00 PM  | Kona       | MKT-2 |
| Moshirvaziri | Khosrow     | Wednesday3:00:00 PM  | Ha'iku     | M&S-3 |
| Mundel       | Juan        | Thursday3:00:00 PM   | Ko'olau    | MKT-5 |
| Murray       | Noel        | Thursday3:00:00 PM   | Ko'olau    | MKT-5 |
| Namin        | Aidin       | Wednesday8:00:00 AM  | Ha'iku     | M&S-1 |
| Namireddy    | Yashwanth   | Friday10:00:00 AM    | Niumalu    | MSQ-3 |
| NEDELTCHEVA  | Galia       | Friday10:00:00 AM    | Ha'iku     | OLS-6 |
| Nelson       | Christie    | Wednesday3:00:00 PM  | Niumalu    | SPS-2 |
| Neuert       | Angelika    | Wednesday10:00:00 AM | Niumalu    | MSQ-2 |
| Neuert       | Angelika    | Wednesday10:00:00 AM | Niumalu    | MSQ-2 |
| Neuert       | Josef       | Wednesday10:00:00 AM | Niumalu    | MSQ-2 |
| Neuert       | Josef       | Wednesday10:00:00 AM | Niumalu    | MSQ-2 |
| Newton       | Sandra      | Wednesday3:00:00 PM  | Kona       | SPS-3 |
| Nguyen       | Minh        | Thursday10:00:00 AM  | Ha'iku     | OLS-2 |
| Nguyen       | Nikkie      | Wednesday3:00:00 PM  | Nawiliwili | PPA-2 |
| Nguyen       | Vinh Huy    | Wednesday8:00:00 AM  | Halele'a   | FIN-1 |
| Nikandish    | Naser       | Thursday3:00:00 PM   | Ha'iku     | OLS-4 |
| Nilakantan   | Rahul       | Thursday3:00:00 PM   | Niumalu    | MSQ-1 |
| Norman       | Thomas      | Thursday10:00:00 AM  | Kipu       | SPS-5 |
| Norman       | Thomas      | Thursday10:00:00 AM  | Kipu       | SPS-5 |
| Norman       | Thomas      | Thursday10:00:00 AM  | Kipu       | SPS-5 |
| Norman       | Thomas      | Friday10:00:00 AM    | Ko'olau    | MEO-5 |
| Obaze        | Yolanda     | Wednesday1:00:00 PM  | Kona       | MKT-2 |
| Obaze        | Yolanda     | Thursday8:00:00 AM   | Ha'iku     | OLS-1 |
| Oestreich    | Nathan      | Wednesday10:00:00 AM | Kona       | ACC-1 |
| Oestreich    | Nathan      | Thursday3:00:00 PM   | Kona       | ACC-4 |
| Oestreich    | Nathan      | Thursday3:00:00 PM   | Kona       | ACC-4 |
| Ogden        | Jeffrey     | Thursday1:00:00 PM   | Niumalu    | MIL-3 |



| Last Name        | First Name       |                       |            |       |
|------------------|------------------|-----------------------|------------|-------|
| Ogden            | Jeffrey          | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| Ortiz            | Samantha         | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| Ouyang           | Wenjing          | Wednesday 8:00:00 AM  | Halele'a   | FIN-1 |
| Overstreet       | Robert           | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| PAK              | HONG             | Thursday 8:00:00 AM   | Kona       | ACC-2 |
| Palladini        | Marie            | Wednesday 3:00:00 PM  | Nawiliwili | PPA-2 |
| Pan              | Jeh-Nan          | Thursday 3:00:00 PM   | Niumalu    | MSQ-1 |
| Pant             | Gautam           | Friday 8:00:00 AM     | Nawiliwili | BAD-4 |
| Parast           | Mahour           | Friday 8:00:00 AM     | Ha'iku     | OLS-5 |
| Parast           | Mahour           | Friday 10:00:00 AM    | Kipu       | EDU-5 |
| Parzinger        | Monica           | Wednesday 8:00:00 AM  | Nawiliwili | BAD-1 |
| Patino           | Anthony          | Thursday 10:00:00 AM  | Ko'olau    | MKT-4 |
| PENDEGRAFT       | NORMAN           | Wednesday 3:00:00 PM  | Ha'iku     | M&S-3 |
| PENDEGRAFT       | NORMAN           | Wednesday 3:00:00 PM  | Kona       | SPS-3 |
| Pettit-O'Malley  | Kathy            | Thursday 3:00:00 PM   | Kipu       | EDU-3 |
| Phan             | Anh              | Thursday 10:00:00 AM  | Ha'iku     | OLS-2 |
| Phengpis         | Chanwit          | Wednesday 10:00:00 AM | Halele'a   | FIN-2 |
| Podder           | Mohua            | Thursday 1:00:00 PM   | Nawiliwili | BAD-2 |
| pons             | frank            | Thursday 10:00:00 AM  | Ko'olau    | MKT-4 |
| pons             | frank            | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| Prager           | Fynnwin          | Wednesday 1:00:00 PM  | Nawiliwili | PPA-1 |
| Pramudianto      | Ferry            | Wednesday 8:00:00 AM  | Kipu       | EDU-1 |
| Preiser-Houy     | Lara             | Friday 10:00:00 AM    | Kipu       | EDU-5 |
| Price            | Willard          | Friday 10:00:00 AM    | Nawiliwili | BAD-5 |
| Prombutr         | Wikrom           | Wednesday 10:00:00 AM | Halele'a   | FIN-2 |
| Quilliam         | Elizabeth        | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| Quilliam         | Elizabeth        | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| Raab             | Carola           | Thursday 10:00:00 AM  | Kipu       | SPS-5 |
| Raafa            | Feraidoon (Fred) | Wednesday 8:00:00 AM  | Kona       | MKT-1 |
| Raafa            | Feraidoon (Fred) | Wednesday 3:00:00 PM  | Kona       | SPS-3 |
| Rahimikelarijani | Behnam           | Wednesday 10:00:00 AM | Niumalu    | MSQ-2 |
| Rajan            | Balaraman        | Thursday 1:00:00 PM   | Ha'iku     | OLS-3 |
| Ranly            | Neil             | Thursday 3:00:00 PM   | Niumalu    | MSQ-1 |
| Ratchford        | Brian            | Wednesday 8:00:00 AM  | Ha'iku     | M&S-1 |
| Ratchford        | Brian            | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| Rattleff         | Lara             | Wednesday 3:00:00 PM  | Nawiliwili | PPA-2 |
| Reddy            | Surender         | Friday 10:00:00 AM    | Ha'iku     | OLS-6 |
| Ren              | Fangshu          | Thursday 10:00:00 AM  | Nawiliwili | BES-2 |
| Rhodes           | Rhonda           | Friday 10:00:00 AM    | Kipu       | EDU-5 |
| Richards         | Jef              | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| Richards         | Jef              | Thursday 3:00:00 PM   | Ko'olau    | MKT-5 |
| Richey           | Glenn            | Friday 10:00:00 AM    | Ha'iku     | OLS-6 |
| Roberts          | Fred             | Wednesday 3:00:00 PM  | Niumalu    | SPS-2 |
| Roberts          | Helen            | Wednesday 3:00:00 PM  | Niumalu    | SPS-2 |
| Roberts          | Matthew          | Friday 10:00:00 AM    | Ko'olau    | MEO-5 |
| Roley            | Vance            | Thursday 10:00:00 AM  | Kona       | SPS-4 |
| Rolland          | Erik             | Thursday 10:00:00 AM  | Kona       | SPS-4 |
| Rounds           | Mark             | Wednesday 3:00:00 PM  | Kona       | SPS-3 |
| Safizadeh        | Mehran           | Wednesday 1:00:00 PM  | Kona       | MKT-2 |
| Safizadeh        | Mehran           | Wednesday 1:00:00 PM  | Kona       | MKT-2 |
| Safizadeh        | Mehran           | Thursday 8:00:00 AM   | Ha'iku     | OLS-1 |

| Last Name            | First Name    |                      |            |       |
|----------------------|---------------|----------------------|------------|-------|
| Sage                 | Judith        | Friday8:00:00 AM     | Kona       | ACC-5 |
| Sage                 | Lloyd         | Friday8:00:00 AM     | Kona       | ACC-5 |
| Saghafi              | Massoud       | Wednesday3:00:00 PM  | Kona       | SPS-3 |
| Salehan              | Mohammad      | Friday8:00:00 AM     | Nawiliwili | BAD-4 |
| salem.boumediene@msu | Salem         | Thursday1:00:00 PM   | Kona       | ACC-3 |
| Sallee               | Larry         | Thursday8:00:00 AM   | Kipu       | IEC-4 |
| Salvador             | Rommel        | Thursday1:00:00 PM   | Ko'olau    | MEO-3 |
| Samonas              | Spyridon      | Thursday10:00:00 AM  | Halele'a   | MIS-1 |
| samson               | danny         | Thursday8:00:00 AM   | Ha'iku     | OLS-1 |
| Sankaran             | Siva          | Wednesday8:00:00 AM  | Ko'olau    | MEO-1 |
| Sarfaraz             | Ahmad         | Thursday3:00:00 PM   | Ko'olau    | MKT-5 |
| Sathianathan         | Dhushy        | Thursday10:00:00 AM  | Kona       | SPS-4 |
| Sathianathan         | Dhushy        | Friday8:00:00 AM     | Nawiliwili | BAD-4 |
| Sayre                | Todd          | Thursday8:00:00 AM   | Kona       | ACC-2 |
| Schmelzle            | Ulrich        | Wednesday3:00:00 PM  | Ko'olau    | MEO-2 |
| Schofield            | April         | Thursday3:00:00 PM   | Kipu       | EDU-3 |
| Schroeder            | Scott         | Thursday10:00:00 AM  | Kona       | SPS-4 |
| Schumann             | Paul          | Thursday1:00:00 PM   | Ko'olau    | MEO-3 |
| Sciglimpaglia        | Don           | Wednesday8:00:00 AM  | Kona       | MKT-1 |
| SEQUEIRA             | JOHN          | Wednesday1:00:00 PM  | Halele'a   | FIN-3 |
| Shen                 | Shouqin       | Wednesday3:00:00 PM  | Ko'olau    | MEO-2 |
| Shen                 | Tsai-Shan     | Thursday8:00:00 AM   | Ha'iku     | OLS-1 |
| Sherwood             | Scott         | Thursday3:00:00 PM   | Kipu       | EDU-3 |
| Shi                  | Hui           | Thursday1:00:00 PM   | Halele'a   | MIS-2 |
| Shi                  | Hui           | Friday10:00:00 AM    | Nawiliwili | BAD-5 |
| Shi                  | Min           | Friday8:00:00 AM     | Ha'iku     | OLS-5 |
| Shi                  | Xiutian       | Friday10:00:00 AM    | Halele'a   | SUS-3 |
| Shulga               | Lenna         | Wednesday10:00:00 AM | Ko'olau    | HOS-1 |
| Simmonds             | Daphne        | Friday8:00:00 AM     | Ko'olau    | MEO-4 |
| Sinha                | Praveen       | Friday10:00:00 AM    | Kona       | ACC-6 |
| Sisodiya             | Sanjay        | Thursday3:00:00 PM   | Kipu       | EDU-3 |
| Smith                | Christopher   | Wednesday8:00:00 AM  | Niumalu    | MIL-1 |
| Smith                | jeffrey       | Wednesday1:00:00 PM  | Nawiliwili | PPA-1 |
| Smith                | Kevin         | Friday8:00:00 AM     | Kona       | ACC-5 |
| Smith                | Lynn          | Friday8:00:00 AM     | Kona       | ACC-5 |
| Smith                | Lynn          | Friday8:00:00 AM     | Kona       | ACC-5 |
| Smith                | Sheldon       | Wednesday10:00:00 AM | Kona       | ACC-1 |
| Smith                | Sheldon       | Thursday3:00:00 PM   | Kona       | ACC-4 |
| Smith                | Sheldon       | Thursday3:00:00 PM   | Kona       | ACC-4 |
| Smith                | Sheldon       | Friday8:00:00 AM     | Kona       | ACC-5 |
| Smith                | Sheldon       | Friday8:00:00 AM     | Kona       | ACC-5 |
| Snyder               | Don           | Wednesday3:00:00 PM  | Ha'iku     | M&S-3 |
| Snyman               | Johannes      | Thursday10:00:00 AM  | Nawiliwili | BES-2 |
| Solt                 | Michael       | Thursday10:00:00 AM  | Kona       | SPS-4 |
| Soltwisch            | Brandon       | Thursday8:00:00 AM   | Nawiliwili | BES-1 |
| Soltwisch            | Brandon       | Thursday3:00:00 PM   | Kipu       | EDU-3 |
| Song                 | Da            | Thursday10:00:00 AM  | Nawiliwili | BES-2 |
| Song                 | Ju Myung (JM) | Friday10:00:00 AM    | Ha'iku     | OLS-6 |
| Song                 | Reo           | Wednesday8:00:00 AM  | Nawiliwili | BAD-1 |
| Song                 | Yang          | Wednesday8:00:00 AM  | Kipu       | EDU-1 |
| Steeneck             | Daniel        | Thursday1:00:00 PM   | Niumalu    | MIL-3 |

| Last Name     | First Name  |                      |            |       |
|---------------|-------------|----------------------|------------|-------|
| Stewart       | David       | Wednesday8:00:00 AM  | Ha'iku     | M&S-1 |
| Stock         | Gregory     | Friday8:00:00 AM     | Ko'olau    | MEO-4 |
| Stone         | Brian       | Wednesday8:00:00 AM  | Ha'iku     | M&S-1 |
| Stratemeyer   | Andreas     | Wednesday1:00:00 PM  | Kona       | MKT-2 |
| sun           | libo        | Thursday8:00:00 AM   | Halele'a   | FIN-5 |
| Sutton        | Cindy       | Friday8:00:00 AM     | Ko'olau    | MEO-4 |
| Swain         | Ajaya       | Wednesday8:00:00 AM  | Nawiliwili | BAD-1 |
| Swain         | Ajaya       | Thursday8:00:00 AM   | Nawiliwili | BES-1 |
| Swanson       | David       | Friday10:00:00 AM    | Ha'iku     | OLS-6 |
| Szidarovszky  | Ferenc      | Wednesday8:00:00 AM  | Ha'iku     | M&S-1 |
| Szidarovszky  | Ferenc      | Wednesday10:00:00 AM | Niumalu    | MSQ-2 |
| Szidarovszky  | Ferenc      | Wednesday10:00:00 AM | Niumalu    | MSQ-2 |
| Tanai         | Yertai      | Friday8:00:00 AM     | Ha'iku     | OLS-5 |
| Tang          | Jason       | Thursday10:00:00 AM  | Kipu       | SPS-5 |
| Tang          | Kimmie      | Wednesday3:00:00 PM  | Nawiliwili | PPA-2 |
| Tarn          | Mike        | Wednesday1:00:00 PM  | Kipu       | IEC-2 |
| Tate          | Wendy       | Wednesday3:00:00 PM  | Ko'olau    | MEO-2 |
| Tay           | Nicholas    | Thursday8:00:00 AM   | Halele'a   | FIN-5 |
| THOMPSON      | KELLY       | Wednesday1:00:00 PM  | Ko'olau    | HOS-2 |
| TIAN          | SHAONAN     | Friday8:00:00 AM     | Nawiliwili | BAD-4 |
| Tien          | Chun-Yu     | Wednesday1:00:00 PM  | Kipu       | IEC-2 |
| Tinapple      | David       | Wednesday8:00:00 AM  | Kipu       | EDU-1 |
| Trainor       | Kevin       | Thursday8:00:00 AM   | Ko'olau    | MKT-3 |
| Tsai          | Min-Jen     | Thursday8:00:00 AM   | Nawiliwili | BES-1 |
| Tsai          | Min-Jen     | Thursday8:00:00 AM   | Kipu       | IEC-4 |
| Tsai          | Yi-An       | Friday8:00:00 AM     | Halele'a   | SUS-2 |
| Tseng         | Ling-Chia   | Friday10:00:00 AM    | Halele'a   | SUS-3 |
| Tucholski     | Heidi       | Thursday3:00:00 PM   | Niumalu    | MSQ-1 |
| Tung          | Ko-Hui      | Friday8:00:00 AM     | Ko'olau    | MEO-4 |
| Ugray         | Zsolt       | Wednesday8:00:00 AM  | Nawiliwili | BAD-1 |
| Urbanski      | John        | Wednesday8:00:00 AM  | Ko'olau    | MEO-1 |
| Valerio       | Camille Kae | Thursday8:00:00 AM   | Ko'olau    | MKT-3 |
| Venkateswaran | Venkat      | Thursday8:00:00 AM   | Ha'iku     | OLS-1 |
| Walker        | Kristen     | Wednesday8:00:00 AM  | Kona       | MKT-1 |
| Walker        | Kristen     | Thursday8:00:00 AM   | Ko'olau    | MKT-3 |
| Walker        | Kristen     | Thursday3:00:00 PM   | Ko'olau    | MKT-5 |
| Wang          | Lihua       | Wednesday3:00:00 PM  | Ko'olau    | MEO-2 |
| Wang          | Ming        | Wednesday3:00:00 PM  | Kona       | SPS-3 |
| Wang          | Wen-Hsin    | Wednesday3:00:00 PM  | Kipu       | IEC-3 |
| Wang          | Ying        | Thursday3:00:00 PM   | Kona       | ACC-4 |
| Wang          | Ying        | Friday8:00:00 AM     | Kona       | ACC-5 |
| Warwick       | Jacquelyn   | Thursday8:00:00 AM   | Ko'olau    | MKT-3 |
| Washburn      | Mark        | Thursday3:00:00 PM   | Halele'a   | SUS-1 |
| Waterworth    | Angela      | Wednesday3:00:00 PM  | Niumalu    | SPS-2 |
| Wei           | Jerry       | Wednesday3:00:00 PM  | Halele'a   | FIN-4 |
| Weir          | Jeff        | Wednesday8:00:00 AM  | Ha'iku     | M&S-1 |
| Weir          | Jeff        | Thursday1:00:00 PM   | Niumalu    | MIL-3 |
| Weir          | Jeff        | Thursday3:00:00 PM   | Niumalu    | MSQ-1 |
| Welch         | Orion       | Wednesday8:00:00 AM  | Nawiliwili | BAD-1 |
| West          | Jean        | Wednesday1:00:00 PM  | Kona       | MKT-2 |
| West          | Jean        | Friday10:00:00 AM    | Kipu       | EDU-5 |

| Last Name    | First Name |                       |            |       |
|--------------|------------|-----------------------|------------|-------|
| Wie          | Seunghee   | Wednesday 1:00:00 PM  | Ko'olau    | HOS-2 |
| Williamson   | James      | Wednesday 10:00:00 AM | Kona       | ACC-1 |
| Williamson   | James      | Thursday 3:00:00 PM   | Kona       | ACC-4 |
| Williamson   | James      | Thursday 3:00:00 PM   | Kona       | ACC-4 |
| Williamson   | James      | Thursday 3:00:00 PM   | Kona       | ACC-4 |
| Winsor       | Robert     | Thursday 10:00:00 AM  | Ko'olau    | MKT-4 |
| Wong         | Christy    | Thursday 3:00:00 PM   | Nawiliwili | BAD-3 |
| Wong         | Wang-chan  | Thursday 3:00:00 PM   | Nawiliwili | BAD-3 |
| Woschank     | Manuel     | Wednesday 10:00:00 AM | Niumalu    | MSQ-2 |
| Woschank     | Manuel     | Wednesday 10:00:00 AM | Niumalu    | MSQ-2 |
| Wu           | Di         | Friday 10:00:00 AM    | Kona       | ACC-6 |
| Wu           | Yi-Ting    | Thursday 3:00:00 PM   | Ha'iku     | OLS-4 |
| Xia          | Jingjing   | Friday 10:00:00 AM    | Kona       | ACC-6 |
| Xu           | Jianping   | Wednesday 3:00:00 PM  | Ko'olau    | MEO-2 |
| Xu           | Qingrui    | Wednesday 3:00:00 PM  | Ko'olau    | MEO-2 |
| Xu           | Qingrui    | Friday 8:00:00 AM     | Ko'olau    | MEO-4 |
| Xu           | Xun        | Friday 10:00:00 AM    | Halele'a   | SUS-3 |
| Yang         | Hui-Wen    | Thursday 10:00:00 AM  | Kipu       | SPS-5 |
| Yang         | Jie        | Thursday 1:00:00 PM   | Ha'iku     | OLS-3 |
| Yang         | Yeongling  | Thursday 3:00:00 PM   | Halele'a   | SUS-1 |
| Yang         | Zheng      | Wednesday 3:00:00 PM  | Nawiliwili | PPA-2 |
| Yazdanparast | Atefeh     | Wednesday 1:00:00 PM  | Kona       | MKT-2 |
| Yazdanparast | Atefeh     | Thursday 8:00:00 AM   | Ha'iku     | OLS-1 |
| Ye           | Richard    | Thursday 8:00:00 AM   | Kipu       | IEC-4 |
| Yeh          | Tzu-l      | Wednesday 10:00:00 AM | Kipu       | IEC-1 |
| Yen          | David      | Thursday 8:00:00 AM   | Kipu       | IEC-4 |
| Yen          | YI-MIIN    | Friday 10:00:00 AM    | Kona       | ACC-6 |
| Yoho         | Keenan     | Wednesday 8:00:00 AM  | Niumalu    | MIL-1 |
| Yu           | Wei        | Friday 8:00:00 AM     | Nawiliwili | BAD-4 |
| Yu           | Wei        | Friday 8:00:00 AM     | Ha'iku     | OLS-5 |
| Zank         | Gail       | Thursday 8:00:00 AM   | Ko'olau    | MKT-3 |
| Zeng         | Shuo       | Friday 8:00:00 AM     | Halele'a   | SUS-2 |
| Zeng         | Shuo       | Friday 10:00:00 AM    | Halele'a   | SUS-3 |
| Zhang        | Jing       | Thursday 1:00:00 PM   | Kona       | ACC-3 |
| Zhang        | Jingjing   | Friday 10:00:00 AM    | Kona       | ACC-6 |
| Zhang        | Jun        | Wednesday 3:00:00 PM  | Ko'olau    | MEO-2 |
| Zhang        | Junrui     | Wednesday 3:00:00 PM  | Halele'a   | FIN-4 |
| Zhang        | Ruidong    | Wednesday 1:00:00 PM  | Kipu       | IEC-2 |
| Zhang        | Ruidong    | Thursday 8:00:00 AM   | Kipu       | IEC-4 |
| Zhang        | Sanjian    | Thursday 1:00:00 PM   | Kona       | ACC-3 |
| Zhang        | Sanjian    | Friday 10:00:00 AM    | Kona       | ACC-6 |
| Zhang        | Sonya      | Friday 8:00:00 AM     | Nawiliwili | BAD-4 |
| Zhang        | Sonya      | Friday 10:00:00 AM    | Nawiliwili | BAD-5 |
| Zhang        | Yue (Jeff) | Thursday 8:00:00 AM   | Kipu       | IEC-4 |
| Zhao         | Xiande     | Wednesday 3:00:00 PM  | Halele'a   | FIN-4 |
| Zhou         | Zhong-guo  | Wednesday 8:00:00 AM  | Halele'a   | FIN-1 |
| zhu          | Lu         | Wednesday 3:00:00 PM  | Halele'a   | FIN-4 |
| zhu          | wenge      | Thursday 3:00:00 PM   | Halele'a   | SUS-1 |

## Session Chair Schedule (by Last Name)

### Session Chair Name

|                     |           |          |       |            |
|---------------------|-----------|----------|-------|------------|
| Yudhi Ahuja         | Friday    | 10:00 AM | BAD-5 | Nawiliwili |
| Saleem Alhabash     | Thursday  | 8:00 AM  | MKT-3 | Ko'olau    |
| Peter Ammermann     | Wednesday | 10:00 AM | FIN-2 | Halele'a   |
| Kevin Anderson      | Wednesday | 8:00 AM  | M&S-1 | Ha'iku     |
| Andrew Atkinson     | Wednesday | 8:00 AM  | MIL-1 | Niumalu    |
| David Bechtold      | Thursday  | 3:00 PM  | SUS-1 | Halele'a   |
| Salma Boumediene    | Thursday  | 1:00 PM  | ACC-3 | Kona       |
| Robert Brigantic    | Wednesday | 3:00 PM  | SPS-2 | Niumalu    |
| Scott Butterfield   | Thursday  | 8:00 AM  | ACC-2 | Kona       |
| Theodore Byrne      | Wednesday | 3:00 PM  | PPA-2 | Nawiliwili |
| Cenk Caliskan       | Thursday  | 3:00 PM  | MSQ-1 | Niumalu    |
| Samrat Chatterjee   | Wednesday | 1:00 PM  | SPS-1 | Niumalu    |
| K.C. Chen           | Wednesday | 1:00 PM  | FIN-3 | Halele'a   |
| Yi-Su Chen          | Thursday  | 8:00 AM  | OLS-1 | Ha'iku     |
| Eddine Dahel        | Thursday  | 8:00 AM  | MIL-2 | Niumalu    |
| John Davies         | Wednesday | 3:00 PM  | SPS-3 | Kona       |
| Honghui Deng        | Thursday  | 1:00 PM  | MIS-2 | Halele'a   |
| Saeideh Fallah-Fini | Wednesday | 3:00 PM  | M&S-3 | Ha'iku     |
| Marilyn Fox         | Thursday  | 1:00 PM  | MEO-3 | Ko'olau    |
| Gary Gaukler        | Friday    | 10:00 AM | MSQ-3 | Niumalu    |
| Subhadip Ghosh      | Thursday  | 10:00 AM | BES-2 | Nawiliwili |
| Debbie Gilliard     | Wednesday | 3:00 PM  | MEO-2 | Ko'olau    |
| Pia Gupta           | Wednesday | 3:00 PM  | FIN-4 | Halele'a   |
| Yuanjie He          | Friday    | 10:00 AM | SUS-3 | Halele'a   |
| Vishwanath Hegde    | Thursday  | 1:00 PM  | OLS-3 | Ha'iku     |
| Nafisseh Heiat      | Thursday  | 3:00 PM  | BAD-3 | Nawiliwili |
| Albert Huang        | Thursday  | 8:00 AM  | IEC-4 | Kipu       |
| Shin-Yuan Hung      | Wednesday | 1:00 PM  | IEC-2 | Kipu       |
| Robert Hurt         | Thursday  | 1:00 PM  | EDU-2 | Kipu       |
| Vish Iyer           | Friday    | 10:00 AM | MEO-5 | Ko'olau    |
| Aimee Jacobs        | Friday    | 8:00 AM  | OLS-5 | Ha'iku     |
| Sean Keyani         | Wednesday | 8:00 AM  | MKT-1 | Kona       |
| Ken Ko              | Wednesday | 10:00 AM | MSQ-2 | Niumalu    |
| Anastasia Kononova  | Thursday  | 10:00 AM | MKT-4 | Ko'olau    |
| Donald Kridel       | Thursday  | 1:00 PM  | BAD-2 | Nawiliwili |
| Rita Kumar          | Wednesday | 8:00 AM  | EDU-1 | Kipu       |
| Eldon Y. Li         | Wednesday | 3:00 PM  | IEC-3 | Kipu       |
| kunpeng li          | Friday    | 8:00 AM  | SUS-2 | Halele'a   |
| Pengtao Li          | Wednesday | 10:00 AM | IEC-1 | Kipu       |
| Kyle Luthans        | Wednesday | 8:00 AM  | MEO-1 | Ko'olau    |
| Yoshiki Matsui      | Thursday  | 10:00 AM | OLS-2 | Ha'iku     |
| Eric McLaughlin     | Thursday  | 3:00 PM  | EDU-3 | Kipu       |
| Jennifer Miele      | Thursday  | 8:00 AM  | FIN-5 | Halele'a   |
| shokoufeh Mirzaei   | Wednesday | 1:00 PM  | M&S-2 | Ha'iku     |
| Galia NEDELTCHEVA   | Friday    | 10:00 AM | OLS-6 | Ha'iku     |
| Naser Nikandish     | Thursday  | 3:00 PM  | OLS-4 | Ha'iku     |
| frank pons          | Wednesday | 1:00 PM  | MKT-2 | Kona       |

Session Chair Name

|                   |           |          |       |            |
|-------------------|-----------|----------|-------|------------|
| Carola Raab       | Thursday  | 10:00 AM | SPS-5 | Kipu       |
| Fahimeh Rezayat   | Friday    | 8:00 AM  | ACC-5 | Kona       |
| Rhonda Rhodes     | Friday    | 10:00 AM | EDU-5 | Kipu       |
| Ulrich Schmelzle  | Friday    | 8:00 AM  | EDU-4 | Kipu       |
| Daphne Simmonds   | Friday    | 8:00 AM  | MEO-4 | Ko'olau    |
| Sheldon Smith     | Wednesday | 10:00 AM | ACC-1 | Kona       |
| Michael Solt      | Thursday  | 10:00 AM | SPS-4 | Kona       |
| Brandon Soltwisch | Thursday  | 8:00 AM  | BES-1 | Nawiliwili |
| Reo Song          | Wednesday | 8:00 AM  | BAD-1 | Nawiliwili |
| Melissa St. James | Thursday  | 3:00 PM  | ACC-4 | Kona       |
| Melissa St. James | Wednesday | 1:00 PM  | HOS-2 | Ko'olau    |
| Melissa St. James | Thursday  | 10:00 AM | MIS-1 | Halele'a   |
| betty vu          | Wednesday | 10:00 AM | HOS-1 | Ko'olau    |
| Jacquelyn Warwick | Thursday  | 3:00 PM  | MKT-5 | Ko'olau    |
| Jeff Weir         | Thursday  | 1:00 PM  | MIL-3 | Niumalu    |
| Wang-chan Wong    | Friday    | 10:00 AM | ACC-6 | Kona       |
| Chongqi Wu        | Friday    | 8:00 AM  | BAD-4 | Nawiliwili |
| Zheng Yang        | Wednesday | 1:00 PM  | PPA-1 | Nawiliwili |
| Zhong-guo Zhou    | Wednesday | 8:00 AM  | FIN-1 | Halele'a   |

# Program Schedule by Date and Time

## Wednesday, April 4, 2018

**Wednesday, April 4, 2018**

**8:00 AM - 9:40 AM**

**M&S-1 Modeling and Simulation III**

**Wednesday**

**8:00 AM**

**Ha'iku**

Chair: Kevin Anderson

Calif. State Polytechnic Univ. at Pomona

MODELING DRIVER BEHAVIOR AND LEARNING IN DILEMMA ZONE USING AN ADAPTIVE DRIVING SIMULATOR DESIGN (PAPER ID: 174)

Sahar Ghanipoor Machiani

San Diego State University

Montasir Abbas

Virginia Tech

Kaye Balfour-Kawasaki

San Diego State University

A RECOMMENDATION SYSTEM FOR FIRST-ORDER NOAB DESIGNS WITH MULTIPLE PERFORMANCE MEASURES (PAPER ID: 66)

Zach Little

Air Force Institute of Technology

Jeff Weir

Air Force Institute of Technology

Ray Hill

Air Force Institute of Technology

Brian Stone

Air Force Institute of Technology

Jason Freels

Air Force Institute of Technology

AN INVESTIGATION OF CONSUMER SEARCH AND CHOICE EFFICIENCY IN THE AUTOMOBILE INDUSTRY (PAPER ID: 125)

Aidin Namin

Loyola Marymount University

Brian Ratchford

The University of Texas at Dallas

David Stewart

Loyola Marymount University

INTERACTIVE DECISION MAKING MODELS FOR MARITIME FREIGHT CARRIERS (PAPER ID: 310)

Maryam Hamidi

Lamar University

Amir Gharehgozli

Texas A&M University

Ferenc Szidarovszky

University of Pecs

MODELING AND SIMULATION OF SOLAR ENERGY LEVELIZED COST OF ENERGY FOR A PRE-EXISTING BUILDING RETROFIT (PAPER ID: 5)

Kevin Anderson

Calif. State Polytechnic Univ. at Pomona

**FIN-1 Corporate Governance**

**Wednesday**

**8:00 AM**

**Halele'a**

Chair: Zhong-guo Zhou

California State University, Northridge

THE SYNERGY EFFECT OF CORPORATE SOCIAL RESPONSIBILITY, PRODUCT MARKET COMPETITION AND FINANCIAL PERFORMANCE (PAPER ID: 34)

Zhong-guo Zhou

California State University, Northridge

GETTING ON BOARD: THE MONITORING EFFECT OF INSTITUTIONAL DIRECTORS (PAPER ID: 51)

Chang Liu

Hawaii Pacific University

INSTITUTIONAL FORESIGHT: DO INSTITUTIONS PROFIT FROM REPURCHASE ANNOUNCEMENTS? (PAPER ID: 59)

Vinh Huy Nguyen

California State University, Fresno

Suchismita Mishra

Florida International University

Pankaj Jain

University of Memphis

WHETHER TO FOLLOW THE MARKET? BOARD GENDER DIVERSITY ON INVESTMENT-TO-Q SENSITIVITY (PAPER ID: 341)

Wenjing Ouyang

University of the Pacific

**EDU-1 Innovative Assessment and Evaluation Wednesday 8:00 AM Kipu**

Chair: Rita Kumar California State Polytechnic University Pomona

ISSUES OF VALIDITY: WHAT CAN BE LEARNED FROM THE STUDENT EVALUATION OF TEACHING (PAPER ID: 28)

Dennis Clayson

University of Northern Iowa

HOW DO STUDENT OUTCOME EVALUATION CRITERIA CORRELATE WITH EACH OTHER (PAPER ID: 84)

Wen Cheng

cal poly pomona

Gurdiljot Gill

Cal Poly Pomona

Xudong Jia

cal poly pomona

DOMAIN MODEL AND META-LANGUAGE FOR PEER REVIEW AND ASSESSMENT (PAPER ID: 150)

Dmytro Babik

James Madison University

Edward Gehringer

North Carolina State University

David Tinapple

Arizona State University

Ferry Pramudianto

North Carolina State University

Yang Song

University of North Carolina Wilmington

EFFECTS OF ONLINE PEER REVIEW PRACTICE ON STUDENTS' RECEPTIVITY TO FEEDBACK (PAPER ID: 232)

Dmytro Babik

James Madison University

**MKT-1 Marketing Cases: New, Innovative, Forward Thinking Wednesday 8:00 AM Kona**

Chair: Sean Keyani CSUN

TOP DRAWER SOCCER: CAN A STARTUP SCORE POINTS WITH USER INFORMATION? (PAPER ID: 238)

Sean Keyani

CSUN

Seth Burleigh

California State University, Northridge

Kristen Walker

CSUN

Mary Curren

CSUN

A STRATEGIC SOCIAL MEDIA PLAN FOR A NON-PROFIT ORGANIZATION: THE CASE OF MONCUS PARK AT THE HORSE FARM (PAPER ID: 305)

Tamela Ferguson

University of Louisiana at Lafayette

Ron Cheek

University of Louisiana at Lafayette

SUPERBRICK: INTRODUCING AN INNOVATIVE BUILDING PRODUCT TO THE SAUDI ARABIAN MARKET (PAPER ID: 233)

Feraidoon (Fred) Raafa

San Diego State University

Don Scigliempaglia

Middlebury Institute of International Studies at Minterey

IS LULULEMON ATHLETICA ON ITS WAY OUT (PAPER ID: 105)

David Hoffman

Metropolitan State University - Denver

Sally Baalbaki

Metropolitan State University - Denver

Debbie Gilliard

Metropolitan State University - Denver

**MEO-1 Management Education Wednesday 8:00 AM Ko'olau**

Chair: Kyle Luthans University of Nebraska at Kearney

AND THE WINNER IS: INTERNAL CONTROL AND HUMAN RESOURCE ISSUES AT THE 2017 OSCARS (PAPER ID: 44)

Robert Hurt

Cal Poly Pomona

MEASURING IMPACT OF AN MBA PROGRAM ON STUDENT ENTREPRENEURIAL ORIENTATION (PAPER ID: 231)

Siva Sankaran

Calif. St. Univ., Northridge

Tung Bui

University of Hawaii Manoa



12 O'CLOCK HIGH REVISTED 2017: BRINGING THEORY TO LIFE (PAPER ID: 302)

John Urbanski

Sonoma State University

THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL AND GRIT: IMPLICATIONS FOR BUSINESS STUDENTS  
(PAPER ID: 62)

Kyle Luthans

University of Nebraska at Kearney

Brett Luthans

Missouri Western State University

Daniel Chaffin

University of Nebraska at Kearney

**BAD-1 Data Analysis**

**Wednesday**

**8:00 AM**

**Nawiliwili**

Chair: Reo Song

California State University Long Beach

FREE-TO-PAID TRANSITION OF U.S. NEWSPAPERS (PAPER ID: 23)

Reo Song

California State University Long Beach

A HEURISTIC COMPARISON OF PREDICTIVE MODELS IN ANALYZING ADULT OBESITY IN THE UNITED STATES  
(PAPER ID: 364)

Ajaya Swain

St. Mary's University

Monica Parzinger

St. Marys University

Orion Welch

St. Mary's University

HOW DO FINANCIAL COMPANIES REACT TO CONSUMER COMPLAINTS? - A DATA ANALYTICS APPROACH (PAPER  
ID: 281)

Zsolt Ugray

Utah State University

Jameson Kelley

Utah State University

**MIL-1 Military Applications III**

**Wednesday**

**8:00 AM**

**Niumalu**

Chair: Andrew Atkinson

Air Force Institute of Technology

EXPOSING SYSTEM AND MODEL DISPARITY AND AGREEMENT USING WAVELETS (PAPER ID: 6)

Andrew Atkinson

Air Force Institute of Technology

Ray Hill

Air Force Institute of Technology

IMPROVING PERSONNEL SELECTION THROUGH MULTI OBJECTIVE DECISION ANALYSIS (PAPER ID: 8)

Christopher Smith

Air Force Institute of Technology

Josh Deehr

Air Force Institute of Technology

READINESS METRICS FOR HUMANITARIAN MISSIONS IN THE UNITED STATES NAVY (PAPER ID: 21)

Aruna Apte

Naval Postgraduate School

NAVY EXPEDITIONARY LOGISTICS (PAPER ID: 126)

Uday Apte

Naval Postgraduate School

Keenan Yoho

Rollins College

**Wednesday, April 4, 2018**

**10:00 AM - 11:40 AM**

**FIN-2 Market Efficiencies**

**Wednesday**

**10:00 AM**

**Halele'a**

Chair: Peter Ammermann

California State University, Long Beach

RELATIVE EFFICIENCY, INDUSTRY CONCENTRATION, AND AVERAGE STOCK RETURNS (PAPER ID: 20)

Wikrom Prombutr

CSULB

Chanwit Phengpis

California State University, Long Beach

WHEN CAN THE MARKET IDENTIFY OLD NEWS? (PAPER ID: 284)

James Hodson

Jozef Stefan Institute

Anastassia Fedyk

Harvard University

ABNORMAL RETURNS AND STOCK PRICE REACTIONS TO CORPORATE INSIDER TRADES (PAPER ID: 319)

steven Le

California State University, Long Beach

THE IMPACT OF DYNAMIC VOLATILITY ON THE ESTIMATION OF THE DAY-OF-THE-WEEK EFFECT (PAPER ID: 337)

Peter Ammermann

California State University, Long Beach

**IEC-1 Online Reviews, WOM, and Related Issues** **Wednesday 10:00 AM Kipu**

Chair: Pengtao Li California State University, Stanislaus

USING YALE MODEL IN EXAMINING THE ADOPTION OF ONLINE PRODUCT REVIEW (PAPER ID: 144)

Hsin-Hsin Chang

National Cheng Kung University

Yu-Yu Lu

National Cheng Kung University

Tzu-I Yeh

National Cheng Kung University

COMMUNICATION EFFECTIVENESS OF CHINESE ONLINE CONSUMER REVIEWS (PAPER ID: 160)

Pengtao Li

California State University, Stanislaus

Jingyun Li

California State University - Stanislaus

SHAPING NEGATIVE E-WOM AND ACTUAL NAVIGATION BEHAVIOR IN ONLINE FORUM (PAPER ID: 212)

Tseng-Lung Huang

College of Management, Yuan Ze University

Yi-Mu Chen

I-Shou University

Huiying Chang

College of Management, Yuan Ze University

**ACC-1 Accounting II** **Wednesday 10:00 AM Kona**

Chair: Sheldon Smith Utah Valley University

SOCIAL SECURITY PLANNING FOR FACULTY: IMPORTANT ISSUES FOR CONSIDERATION (PAPER ID: 50)

Nathan Oestreich

San Diego State University

Francine Lipman

University of Nevada, Las Vegas

Sheldon Smith

Utah Valley University

James Williamson

San Diego State University

**HOS-1 Hospitality Full and Extended Abstract Papers** **Wednesday 10:00 AM Ko'olau**

Chair: betty vu CSUDH

HOSPITALITY BRAND TRANSPARENCY AND AUTHENTICITY: CO-CREATION ANTECEDENTS AFFECTING LOYALTY AND TRUST (PAPER ID: 75)

Lenna Shulga

University of Hawaii at Manoa

James Busser

University of Nevada, Las Vegas

MILLENNIAL PERCEPTIONS OF WINE PACKAGING: A FOCUS ON ALTERNATIVE OPTIONS (PAPER ID: 211)

Gina Marano

University of Nevada, Las Vegas

Tony Henthorne

University of Nevada, Las Vegas

**MSQ-2 Optimal Decision Making** **Wednesday 10:00 AM Niumalu**

Chair: Ken Ko Pepperdine University

DECISION MAKING BEHAVIOR AS AN INTERPLAY OF VALUE-ORIENTATION AND ECONOMIC REASONING (PAPER ID: 53)

Manuel Woschank

University of Leoben

Josef Neuert

SMBSñUniversity of Salzburg Business School

Angelika Neuert

University of Passau

EPISTEMOLOGICAL AND METHODOLOGICAL CONSIDERATIONS OF SOCIO-ECONOMIC DECISION MAKING RESEARCH - SOME CONJECTURES AND REFUTATIONS - (PAPER ID: 54)

|                 |                                             |
|-----------------|---------------------------------------------|
| Manuel Woschank | University of Leoben                        |
| Josef Neuert    | SMBSñUniversity of Salzburg Business School |
| Angelika Neuert | University of Passau                        |

OPTIMAL IMPERFECT MAINTENANCE OF A MACHINE SHOP WITH DIFFERENT VIRTUAL AGES (PAPER ID: 65)

|                        |                    |
|------------------------|--------------------|
| Maryam Hamidi          | Lamar University   |
| Akiio Matsumoto        | Chuo University    |
| Ferenc Szidarovszky    | University of Pecs |
| Behnam Rahimikelarjani | Lamar University   |

FINDING OPTIMAL MAINTENANCE LEVELS (PAPER ID: 254)

|                     |                       |
|---------------------|-----------------------|
| Abdollah Eskandari  | University of Arizona |
| Ferenc Szidarovszky | University of Pecs    |

HACKNEY CAR RENTAL (PAPER ID: 2)

|               |                       |
|---------------|-----------------------|
| Owen Hall Jr. | Pepperdine University |
| Ken Ko        | Pepperdine University |

**Wednesday, April 4, 2018**

**1:00 PM - 2:40 PM**

**M&S-2 Modeling and Simulation II**

**Wednesday**

**1:00 PM**

**Ha'iku**

Chair: shokoufeh Mirzaei

California State Polytechnic University - Pomona

THE EFFECT OF LIFESTYLE CHOICES ON CANCER: WHICH ONE HAS THE STRONGEST INFLUENCE? (PAPER ID: 33)

|                  |                                         |
|------------------|-----------------------------------------|
| Banafsheh Behzad | California State University, Long Beach |
|------------------|-----------------------------------------|

PERFORMANCE-BASED LOGISTICS BY SIMULATION OPTIMIZATION METHOD (PAPER ID: 200)

|            |                                          |
|------------|------------------------------------------|
| Mansik Hur | California State University, Bakersfield |
|------------|------------------------------------------|

ESTIMATING HEALTHCARE COST ASSOCIATED WITH PREVALENCE OF OBESITY IN THE US (PAPER ID: 311)

|                     |                 |
|---------------------|-----------------|
| Saeideh Fallah-Fini | Cal Poly Pomona |
|---------------------|-----------------|

ASSESSING KEY FACTORS IMPACTING THE PERFORMANCE OF OFFSHORE HYDROCARBON PROJECTS AND WEIGHT THEIR IMPACT USING HIERARCHICAL DECISION MODEL (HDM) (PAPER ID: 127)

|                    |                           |
|--------------------|---------------------------|
| Abdulhakim Giadedi | Portland State University |
| Tugrul Daim        | Portland State University |

**FIN-3 Panel on Student-Managed Investment Funds**

**Wednesday**

**1:00 PM**

**Halele'a**

Chair: K.C. Chen

California State University, Fresno

PANEL ON STUDENT-MANAGED INVESTMENT FUND PROGRAMS (PAPER ID: 22)

|                   |                                     |
|-------------------|-------------------------------------|
| K.C. Chen         | California State University, Fresno |
| Charles Boughton  | Truman State University             |
| Christopher Kubik | Mount Ida College                   |
| JOHN SEQUEIRA     | SINGAPORE MANAGEMENT UNIVERSITY     |

VARIATION IN THE STRUCTURE AND ADMINISTRATION OF STUDENT MANAGED INVESTMENT FUNDS (PAPER ID: 19)

|                  |                         |
|------------------|-------------------------|
| Charles Boughton | Truman State University |
|------------------|-------------------------|

**IEC-2 Strategic and Management Issues of e-Commerce**

**Wednesday**

**1:00 PM Kipu**

Chair: Shin-Yuan Hung

National Chung Cheng University

CRITICAL FACTORS OF HOSPITALS ADOPTING AGE-FRIENDLY INFORMATION SYSTEM IN RESPONSE TO THE LONG-TERM CARE PLAN 2.0 (PAPER ID: 221)

Chieh-Hsin Hsieh

National Chung Cheng University

Yan Lu

National Chung Cheng University

Chun-Yu Tien

National Chung Cheng University

I-Chiu Chang

National Chung Cheng University

Shun-Ting Ho

Yuan Lin HO's Hospital

THE ROLE OF ORGANIZATIONAL SUPPORT AND PROBLEM SPACE COMPLEXITY ON ORGANIZATIONAL PERFORMANCE: A BUSINESS INTELLIGENCE PERSPECTIVE (PAPER ID: 260)

Shin-Yuan Hung

National Chung Cheng University

Kuanchin Chen

Western Michigan University

Mike Tarn

Western Michigan University

Mingsen Deng

Guizhou University of Finance and Economics

A COMPARATIVE STUDY ON CONTAINER-BASED WEB SERVICE AND VM-BASED CLOUD WEB SERVICE (PAPER ID: 320)

Ruidong Zhang

University of Wisconsin - Eau Claire

THE COMPETITION STRATEGY OF THE DUOPOLY PLATFORM-BASED E-RETAILERS (PAPER ID: 345)

Honghui Deng

University of Nevada, Las Vegas

**MKT-2 Looking at Consumers in a Variety of Ways**

**Wednesday**

**1:00 PM Kona**

Chair: frank pons

Laval

THE MARKETING VALUE OF CYBERSECURITY IN THE DIGITAL ERA: AN EXPERIMENTAL INVESTIGATION (PAPER ID: 79)

Atefeh Yazdanparast

University of Evansville

Yolanda Obaze

Univeristy of Evansville.edu

Mehran Safizadeh

University of Evansville

AMERICAN GENERATION Y CONSUMER ATTITUDES TOWARD RETAILERS USING RELIGIOSITY IN THEIR POSITIONING STRATEGY (PAPER ID: 146)

Susan Geringer

California State University, Fresno

Andreas Stratemeyer

California State University, Fresno

Barbara Morgan

California State University, Fresno

USING VIRTUAL REALITY IN MARKETING (PAPER ID: 248)

Mehran Safizadeh

University of Evansville

PERCEPTIONS OF THE UNEMPATHETIC CONSUMER BEHAVIOR OF SERVICE PROVIDERS (PAPER ID: 307)

Jean West

California State University-Bakersfield

A MULTI-DIMENSIONAL INVESTIGATION OF THE AESTHETIC SIMILARITIES OF CONSUMER DURABLE GOODS (PAPER ID: 294)

Seth Ellis

University of San Diego

**HOS-2 Hospitality Abstract Papers****Wednesday****1:00 PM****Ko'olau**

Chair: Melissa St. James

CSUDH

EFFECTS OF THE U.S. FOOD SAFETY CONTROL SYSTEM: HISTORICAL PERSPECTIVE (PAPER ID: 132)

Yong Choi

California State University, Bakersfield

Seunghee Wie

California State University, Sacramento

KELLY THOMPSON

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

DONGSIK CHANG

Sunchon National University

EXPLORING DRIVERS AND VALUES CONTRIBUTING TO LUXURY SPA AUTHENTICITY AND EXPERIENCES (PAPER ID: 234)

Ingrid Lin

University of Hawaii at Manoa

LOW BIDDING OR SERVICE PROMOTION: THEIR IMPACTS ON SELLER'S PROFITS AND CONSUMER'S FAIRNESS PERCEPTION (PAPER ID: 176)

Houn-Gee Chen

National Taiwan University

Vince Hui

National Taiwan University

Rong-Da Liang

National Kaohsiung University of Hospitality and Tourism

**PPA-1 Public Administration Session 1****Wednesday****1:00 PM****Nawiliwili**

Chair: Zheng Yang

California State University, Dominguez Hills

CAFE STANDARDS IMPACT ON STATE HIGHWAY TRUST FUND (PAPER ID: 269)

William Cunningham

Air Force Institute of Technology

Jason Anderson

Air Force Institute of Technology

Seong-Jong Joo

Air Force Institute of Technology

COST GROWTH ESTIMATION IN LARGE SCALE PROJECTS USING INVERSE BAYES FORMULAE (PAPER ID: 178)

jeffrey smith

university of southern california

THE IMPACT OF LOCAL ECONOMIC DEVELOPMENT POLICIES ON ENTREPRENEURIAL ACTIVITY: EVIDENCE FROM SOUTHERN CALIFORNIA CITIES (PAPER ID: 315)

Hugo Asencio

California State University, Dominguez Hills

Fynnwin Prager

California State University, Dominguez Hills

Jose Martinez

California State University, Dominguez Hills

CAPACITY BUILDING IN A TANZANIA NURSING SCHOOL: A STRATEGIC INTERNATIONAL COLLABORATION (PAPER ID: 47)

Jim Katzenstein

California State University Dominguez Hills

William Brice

California State University Dominguez Hills

**SPS-1 A Tutorial on National Security****Wednesday****1:00 PM****Niumalu**

Chair: Samrat Chatterjee

Pacific Northwest National Laboratory

METHODS FOR NATIONAL SECURITY RISK QUANTIFICATION AND OPTIMAL RESOURCE ALLOCATION DECISIONS (PAPER ID: 346)

Robert Brigantic

Pacific Northwest National Laboratory

Samrat Chatterjee

Pacific Northwest National Laboratory

**Wednesday, April 4, 2018**

**3:00 PM - 4:40 PM**

**M&S-3 Modeling and Simulation I**

**Wednesday**

**3:00 PM**

**Ha'iku**

Chair: Saeideh Fallah-Fini

Cal Poly Pomona

DETERMINING RELIABLE NETWORKS OF PREPOSITIONING MATERIEL WAREHOUSES FOR PUBLIC-SECTOR RAPID RESPONSE SUPPLIES (PAPER ID: 52)

Thomas Lang

LMI

BENFORD'S LAW AND ITS APPLICATION TO MODERN INFORMATION SECURITY (PAPER ID: 17)

Mahyar Amouzeqr

The University of New Orleans

Khosrow Moshirvaziri

California State University

Don Snyder

RAND Corporation

OPTIMIZATION OF AUTOCLAVE UTILIZATION IN COMPOSITE MANUFACTURING PROCESS (PAPER ID: 97)

shokoufeh Mirzaei

California State Polytechnic University - Pomona

krishna krishnan

Wichita State University

A SIMULATION MODEL OF INFOSEC DEFENSE AGAINST NATURAL DISASTERS (PAPER ID: 184)

NORMAN PENDEGRAFT

UNIVERSITY OF IDAHO

**FIN-4 Corporate Finance**

**Wednesday**

**3:00 PM**

**Halele'a**

Chair: Pia Gupta

California State University, Long Beach

TRADING ON TALENT: HUMAN CAPITAL AND FIRM PERFORMANCE (PAPER ID: 140)

Anastassia Fedyk

Harvard University

James Hodson

Jozef Stefan Institute

POST-IPO PERFORMANCE OF GLOBAL VENTURE-BACKED COMPANIES (PAPER ID: 145)

Pia Gupta

California State University, Long Beach

Khaled Abdou

Penn State University - Berks

STRATEGIES OF MITIGATING INFORMATION ASYMMETRY IN SUPPLY CHAIN FINANCING (PAPER ID: 169)

Jerry Wei

University of Notre Dame

Qiuping Huang

South China University of Technology

Xiande Zhao

China Europe International Business School

THE INTERDEPENDENCE OF DEBT AND THE FINANCING OF R&D: EVIDENCE FROM THE ONSET OF CREDIT DEFAULT SWAPS (PAPER ID: 335)

Yixin Chen

Xi'an Jiaotong University

Nan Hu

Stevens Institute of Technology,

Junrui Zhang

Xi'an Jiaotong University

Lu Zhu

California State University Long Beach

**IEC-3 Internet of Things and and Emerging Issues in e-Commerce**

**Wednesday**

**3:00 PM**

**Kipu**

Chair: Eldon Y. Li

National Chengchi University

ADOPTING IOT APPLICATION PLATFORM TO CONSTRUCT SMART BUILDING (PAPER ID: 270)

Eldon Y. Li

National Chengchi University

Wen-Hsin Wang

National Chengchi University

CYBERSECURITY EDUCATION FOR BUSINESSES DECISION MAKERS (PAPER ID: 355)

Tracy Maples

Cal State Long Beach

Mehrdad Aliasgari

Cal State Long Beach

Burkhard Englert

Cal State Long Beach

RISK CONTROL AND AUDITING MECHANISM FOR HOSPITAL MATERIALS MANAGEMENT (PAPER ID: 215)

Li-Min Chang

National Chung Cheng University

She-I Chang

National Chung Cheng University

Yu-Ru Jian

National Chung Cheng University, Taiwan

**SPS-3 Cases**

**Wednesday**

**3:00 PM**

**Kona**

Chair: John Davies

Victoria University of Wellington

CONSISTENCY WAS KEY TO SUCCESS: WHAT NEXT FOR IFIT? (PAPER ID: 348)

Massoud Saghafi

San Diego State university

Feraidoon (Fred) Raafa

San Diego State University

OVER BEFORE IT STARTS - A CAREER IN JEOPARDY! (PAPER ID: 371)

John Davies

Victoria University of Wellington

CASING INTEGRATIVE CASE RESEARCH: EXEMPLARS AND ICONOCLASTS (PAPER ID: 378)

Armand Gilinsky

Sonoma State University

Sandra Newton

Sonoma State University

IS MODELING INFOSEC LIKE MODELING WAR, CRIME, OR TERRORISM (PAPER ID: 185)

NORMAN PENDEGRAFT

UNIVERSITY OF IDAHO

Mark Rounds

University of Idaho

REAL TIME DATA VISUALIZATION AND DECISION MAKING IN ERPSIM LOGISTICS GAME: (PAPER ID: 336)

Ming Wang

Cal State LA

**MEO-2 Strategic Innovation**

**Wednesday**

**3:00 PM**

**Ko'olau**

Chair: Debbie Gilliard

Metropolitan State University - Denver

CAN MATTEL SURVIVE THE CHANGING ENVIRONMENT IN THE TOY INDUSTRY? (PAPER ID: 86)

Debbie Gilliard

Metropolitan State University - Denver

David Hoffman

Metropolitan State University - Denver

Sally Baalbaki

Metropolitan State University - Denver

PROJECT QUALITY MANAGEMENT PRAXIS AND THEORY (PAPER ID: 227)

BIFF BAKER

MSU-DENVER

HOW DO FIRMS LEVERAGE THEIR INNOVATION CAPABILITIES VIA KNOWLEDGE ACCUMULATION? (PAPER ID: 369)

Jun Zhang

Anhui University of Technology

THE STRATEGY PATH FOR FIRM'S INNOVATION SYSTEM (FIS) WITH CASE STUDY BASED ON HAIER GROUP CORPORATION (PAPER ID: 374)

Lihua Wang

Zhejiang University

Qingrui Xu

Zhejiang University

Jianping Xu

Zhejiang University

Shouqin Shen

Zhejiang University

ENTREPRENEURIAL ORIENTATION, RESOURCE MANAGEMENT PRACTICES, AND INNOVATION PERFORMANCE CONSEQUENCES (PAPER ID: 360)

Ulrich Schmelzle

Michigan Technological University

Wendy Tate

University of Tennessee

**PPA-2 Public Administration Session 2**

**Wednesday**

**3:00 PM**

**Nawiliwili**

Chair: Theodore Byrne

California State University Dominguez Hills

ETHICS TRAINING FOR SENIOR LAW ENFORCEMENT LEADERS: A FAILED UNDERTAKING OR A NEW OPPORTUNITY (PAPER ID: 167)

Marie Palladini

California State University Dominguez Hills

Hugo Asencio

California State University, Dominguez Hills

Theodore Byrne

California State University Dominguez Hills





IS THERE MEASURABLE LEARNING IN PROCESS IMPROVEMENT PROJECTS? (PAPER ID: 161)

Edward Arnheiter

University of the Pacific

Venkat Venkateswaran

Georgia Institute of Technology

BUYER-SUPPLIER RELATIONSHIPS: A TWO-ASPECT STUDY (PAPER ID: 171)

Yi-Su Chen

University of Michigan-Dearborn

Tsai-Shan Shen

Eastern Michigan University

**FIN-5 Investments**

**Thursday**

**8:00 AM**

**Halele'a**

Chair: Jennifer Miele

California State University Fresno

AN EXPLORATORY EXPERIMENTAL ANALYSIS OF PATH DEPENDENT INVESTMENT BEHAVIORS (PAPER ID: 139)

Jennifer Miele

California State University Fresno

STATISTICAL PROCESS CONTROL FOR PORTFOLIO RISK MANAGEMENT (PAPER ID: 170)

Robert Mefford

University of San Francisco

Nicholas Tay

University of San Francisco

INVESTOR RESPONSE TO JUMPS IN MUTUAL FUND RETURNS (PAPER ID: 324)

Michael Gibbs

CSULB

MUTUAL FUNDS HERDING BEHAVIOR, SENTIMENT, AND MARKET VOLATILITY (PAPER ID: 367)

libo sun

cal poly pomona

**IEC-4 Online Communities, Social Media,  
and Related Issues**

**Thursday**

**8:00 AM**

**Kipu**

Chair: Albert Huang

University of the Pacific

M-LOYALTY ACROSS CULTURE (PAPER ID: 76)

Min-Jen Tsai

National Chiao Tung University

THE EFFECT OF CONFLICT IN VIRTUAL COMMUNITIES (PAPER ID: 159)

Albert Huang

University of the Pacific

Jao Hong Cheng

National Yunlin University of Science and Technology

David Yen

SUNY ONEONTA

Shin-Yuan Hung

National Chung Cheng University

CULTURAL DIMENSIONS AND SOCIAL MEDIA USAGE VALUE: A COMPARATIVE STUDY IN TWO NATIONS (PAPER ID: 202)

Tao Hu

California State University at Northridge

Yue (Jeff) Zhang

California State University at Northridge

Richard Ye

California State University at Northridge

David Liu

California State University at Northridge

UNDERSTANDING THE IMPACTS OF APPEALING STRATEGIES ON ONLINE BIDDING IMPULSIVENESS: A STIMULUS-ORGANISM-RESPONSE PERSPECTIVE (PAPER ID: 219)

Yu-Ting Chang Chien

National Sun Yat-Sen University

Jack Shih-Chieh Hsu

National Sun Yat-sen University

Hui-Mei Hsu

National Kaohsiung Normal University

Chao-Jung Kuo

National Sun Yat-Sen University

SHARING ECONOMY 2.0: DESIGN OF A BLOCKCHAIN SOLUTION FOR CAR SHARING WITHOUT UBER (PAPER ID: 316)

Ruidong Zhang

University of Wisconsin - Eau Claire

Larry Sallee

Winona State University

**ACC-2 Accounting I****Thursday****8:00 AM Kona**

Chair: Scott Butterfield

Montana State University-Billings

THE EFFECT OF CORPORATE GOVERNANCE ON THE RELATION BETWEEN TAXES AND CREDIT RATINGS (PAPER ID: 295)

Jennifer Howard  
Lisa EilerCalifornia State University Long Beach  
University of Montana

DOES CORPPORATE GOVERNANCE MATTER IN VALUATIONOF OF TAX AVOIDANCE? EVIDENCE FROM ANTI-TAKEOVER LEGISLATION (PAPER ID: 296)

Yoojin Lee

California State University - Long Beach

BANKS' DISCLOSURE COMPLIANCE PRACTICES ON MORTGAGE SERVICING RIGHTS AND DETERMINANT FACTOR OF THE BANKS' COMPLIANCE (PAPER ID: 318)

HONG PAK

CAL POLY POMONA

IS THE AGENCY ASSUMPTION VALID FOR PUBLIC CORPORATIONS? (PAPER ID: 280)

Carol Graham  
Todd SayreUniversity of San Francisco  
University of San Francisco**MKT-3 The Value of Control in Various Marketing Scenerios****Thursday****8:00 AM Ko'olau**

Chair: Saleem Alhabash

Michigan State University

MARKETING RESOURCE CONFIGURATIONS: THE IMPACT ON MARKETING CREATIVITY AND CONTROL OF FINANCIAL RESOURCES (PAPER ID: 199)

Michael Krush  
Raj Agnihotri  
Kevin TrainorNorth Dakota State University  
University of Texas-Arlington  
Northern Arizona University

THE QUALITY OF DIGITIZED DATA IN A CRITICAL DECISION-MAKING CONTEXT (PAPER ID: 249)

Tina Kiesler  
Kristen Walker  
Mary CurrenCalifornia State University, Northridge  
CSUN  
CSUN

IDENTIFYING THE VALUE OF ACADEMIC CONFERENCES (PAPER ID: 298)

Jacquelyn Warwick  
Gail Zank  
Debbie DeLong  
Matt ElbeckAndrews University  
Texas State University  
Chatham University  
Troy University-Dothan

EXAMINING EVALUATIONS WHEN INSTRUCTORS AND STUDENTS HAVE BACKGROUNDS THAT MATCH (PAPER ID: 137)

Therese Louie  
Marisa Ignacio  
Camille Kae ValerioSan Jose State University  
San Jose State University  
San Jose State University**BES-1 Ethics, Performance, and Business Environment****Thursday****8:00 AM Nawiliwili**

Chair: Brandon Soltwisch

University of Northern Colorado

THE SUCCESS FACTOR STUDY FOR ENTERPRISE MOBILE INSTANT MESSAGING APPLICATIONS (PAPER ID: 69)

Min-Jen Tsai

National Chiao Tung University

AN INVESTIGATION OF PUBLIC ATTITUDES TOWARD FRAUD: FRAUD SCHEMES COMMITTED AGAINST HEALTH CARE ORGANIZATIONS (PAPER ID: 148)

Nas Ahadiat

Cal Poly Pomona

THE ETHICS OF MAXIMIZING OR SATISFICING: HOW DECISION-MAKING STYLE IMPACTS MORAL JUDGEMENT  
(PAPER ID: 293)

Brandon Soltwisch  
Daniel Brannon  
Vish Iyer

University of Northern Colorado  
University of Northern Colorado  
University of Northern Colorado

FIRM SUSTAINABILITY: LOOKING THROUGH THE CONTINGENCY THEORETICAL LENSES (PAPER ID: 365)

Ajaya Swain

St. Mary's University

**MIL-2 Military Applications I**

**Thursday**

**8:00 AM**

**Niumalu**

Chair: Eddine Dahel

Naval Postgraduate School

A MULTI-OBJECTIVE BILEVEL OPTIMIZATION MODEL FOR THE RELOCATION OF INTEGRATED AIR DEFENSE SYSTEM  
ASSETS (PAPER ID: 13)

Aaron Lessin  
Brian Lunday

Air Force Institute of Technology  
Air Force Institute of Technology

A FLEET ASSIGNMENT MODEL FOR OPTIMIZING MILITARY AIRLIFT (PAPER ID: 181)

Eddine Dahel

Naval Postgraduate School

INVENTORY MANAGEMENT OF A NAVAL MEDICAL CENTER PHARMACY (PAPER ID: 250)

Eddine Dahel  
Jason Galka

Naval Postgraduate School  
Defense Logistics Agency Troop Support

**Thursday, April 5, 2018**

**10:00 AM - 11:40 AM**

**OLS-2 Supply Chain Risk and Sustainability**

**Thursday**

**10:00 AM**

**Ha'iku**

Chair: Yoshiki Matsui

Yokohama National University

DESIGN OF EFFICIENT FACILITY LOCATION-ALLOCATION SYSTEM IN CASE OF DISRUPTIONS (PAPER ID: 101)

Jae-Dong Hong

SC State University

PROACTIVE CRISIS MANAGEMENT OF ACCIDENTS: BP'S DEEPWATER HORIZON AND EXXONMOBIL'S  
YELLOWSTONE RIVER (PAPER ID: 119)

Dalen Chiang

California State University, Chico

THE RELATIONSHIP BETWEEN SUPPLY CHAIN MANAGEMENT PRACTICES AND SUSTAINABILITY PERFORMANCE:  
AN EMPIRICAL EVIDENCE IN VIETNAM (PAPER ID: 193)

Minh Nguyen  
Anh Phan  
Yoshiki Matsui

Yokohama National University  
VNU University of Economics and Business  
Yokohama National University

**MIS-1 Full Papers in Management  
Information Systems**

**Thursday**

**10:00 AM**

**Halele'a**

Chair: Melissa St. James

CSUDH

A KNOWLEDGE BROKERING CONCEPTUAL MODEL (PAPER ID: 304)

Sim Kim Lau

University of Wollongong

ADDRESSING THE SHADOW IT CHALLENGE: APPLICATIONS TO HIGHER EDUCATION (PAPER ID: 153)

Owen Hall Jr.  
Erik Krogh

Pepperdine University  
Pepperdine University

CONCEPTUALIZING DIGITAL DECEPTION IN INFORMATION SECURITY (PAPER ID: 143)

Spyridon Samonas

California State University Long Beach

**SPS-5 Student Papers****Thursday****10:00 AM Kipu**

Chair: Carola Raab

UNLV

COOPERATION AND COORDINATION IN INTERDISCIPLINARY COLLABORATION BETWEEN UNIVERSITY AND INDUSTRY (PAPER ID: 40)

Hui-Wen Yang

National Cheng Kung University

Shih-Chieh Fang

National Cheng Kung University

GOOGLE GLASS: ANALYSIS OF AROUSAL ON RECORDING INTERVIEWS (PAPER ID: 206)

Eugene Cox

California State University Dominguez Hills

Thomas Norman

California State University, Dominguez Hills

ENHANCING GIRLS' EDUCATION IN UGANDA VIA A MENSTRUATION MANAGEMENT SOCIAL ENTREPRENEURSHIP PROJECT (PAPER ID: 327)

Thomas Norman

California State University, Dominguez Hills

Juliet Akwango

Nehemia Gateway University

FACULTY CLIMATE, GENDER AND STUDENT OUTCOMES (PAPER ID: 334)

Thomas Norman

California State University, Dominguez Hills

Daniel Correa

California State University, Dominguez Hills

THE IMPACT OF PERCEIVED DIFFERENTIAL FAIRNESS AND PERCEIVED PRICE FAIRNESS OF REVENUE MANAGEMENT ON REVISIT INTENTION (PAPER ID: 291)

Jason Tang

University of Nevada, Las Vegas

Carola Raab

UNLV

**SPS-4 Invited Presentations****Thursday****10:00 AM Kona**

Chair: Michael Solt

California State University, Long Beach

PANEL ON CHALLENGES AND OPPORTUNITIES FACING BUSINESS SCHOOLS TODAY (PAPER ID: 191)

Michael Solt

California State University, Long Beach

Vance Roley

University of Hawaii at Manoa

Scott Schroeder

Chaminade

Erik Rolland

Cal Poly Pomona

CULTIVATING A DATA-INFORMED CULTURE FOR STUDENT SUCCESS (PAPER ID: 358)

Dhushy Sathianathan

California State University Long Beach

**MKT-4 The Impact of People and Their Emotions on Marketing****Thursday****10:00 AM Ko'olau**

Chair: Anastasia Kononova

Michigan State University

IMPACTS OF SOCIAL ENGAGEMENT ON HOSPITAL OUTCOMES (PAPER ID: 100)

Seung Jun Lee

San Jose State University

Joonhwan In

California State University, Long Beach

Youngsu Lee

California State University, Chico

UBIQUITY OF SPONSORS IN PROFESSIONAL SPORTS: CONSEQUENCES FOR THE FANS (PAPER ID: 182)

frank pons

Laval

Marilyn Giroux

AUT

EXPLORING THE EFFECTS OF SCANDALS ON CELEBRITY ENDORSER Q-SCORES (PAPER ID: 204)

Robert Winsor

Loyola Marymount University

Anthony Patino

University of San Francisco

Mark Ciafullo

Loyola Marymount University

CAN EMOTIONAL AROUSAL INCREASE THE LIKELIHOOD OF A DONATION TO A CHARITABLE CAUSE? (PAPER ID: 207)

Charlene Bebko

Indiana University of Pennsylvania

ARE YOU WILLING TO PAY MORE FOR BRANDED AMENITIES IN HOTELS? (PAPER ID: 243)

Eun Joo Kim  
Tony Henthorne

University of Nevada, Las Vegas  
University of Nevada, Las Vegas

**BES-2 Strategy, Policy, and Business  
Performance**

**Thursday**

**10:00 AM**

**Nawiliwili**

Chair: Subhadip Ghosh

MacEwan University

CUTTING THE CORD: WHAT DOES IT MEAN FOR THE FUTURE OF THE TELECOMMUNICATIONS INDUSTRY? (PAPER ID: 102)

Johannes Snyman  
Debbie Gilliard

Metropolitan State University of Denver  
Metropolitan State University - Denver

REVISITING THE ENVIRONMENTAL KUZNETS CURVE: A PERSPECTIVE OF WICKED PROBLEMS (PAPER ID: 239)

Jingling Chen

Yangzhou University

MANAGERIAL INCENTIVES IN A VERTICALLY DIFFERENTIATED INDUSTRY (PAPER ID: 245)

Subhadip Ghosh  
Rickard Enstroem

MacEwan University  
MacEwan University

DOES THE WATCHDOG BARK OR NOT? - EVIDENCE FROM MEDIA INDUSTRY IN CHINA (PAPER ID: 372)

Da Song  
Peigong Li  
Fangshu Ren

Xiamen University of Technology  
Xiamen University  
Xiamen University

**Thursday, April 5, 2018**

**1:00 PM - 2:40 PM**

**OLS-3 Economic and Financial Implications  
of Supply Chains**

**Thursday**

**1:00 PM**

**Ha'iku**

Chair: Vishwanath Hegde

California State University, East Bay

SUPPLY CHAIN COMPETENCY: AN ENABLER OF ECONOMIC COMPLEXITY AND ECONOMIC DEVELOPMENT (PAPER ID: 36)

Prashanth Anekal  
Kaustav Misra

Saginaw Valley State University  
Saginaw Valley State University

SUPPLY CHAIN FINANCE AND WORKING CAPITAL INVESTMENTS: A CASE STUDY IN KENYA (PAPER ID: 112)

Timothy Breitbach  
Michael Hester

AFIT  
Air Force Institute of Technology

DOES COST TRANSPARENCY MATTER IN SUPPLY CHAIN COOPERATION? AN EMPIRICAL INVESTIGATION (PAPER ID: 131)

Jie Yang  
Xinrong Kong

University of Houston-Victoria  
University of Houston-Victoria

BARRIERS TO HEALTH CARE INFORMATION TECHNOLOGY: A REVIEW (PAPER ID: 240)

Shahin Davoudpour  
Adelina Gnanlet

University of California, Irvine  
California State University, Fullerton

A COMPARATIVE ANALYSIS OF HEALTHCARE AND TRADITIONAL SUPPLY CHAINS USING FINANCIAL RATIOS (PAPER ID: 370)

Vishwanath Hegde  
Balaraman Rajan

California State University, East Bay  
California State University East Bay

**MIS-2 MIS Curriculum and Global Information Systems**

**Thursday**

**1:00 PM Halele'a**

Chair: Honghui Deng

University of Nevada, Las Vegas

INTRODUCING GLOBAL INFORMATION SYSTEMS INTO YOUR ORGANIZATION: A CASE-BASED APPROACH (PAPER ID: 18)

Hossein Bidgoli

CSUB

DESIGNING IS CURRICULUM FOR DIGITAL TRANSFORMATION (PAPER ID: 156)

Drew Hwang

Cal Poly Pomona

Hui Shi

California State Polytechnic University, Pomona

INTERACTIONS IN DATA VISUALIZATION: THE EFFECTS OF COGNITIVE STYLE AND SPATIAL ABILITY (PAPER ID: 151)

Wenhong Luo

Villanova University

**EDU-2 Engaged Analytics and Modeling**

**Thursday**

**1:00 PM Kipu**

Chair: Robert Hurt

Cal Poly Pomona

HOW TO IMPROVE STUDENTS' ABILITIES TO APPLY STEM RELATED KNOWLEDGE? (PAPER ID: 87)

Wen Cheng

cal poly pomona

Gurdiljot Gill

Cal Poly Pomona

Xudong Jia

cal poly pomona

TEACHING MODELING TO UNDERGRADUATE BUSINESS MAJORS (PAPER ID: 226)

David Czerwinski

San Jose State University

LESSONS LEARNED FROM FLIPPING AN UNDERGRADUATE SUPPLY CHAIN MANAGEMENT BUSINESS ANALYTICS CLASS (PAPER ID: 321)

John Fowler

Arizona State University

INCORPORATING TABLEAU FOR DATA VISUALIZATION IN AN UNDERGRADUATE BUSINESS ANALYTICS COURSE (PAPER ID: 322)

Rita Kumar

California State Polytechnic University Pomona

DEVELOPING AND TEACHING A HYBRID COURSE IN DATA ANALYTICS (PAPER ID: 45)

Robert Hurt

Cal Poly Pomona

**ACC-3 Accounting V**

**Thursday**

**1:00 PM Kona**

Chair: Salma Boumediene

Montana State University Billings

ROUNDING PHENOMENON IN THE OTC MARKET (PAPER ID: 38)

Daoping (Steven) He

San Jose State University

IFRS CONVERGENCE AND STOCK MARKET IMPACT: EVIDENCE FROM THE 2007 CHINA REFORM (PAPER ID: 110)

Sanjian Zhang

California State U., Long Beach

Agnes Cheng

The HongKong Polytechnic University

Ping Lin

California State U., Long Beach

Jing Zhang

University of Alabama, Huntsville

HIDDEN IN THE WOODSHED: BIG BATH HERDING (PAPER ID: 141)

tatiana fedyk

University of San Francisco

TONE ANALYSIS AND EARNINGS MANAGEMENT (PAPER ID: 277)

Ping Lin

California State U., Long Beach

Xuan Huang

California State U., Long Beach

Sudha Krishnan

California State U., Long Beach

ESTIMATING FAIR VALUE IN AN UNFAIR MARKET (PAPER ID: 283)

Salem salem.boumediene@msu

Montana State University Billings

Salma Boumediene

Montana State University Billings

**MEO-3 Organizational Behavior and Conversation with Fred Luthans**

**Thursday**

**1:00 PM Ko'olau**

Chair: Marilyn Fox

Minnesota State University, Mankato

THE DETERMINANTS OF TURNOVER OF NURSE PRACTITIONERS IN THE UNITED STATES (PAPER ID: 274)

Christine Mahoney

Minnesota State Univ; Mankato

Paul Schumann

Minnesota State University Mankato

Marilyn Fox

Minnesota State University, Mankato

PERCEIVED FORGIVENESS CLIMATE AND PUNISHMENT DECISION-MAKING (PAPER ID: 37)

Rommel Salvador

California State University Fullerton

CONVERSATION WITH FRED LUTHANS: PAST, PRESENT AND FUTURE OF OB (PAPER ID: 389)

Fred Luthans

University of Nebraska-Lincoln

**BAD-2 Business Analytics**

**Thursday**

**1:00 PM Nawiliwili**

Chair: Donald Kridel

UMSL

SPATIAL ANALYSIS FOR SMALL RETAIL FACILITY SITE SELECTION AND DECISION MAKING: A CASE STUDY FOR STARBUCKS- SEATTLE. (PAPER ID: 73)

omar aboutlola

claremont graduate university

MODELING WINE SPECTATOR RANKINGS BASED ON WINE LABEL ATTRIBUTES (PAPER ID: 297)

Mohua Podder

University of Alberta

Subhadip Ghosh

MacEwan University

FORUM VS. SOCIAL NETWORK: WHAT IS THE BEST FOR COMPANY AND CUSTOMERS? (PAPER ID: 313)

Sara Amini

University of Illinois at Chicago

Nasim Mobasheri

University of Illinois at Chicago

Chris Kanich

University of Illinois at Chicago

Vahid Balali

California State University Long Beach

N OPERATIONAL CONSUMER PROFILE FOR REAL-TIME SCORING (PAPER ID: 68)

Donald Kridel

UMSL

Dan Dolk

Naval Postgraduate School

**MIL-3 Military Applications II**

**Thursday**

**1:00 PM Niumalu**

Chair: Jeff Weir

Air Force Institute of Technology

APPLICATIONS OF BLOCKCHAIN TECHNOLOGY IN THE US AIR FORCE SUPPLY CHAIN (PAPER ID: 113)

Timothy Breitbach

AFIT

Lauren Bramblett

Air Force Institute of Technology

Benjamin Hazen

Air Force Institute of Technology

Bradley Boehmke

Air Force Institute of Technology

RESILIENT AIRCRAFT MAINTENANCE CONSTRUCTS: ENHANCING REPAIR NETWORK DESIGNS TO EFFECTIVELY MANAGE RISKS AND SUPPLY CHAIN DISRUPTIONS (PAPER ID: 198)

Thomas Bihansky

Air Force Institute of Technology

Daniel Steeneck

Air Force Institute of Technology

Timothy Breitbach

AFIT

THE INNOVATION PARADOX: HOW GOVERNANCE AND RISK (PAPER ID: 359)

Paul Hartman

AFIT

Benjamin Hazen

Air Force Institute of Technology

Jeffrey Ogden

University of North Texas

APPLYING RISK ASSESSMENT AND ROBUST GOAL PROGRAMMING TO THE UNITED STATES TRANSPORTATION  
COMMAND'S RATE SETTING PROBLEM (PAPER ID: 388)

robert hanks  
Brian Lunday  
Jeff Weir

AFIT  
Air Force Institute of Technology  
Air Force Institute of Technology

**Thursday, April 5, 2018**

**3:00 PM - 4:40 PM**

**OLS-4 Models of Supply Chain Management**

**Thursday**

**3:00 PM**

**Ha'iku**

Chair: Naser Nikandish

CSUF

OPTIMIZING FACILITY LOCATION AND DESIGN (PAPER ID: 26)

ODED BERMAN

University of Toronto

OPTIMIZING THE PERFORMANCE OF A SUPPLY CHAIN USING GREY-BASED TAGUCHI METHOD (PAPER ID: 64)

KI YOUNG JEONG

University of Houston Clear Lake

Jae-Dong Hong

SC State University

SOURCING AND PROCUREMENT COST ALLOCATION IN MULTI-DIVISION FIRMS (PAPER ID: 81)

FANG FANG

CAL STATE LOS ANGELES

A TIME-SPACE NETWORK MODEL FOR PEAK SPREADING OF MRT PASSENGER FLOWS (PAPER ID: 220)

Yi-Ting Wu

National Cheng Kung University

Shou-Ren Hu

National Cheng Kung University

CAPACITY PLANNING ANALYSIS FOR AMAZON.COM LOCKERS (PAPER ID: 308)

Naser Nikandish

CSUF

**SUS-1 Sustainability Awareness, Triple  
Bottom Line, and Company Strategies**

**Thursday**

**3:00 PM**

**Halele'a**

Chair: David Bechtold

Metropolitan State University - Denver

ENVIRONMENTAL SUSTAINABILITY AMONG TOP SUPPLY CHAIN COMPANIES (PAPER ID: 89)

Yeongling Yang

San Diego State University

BALANCING ON THE TRIPLE BOTTOM LINE: AN EXAMINATION OF FIRM CSR STRATEGIES (PAPER ID: 124)

Craig Macaulay

California State University - Long Beach

Mark Washburn

CSU-Long Beach

HONOLULU CITY LIGHTS: HOW THE HAWAII ELECTRIC COMPANY (HECO) FLIPPED THE SWITCH ON HAWAII'S  
SOLAR POWER BOOM (PAPER ID: 189)

David Bechtold

Metropolitan State University - Denver

Victor Kiss

University of Pecs

HUMAN CAPITAL DEVELOPMENT FOR SUSTAINABLE ECONOMY: A CASE STUDY IN UNITED ARAB EMIRATES  
(PAPER ID: 246)

Al Ansari

Seattle

INCORPORATING PEOPLE AND PLANET IN GREEN PRODUCT DESIGN (PAPER ID: 175)

wenge zhu

California State Polytechnic University, Pomona

**EDU-3 Innovative Tools and Techniques**

**Thursday**

**3:00 PM**

**Kipu**

Chair: Eric McLaughlin

California Institute of Advanced Management

A SHORT-TERM INTERNATIONAL MOBILITY PROGRAM: A CASE STUDY FROM AUSTRALIA (PAPER ID: 90)

Sim Kim Lau

University of Wollongong



DEVELOPING A DEPARTMENT PROFIT CENTER WHILE ENHANCING THE STUDENT LEARNING EXPERIENCE:  
BUILDING A PROFESSIONAL SALES CENTER (PAPER ID: 222)

|                 |                                         |
|-----------------|-----------------------------------------|
| Mick Jackowski  | Metropolitan State University of Denver |
| Scott Sherwood  | Metropolitan State University of Denver |
| April Schofield | Metropolitan State University of Denver |

DEVELOPING/ESTABLISHING CLASSROOM CULTURE USING SAFE SPACES (PAPER ID: 300)

|                   |                                 |
|-------------------|---------------------------------|
| Vish Iyer         | University of Northern Colorado |
| Brandon Soltwisch | University of Northern Colorado |
| Daniel Brannon    | University of Northern Colorado |
| Rutilio Martinez  | University of Northern Colorado |

THE SALES NEGOTIATION GAME: AN AID TO INTEGRATIVE BUSINESS EDUCATION (PAPER ID: 325)

|                       |                     |
|-----------------------|---------------------|
| Kathy Pettit-O'Malley | University of Idaho |
| Sanjay Sisodiya       | University of Idaho |

**ACC-4 Accounting IV**

**Thursday**

**3:00 PM**

**Kona**

Chair: Melissa St. James

CSUDH

COMPENSATION, INSIDER EQUITY HOLDING, EARNINGS MANAGEMENT AND TAX (PAPER ID: 30)

|                   |                                   |
|-------------------|-----------------------------------|
| Ying Wang         | Montana State University-Billings |
| Scott Butterfield | Montana State University-Billings |
| Michael Campbell  | Montana State University-Billings |

GENERATION SKIPPING IRA TRANSFERS (PAPER ID: 154)

|                  |                            |
|------------------|----------------------------|
| Sheldon Smith    | Utah Valley University     |
| James Williamson | San Diego State University |
| Nathan Oestreich | San Diego State University |
| Kamal Haddad     | San Diego State            |

WHY SAVE SOCIAL SECURITY? WE HAVE NO CHOICE! (PAPER ID: 180)

|                  |                            |
|------------------|----------------------------|
| Sheldon Smith    | Utah Valley University     |
| Nathan Oestreich | San Diego State University |
| James Williamson | San Diego State University |

TAXING MARIJUANA: THE WHAT, WHERE, HOW AND WHEN OF BEST STATE TAX POLICIES AND PRACTICES  
(PAPER ID: 158)

|                  |                                 |
|------------------|---------------------------------|
| Francine Lipman  | University of Nevada, Las Vegas |
| James Williamson | San Diego State University      |

**MKT-5 From Japanese Marketing to Avoiding  
Advertising: A Potpourri of Marketing  
Topics**

**Thursday**

**3:00 PM**

**Ko'olau**

Chair: Jacquelyn Warwick

Andrews University

INDEXICAL RELATIONS IN JAPANESE ADVERTISING: THE CASE OF YAMAKI (PAPER ID: 4)

|             |                    |
|-------------|--------------------|
| Noel Murray | Chapman University |
|-------------|--------------------|

ANALYZING SERVICE QUALITY OF SUPERMARKETS USING FUZZY AHP (PAPER ID: 82)

|                |      |
|----------------|------|
| Sean Keyani    | CSUN |
| Kristen Walker | CSUN |
| Ahmad Sarfaraz | CSUN |

ON SLACKTIVISM AND PERCEIVED CRITICAL MASS IN ONLINE CROWDFUNDING CAMPAIGNS FOR PHILANTHROPIC  
CAUSES (PAPER ID: 111)

|                  |                                   |
|------------------|-----------------------------------|
| Yashar Dehdashti | Texas Wesleyan University         |
| Larry Chonko     | University of Texas at Arlington  |
| Brian Ratchford  | The University of Texas at Dallas |

EFFECTS OF MODELS' AGE ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING OF ALCOHOL AMONG UNDERAGE MINORS (PAPER ID: 163)

|                    |                           |
|--------------------|---------------------------|
| Saleem Alhabash    | Michigan State University |
| Kristen Lynch      | Michigan State University |
| Juan Mundel        | DePaul University         |
| Anna McAlister     | Endicott College          |
| Elizabeth Quilliam | Michigan State University |
| Jef Richards       | Michigan State University |

IS MEDIA MULTITASKING A GOOD REMEDY TO AVOID ADVERTISING? THE EFFECTS OF MEDIA MULTITASKING HABIT ON AD AVOIDANCE BEHAVIORS MEDIATED BY PERCEIVED ADVERTISING CLUTTER AND ADVERTISING SKEPTICISM (PAPER ID: 166)

|                    |                           |
|--------------------|---------------------------|
| Anastasia Kononova | Michigan State University |
| Elizabeth Quilliam | Michigan State University |
| Jef Richards       | Michigan State University |

SATISFIED STUDENTS IN THE INTERNATIONAL CLASSROOMS: IS THERE A UNIQUE RECIPE FOR MARKETING FACULTY MEMBERS? THE CASE OF FRENCH, AMERICAN AND CANADIAN STUDENTS (PAPER ID: 183)

|                 |       |
|-----------------|-------|
| frank pons      | Laval |
| Caroline GIRARD | LAVAL |

**BAD-3 Data Mining**

**Thursday**

**3:00 PM**

**Nawiliwili**

Chair: Nafisseh Heiat

Montana State University-Billings

PREDICTING AND COMPARING VARIABLES CONTRIBUTING TO ATTRITION OF RECENTLY HIRED EMPLOYEES WITH ATTRITION OF EMPLOYEES HIRED MORE THAN TEN YEARS (PAPER ID: 134)

|             |                                   |
|-------------|-----------------------------------|
| Abbas Heiat | Montana State University-Billings |
|-------------|-----------------------------------|

DOES MACHINE LEARNING PROVIDE NEW INSIGHT FROM DATA: A COMPARISON OF CONVENTIONAL AND MACHINE LEARNING APPROACHES TO EXPLORE A DATASET (PAPER ID: 152)

|                  |                           |
|------------------|---------------------------|
| Sathiadev Mahesh | University of New Orleans |
|------------------|---------------------------|

SIGNAL MINING IN FINE-GRAINED SENTIMENT ANALYSIS (PAPER ID: 157)

|                |                                 |
|----------------|---------------------------------|
| Wang-chan Wong | CSU Dominguez Hills             |
| Christy Wong   | USC Marshall School of Business |

COMPARING THE EFFECTIVENESS OF ARTIFICIAL NEURAL NETWORK WITH DECISION TREE IN CLASSIFICATION OF CUSTOMER CHURN (PAPER ID: 218)

|                |                                   |
|----------------|-----------------------------------|
| Nafisseh Heiat | Montana State University-Billings |
|----------------|-----------------------------------|

**MSQ-1 Various Issues in Management Science**

**Thursday**

**3:00 PM**

**Niumalu**

Chair: Cenk Caliskan

Utah Valley University

DETECTING THE PROCESS CHANGE FOR NONLINEAR PROFILE DATA (PAPER ID: 11)

|             |                                |
|-------------|--------------------------------|
| Jeh-Nan Pan | National Cheng Kung University |
|-------------|--------------------------------|

CHANCE-CONSTRAINED APPROACH TO HEALTHCARE PERFORMANCE (PAPER ID: 224)

|              |                               |
|--------------|-------------------------------|
| Yong Joo Lee | Central Washington University |
|--------------|-------------------------------|

ENVIRONMENTAL FACTORS THAT IMPACT THE HOSPITAL PERFORMANCE (PAPER ID: 223)

|                |                                   |
|----------------|-----------------------------------|
| Yong Joo Lee   | Central Washington University     |
| Seong-Jong Joo | Air Force Institute of Technology |

HOLISTIC PORTFOLIO VALUE FUNCTIONS FOR THE MULTI-OBJECTIVE PROJECT SELECTION PROBLEM (PAPER ID: 67)

|                 |                                   |
|-----------------|-----------------------------------|
| Neil Ranly      | Air Force Institute Of Technology |
| Jeff Weir       | Air Force Institute of Technology |
| John Colombi    | Air Force Institute of Technology |
| Heidi Tucholski | Air Force Institute of Technology |

MEASURING THE PERFORMANCE OF COOPERATIVE BANKS INCLUDING INTERMEDIATE OPERATIONS USING DATA ENVELOPMENT ANALYSIS (PAPER ID: 95)

Deepak Iyengar  
Rahul Nilakantan  
Seong-Jong Joo

Central Washington University  
Indian Institute of Management Indore  
Air Force Institute of Technology

THE GENERALIZED NODE-CAPACITATED MAXIMUM FLOW PROBLEM (PAPER ID: 165)

Centk Caliskan

Utah Valley University

## Friday, April 6, 2018

**Friday, April 6, 2018**

**8:00 AM - 9:40 AM**

**OLS-5 Performance in the Supply Chain**

**Friday**

**8:00 AM Ha'iku**

Chair: Aimee Jacobs

CSU-Fresno

LOGISTICS SERVICE QUALITY: MEASURES OF HARD AND SOFT PERFORMANCE (PAPER ID: 31)

Wenyi Kuang  
Stanley Griffis  
Patricia Daugherty

Michigan State University  
Michigan State University  
Iowa State University

EMPIRICAL EVIDENCE FOR COUNTERING RESOURCE SCARCITY IN THE SUPPLY CHAIN (PAPER ID: 123)

John Bell

University of Tennessee

SUPPLY CHAIN EXCELLENCE: A CAUSE OR RESULT OF FIRM PERFORMANCE (PAPER ID: 241)

Min Shi  
Wei Yu

Cal State LA  
California State Polytechnic University, Pomona

OPERATIONAL EFFICIENCY, SERVICE QUALITY, AND FIRM PERFORMANCE: EMPIRICAL EVIDENCE FROM THE US AIRLINE INDUSTRY (PAPER ID: 242)

Mahour Parast

NC A&T State University

IMPROVING DELIVERY PERFORMANCE IN A SUPPLY CHAIN (PAPER ID: 323)

Yertai Tanai  
Aimee Jacobs

California State University, Fresno  
CSU-Fresno

**SUS-2 Supply Chain Sustainability Strategies**

**Friday**

**8:00 AM Halele'a**

Chair: kunpeng li

California State University, Northridge

SHARING ECONOMY SUSTAINABILITY (PAPER ID: 122)

Shuo Zeng  
Yuanjie He  
Abolhassan Halati

California State Polytechnic University, Pomona  
California State Polytechnic University, Pomona  
California State Polytechnic University, Pomona

OPTIMAL TRANSPORT MODE FOR LOGISTICS BASED ON THE CARBON FOOTPRINT, COST AND TIME VALUE (PAPER ID: 196)

Yi-An Tsai  
Ching Ching Chang

National Cheng Kung University  
National Cheng Kung University

THE IMPACT OF CARBON EMISSION TRADE SCHEME ON SHIPPING INDUSTRIES IN DIFFERENT ECONOMIC CONDITIONS (PAPER ID: 213)

Po-Chien Huang  
Ching Ching Chang

National Cheng Kung University  
National Cheng Kung University

OPTIMAL WARRANTY OFFERING STRATEGIES FOR REMANUFACTURED PRODUCT IN A SEGMENTED MARKET  
(PAPER ID: 362)

kunpeng li  
Yang Li

California State University, Northridge  
California State University, Sacramento

**EDU-4 Online.Distance Learning**

**Friday**

**8:00 AM Kipu**

Chair: Ulrich Schmelzle

Michigan Technological University

MEASURING LEARNING IMPACT ON MINORITY, UNDERSERVED & DISADVANTAGED STUDENTS PARTICIPATING IN  
ACTIVE LEARNING CLASSROOM MODALITY VS TRADITIONAL LECTURE MODALITIES (PAPER ID: 354)

Mike Grimshaw

CSUDH

ON LINE EDUCATION Ñ OUR FUTURE OR A FAD? A SHORT CASE STUDY. (PAPER ID: 209)

BIFF BAKER

MSU-DENVER

DOES STUDENT ENGAGEMENT REDUCE ACADEMIC DISHONESTY IN DISTANCE LEARNING COURSES? (PAPER ID:  
303)

Tamela Ferguson

University of Louisiana at Lafayette

Colleen Carraher Wolverton

University of Louisiana at Lafayette

**ACC-5 Accounting III**

**Friday**

**8:00 AM Kona**

Chair: Fahimeh Rezayat

California State University DH

UNDERCHARGING FOR SELF-EMPLOYMENT TAXES: THE EFFECT ON THE OVERSTATEMENT OF INCOME TAXES  
(PAPER ID: 1)

Sheldon Smith

Utah Valley University

Lynn Smith

Utah Valley University

OWNERSHIP STRUCTURE, CORPORATE GOVERNANCE, AND TAX (PAPER ID: 29)

Ying Wang

Montana State University-Billings

Michael Campbell

Montana State University-Billings

Debra Johnson

Montana State University-Billings

EMPLOYEE AND SELF-EMPLOYED: THE IMPLICATIONS OF TWO EMPLOYERS ON SELF-EMPLOYMENT TAXES  
(PAPER ID: 168)

Sheldon Smith

Utah Valley University

Kevin Smith

Utah Valley University

Lynn Smith

Utah Valley University

INVESTIGATION OF THE EFFECT OF STUDENT LEARNING PREFERENCES (VARK) ON A SELF-MANAGED LEARNING  
PROJECT IN AN INDIVIDUAL INCOME TAX ACCOUNTING COURSE (PAPER ID: 309)

Lloyd Sage

Sage & Sage

Judith Sage

University of Texas-Rio Grande Valley

**MEO-4 Innovation and Information Systems**

**Friday**

**8:00 AM Ko'olau**

Chair: Daphne Simmonds

Metropolitan State University of Denver

OPERATIONS STRATEGY IN NASCENT ENTREPRENEURIAL VENTURES (PAPER ID: 128)

Gregory Stock

University of Colorado Colorado Springs

Christopher McDermott

Rensselaer Polytechnic Institute

Margaret McDermott

Rensselaer Polytechnic Institute

CAN TECHNOLOGY AND ARTIFICIAL INTELLIGENCE (AI) ENHANCE STUDENT KNOWLEDGE RETENTION (PAPER ID:  
190)

David Bechtold

Metropolitan State University - Denver

David Hoffman

Metropolitan State University - Denver

Ko-Hui Tung

Long Sheng Technologies

THE IMPACT OF THE EVOLUTION OF THE IS FUNCTION ON ORGANIZATIONS' COMPETITIVENESS (PAPER ID: 203)

Daphne Simmonds  
David Bechtold  
Cindy Sutton

Metropolitan State University of Denver  
Metropolitan State University - Denver  
MSU Denver

MECHANISM OF CAPABILITY - ENVIRONMENT CO-EVOLUTION DURING INNOVATION PROCESS: A CASE STUDY (PAPER ID: 375)

Litian Chen  
Qingrui Xu

Zhejiang Gongshang University  
Zhejiang University

**BAD-4 Data Driven Decision Making II**

**Friday**

**8:00 AM Nawiliwili**

Chair: Chongqi Wu

California State University East Bay

THE BEACH ORGANIC CLEAN SHEET DESIGN FOR DATA VISUALIZATION AND ANALYTICS (PAPER ID: 368)

MAHMOUD ALBAWANEH  
Dhushy Sathianathan

CSULB  
California State University Long Beach

A RECOMMENDER SYSTEM FOR RESTAURANT REVIEWS BASED ON CONSUMER SEGMENT (PAPER ID: 107)

Mohammad Salehan  
Sonya Zhang

California State Polytechnic University, Pomona  
Cal Poly Pomona

THE EFFECT OF VIRTUAL TOURS ON HOUSE PRICE AND TIME ON MARKET (PAPER ID: 78)

Wei Yu  
Zhongming Ma  
Gautam Pant  
Jing Hu

California State Polytechnic University, Pomona  
California State Polytechnic University, Pomona  
University of Iowa  
California State Polytechnic University, Pomona

INNOVATE OR DIE: CORPORATE INNOVATION AND BANKRUPTCY FORECASTS (PAPER ID: 41)

SHAONAN TIAN  
Qing Bai

San Jose State University  
Dickinson College

**Friday, April 6, 2018**

**10:00 AM - 11:40 AM**

**OLS-6 The New Economy Supply Chain and Responsiveness**

**Friday**

**10:00 AM Ha'iku**

Chair: Galia NEDELTCHEVA

Sofia University

A RESPONSIVENESS LOGIC OF SUPPLY CHAIN MANAGEMENT & LOGISTICS (PAPER ID: 7)

Glenn Richey

Auburn University

THE SHARING ECONOMY SUPPLY CHAIN AND THE ROLE OF ANOMIE (PAPER ID: 77)

David Swanson

University of North Florida

SHIPPING PEAK DEMAND FOR ONLINE SELLERS: RESERVE AND SURCHARGE (PAPER ID: 117)

Ju Myung (JM) Song

San Jose State University

ADOPTION OF BLOCKCHAIN TECHNOLOGY IN SUPPLY CHAINS - A TECHNOLOGY-ORGANIZATION-ENVIRONMENT (TOE) PERSPECTIVE (PAPER ID: 235)

Prashanth Anekal  
Surender Reddy

Saginaw Valley State University  
Saginaw Valley State University

EXPLORING THE FUTURE OF SUPPLY CHAINS THROUGH DISRUPTIVE INNOVATION - THE DIGITAL TECHNOLOGIES (PAPER ID: 350)

Galia NEDELTCHEVA

Sofia University

**SUS-3 Influence of Social Information and Sustainability on Consumer Behavior**

**Friday**

**10:00 AM Halele'a**

Chair: Yuanjie He

California State Polytechnic University, Pomona

STUDY ON CONSUMERS' WILLINGNESS TO PAY FOR PROMOTING GREEN ENERGY VEHICLES IN TAIWAN (PAPER ID: 108)

Kuei-Chao Chang

National Cheng Kung University

CUSTOMER PURCHASE INTENTION IN DIFFERENT COUNTRIES UNDER SHARING ECONOMY PLATFORMS - EVIDENCES FROM AIRBNB (PAPER ID: 135)

Xun Xu

California State University, Stanislaus

Shuo Zeng

California State Polytechnic University, Pomona

Yuanjie He

California State Polytechnic University, Pomona

A STUDY OF WILLINGNESS TO PAY FOR FAST-CHARGING BATTERY ELECTRIC SCOOTERS (PAPER ID: 264)

Ling-Chia Tseng

National Cheng Kung University

Tzuoo-Ding Lin

National Cheng Kung University

A BARGAINING MODEL FOR SUSTAINABLE INVESTMENT WITH ENVIRONMENTAL AWARENESS CONSUMERS (PAPER ID: 265)

Xiutian Shi

Nanjing University of Science and Technology

Ciwei Dong

Zhongnan University of Economics and Law

**EDU-5 Engaged/Experiential Learning**

**Friday**

**10:00 AM Kipu**

Chair: Rhonda Rhodes

California State Polytechnic University, Pomona

EPORTFOLIOS: A HIGH-IMPACT PRACTICE FOR EXPERIENTIAL LEARNING (PAPER ID: 16)

Lara Preiser-Houy

Cal Poly Pomona University

THE EFFECT OF ENTREPRENEURSHIP ORIENTATION AND SELF-EFFICACY ON STUDENT PERFORMANCE IN TECHNOLOGICAL ENTREPRENEURSHIP PROJECTS (PAPER ID: 208)

Mahour Parast

NC A&T State Unirsity

Elham Fini

NC A&T State Unirsity

ENSURING GRADUATION OF HISPANIC & AFRICAN-AMERICAN STUDENTS: THE VALUE OF PROBLEM-BASED SERVICE LEARNING (PAPER ID: 306)

Jean West

California State University-Bakersfield

UPDATING GRADUATE BUSIENSS CURRICULA: INCORPORATING EXPERIENTIAL LEARNING (PAPER ID: 347)

Eric McLaughlin

California Institute of Advanced Management

Harish Amar

California Institute of Advanced Management

RICHARD JOHNSON

CALIFORNIA INSTITUTE OF ADVANCED MANAGEMENT

CREATING ENGAGED LEARNING ENVIRONMENTS (PAPER ID: 349)

Rhonda Rhodes

California State Polytechnic University, Pomona

**ACC-6 Accounting VI**

**Friday**

**10:00 AM Kona**

Chair: Wang-chan Wong

CSU Dominguez Hills

USING RCD MODEL IN EVALUATING COMMUNITY-ENGAGEMENT LEARNING EXPERIENCES IN AN ACCOUNTING INFORMATION SYSTEMS COURSE (PAPER ID: 210)

YI-MIIN Yen

University of Alaska Anchorage

THE SPILLOVER EFFECT OF ACCOUNTING QUALITY ON DEBT CONTRACTING ALONG THE SUPPLY CHAIN (PAPER ID: 276)

Sanjian Zhang

California State U., Long Beach

Jingjing Zhang

McGill University

Jingjing Xia

University of Southern California

INTERNAL DRIVERS OF SHORT-TERM OVERPRODUCTION (PAPER ID: 278)

HAIHONG HE California State University, Los Angeles

THE IMPACT OF STRATEGIC ALLIANCES ON ANALYSTS' FORECASTS (PAPER ID: 317)

Praveen Sinha CSU, Long Beach

INVENTORY MANAGEMENT SYSTEM BASED ON STOCHASTIC SIMULATION FOR COST ACCOUNTING (PAPER ID: 133)

Yong Choi California State University, Bakersfield

Di Wu California State University-Bakersfield

Ji Li California State University, Bakersfield

**MEO-5 Workplace Issues**

**Friday**

**10:00 AM Ko'olau**

Chair: Vish Iyer

University of Northern Colorado

A SINO-U.S. COMPARISON ON WORKPLACE FLEXIBILITY: EXAMINING EMPLOYEES' ATTITUDES ABOUT, ACCESS TO AND USE OF FLEXIBILITY AND ITS EFFECTIVENESS ON EMPLOYEE OUTCOMES (PAPER ID: 12)

Lei Lai California State University, Dominguez Hills

WORK FAMILY FACILITATION AND ITS IMPACT ON OUTCOMES IN WORK AND NON-WORK DOMAINS - AN EXPLORATORY STUDY (PAPER ID: 72)

NEENA GOPALAN University of Redlands

Bing Bai University of Redlands

KEY FACTORS OF BUSINESS COMMUNICATIONS IN LATIN AMERICA (PAPER ID: 299)

Vish Iyer University of Northern Colorado

Rutilio Martinez University of Northern Colorado

A NEW PERSPECTIVE ON WORKPLACE AGGRESSION: WAGES AND JOB CLASS (PAPER ID: 312)

Samantha Ortiz CSUDH

Thomas Norman California State University, Dominguez Hills

THE EFFECTS OF SAFETY CLIMATE AND OCBS ON OPERATIONAL PERFORMANCE (PAPER ID: 177)

Matthew Roberts Air Force Institute of Technology

Matthew Douglas Air Force Institute of Technology

Robert Overstreet Iowa State University

Jeffrey Ogden University of North Texas

Jason Anderson Air Force Institute of Technology

Dominique Estampe KEDGE Business School

**BAD-5 Data Drive Decision Making I**

**Friday**

**10:00 AM Nawiliwili**

Chair: Yudhi Ahuja

San Jose State University

SOCIAL MEDIA SENTIMENT ANALYSIS FOR MAKING BANK LOAN DECISIONS (PAPER ID: 244)

Hui Shi California State Polytechnic University, Pomona

Drew Hwang Cal Poly Pomona

Dazhi Chong California Lutheran University

ADVANCED ANALYTICS OR NOT? (PAPER ID: 288)

Willard Price University of the Pacific

THE EVOLUTION OF NEWS AND MEDIA WEBSITE DESIGN (PAPER ID: 330)

Sonya Zhang Cal Poly Pomona

Ashish Hingle Cal Poly Pomona

CROSS-INDUSTRY STUDY AND COMPARISON OF BIG DATA INITIATIVES (PAPER ID: 385)

Alpana Desai University of Alaska Anchorage

Amitabh Garg Petrotechnical Resources of Alaska

BUSINESS ANALYTICS: THE CHALLENGES AND DILEMMAS OF ILLEGAL MIGRATION IN THE UNITED STATES OF AMERICA (PAPER ID: 188)

Yudhi Ahuja

San Jose State University

**MSQ-3 Healthcare Applications**

**Friday**

**10:00 AM Niumalu**

Chair: Gary Gaukler

Claremont Graduate University

A STOCHASTIC APPROACH TO HEALTH CARE PERFORMANCE (PAPER ID: 225)

Yong Joo Lee

Central Washington University

COST IMPACT ON THE PERFORMANCE OF HOSPITAL OPERATIONS (PAPER ID: 229)

Yong Joo Lee

Central Washington University

Jason Anderson

Air Force Institute of Technology

DEVELOPMENT AND APPLICATION OF WIMAP-P WITH BIG DATA ANALYTICS (PAPER ID: 266)

Steven Chien

New Jersey Institute of Technology

THE IMPACT OF EQUIPMENT MISPLACEMENT ON PATIENT SERVICE LEVELS IN HOSPITALS (PAPER ID: 172)

Gary Gaukler

Claremont Graduate University

Yashwanth Namireddy

Claremont Graduate University



# Papers Sorted by ID

(for full papers or abstracts, please see the online proceedings on the WDSI Web site)

**Paper ID: 1      UNDERCHARGING FOR SELF-EMPLOYMENT TAXES: THE EFFECT ON THE OVERSTATEMENT OF INCOME TAXES**

Friday, April 6, 2018      8:00 AM      Kona

Prior work demonstrated how the current application of tax laws undercharges for self-employment taxes. Additional work extended that prior research to include taxpayers with both employee earnings and self-employment income. This paper adds a more specific analysis about the overstatement of income taxes resulting from the self-employment tax understatement.

**Paper ID: 2      HACKNEY CAR RENTAL**

Wednesday, April 4, 2018      10:00 AM      Niumalu

The car rental industry is experiencing massive challenges from autonomous vehicle technology, ride sharing, and changing demographics. In response to these threats many of the major rental car firms are turning to yield management analytics. The purpose of this presentation is to illustrate how yield management modelling can be used to optimize fleet purchasing plans.

**Paper ID: 3      APPLYING LEAN SYSTEMS AND CONTINUOUS IMPROVEMENT IN HOSPITAL PHARMACY OPERATIONS**

Thursday, April 5, 2018      8:00 AM      Ha'iku

Hospital pharmacy operations involve large amounts of labour and cost in inventory of pharmaceuticals as well as equipment. The effectiveness of these pharmacy operations has a substantial impact on overall hospital effectiveness measures, including costs, safety and quality, timeliness, effectiveness and efficiency of medication and patient flow. The lean and continuous improvement approach as we implemented in this project showed significant benefits in these hospital interventions. Lean tools were usefully adapted and applied from their éleaní and manufacturing industry roots. Additionally, organisational settings, leadership and a culture of learning and improvement were found to be important key success factors.

**Paper ID: 4      INDEXICAL RELATIONS IN JAPANESE ADVERTISING: THE CASE OF YAMAKI**

Thursday, April 5, 2018      3:00 PM      Ko'olau

Indexical relations of Uchi/Soto are investigated in a Japanese consumption context. The article develops and applies a theory of uchi/soto relations to consumption contexts. Evidence suggests that the type of tacit, pragmatic cultural knowledge embedded in the indexical relations of uchi/soto provides a unique window into Japanese consumption behavior. An exemplar case of Japanese advertising is studied to illustrate the centrality of inside/outside relationships in marketing and consumption contexts. The research provides support for the notion that a deep understanding of local cultural praxis is a critical research agenda for consumer research. .

**Paper ID: 5      MODELING AND SIMULATION OF SOLAR ENERGY LEVELIZED COST OF ENERGY FOR A PRE-EXISTING BUILDING RETROFIT**

Wednesday, April 4, 2018      8:00 AM      Ha'iku

This paper presents the use of the renewable energy modeling and simulation software package National Renewable Energy Laboratory System Advisor Model (NREL SAM) to perform decision making regarding pre-existing building infrastructure. The Levelized Cost of Energy (LCOE) for each case study is summarized along with the financial analysis of each proposed renewable energy technology. Herein, the LCOE was found to be 4.41 ¢/kWh and 19.53 ¢/kWh for solar PV and solar thermal hot water heating retrofits, respectively. These values are in comparison to the average cost of electricity of 17.8 ¢/kWh for Los Angeles, CA.

**Paper ID: 6      EXPOSING SYSTEM AND MODEL DISPARITY AND AGREEMENT USING WAVELETS**

Wednesday, April 4, 2018      8:00 AM      Niumalu

Model verification and validation (V&V) remains a critical step in the simulation model development process. A model requires verification to ensure that it has been correctly transitioned from a conceptual form to a computerized form. A model also requires validation to substantiate the accurate representation of the system it is meant to simulate. Validation assessments are complex when the system and model both generate high-dimensional functional output. To handle this complexity, we review several wavelet-based approaches for assessing models of this type and introduce a new concept for highlighting the areas of contrast and congruity between system and model data.

**Paper ID: 7      A RESPONSIVENESS LOGIC OF SUPPLY CHAIN MANAGEMENT & LOGISTICS**

Friday, April 6, 2018      10:00 AM      Ha'iku

Drawing from the organizational strategy and business logistics/supply chain literature, this manuscript argues that responsiveness realized through supply chain management is a foundational logic (Responsiveness Logic) that affords firms the opportunity to successfully compete amidst changes and disruption in all business environments. Responsiveness is further proposed as a key outcome and/or managerial goal charting the direction for supply chain management researchers as a theoretically distinct research domain. Arguably, all roads to superior performance in supply chain management pass through the responsiveness of supply chain members.

**Paper ID: 8 IMPROVING PERSONNEL SELECTION THROUGH MULTI OBJECTIVE DECISION ANALYSIS**

Wednesday, April 4, 2018 8:00 AM Niumalu

Personnel selection has always and will continue to be a challenging endeavor for the military special operations. They want to select the best out of a number of qualified applicants. How an organization determines what makes a successful candidate and how to compare candidates against each other are some of the difficulties that top tier organizations like the special operations face. Value focused thinking (VFT) places criteria in a hierarchal structure and quantifies the values with criteria measurements, known as a decision model. The selection process can be similar to a college selecting their students. This research used college student entry data and strategic goals as a proxy for special operations applicants and standards.

**Paper ID: 11 DETECTING THE PROCESS CHANGE FOR NONLINEAR PROFILE DATA**

Thursday, April 5, 2018 3:00 PM Niumalu

In this paper, the functional relationship of profile data is described via a non-parametric regression model and a nonparametric exponentially weighted moving average (EWMA) control chart is developed for detecting the process change for nonlinear profile data. We first fit the nonlinear profile data via a support vector regression (SVR) model and the nonparametric EWMA control chart with the five metrics can be constructed accordingly. Moreover, a simulation study is conducted to evaluate the detecting performance of the new chart under various process shifts. Finally, a realistic example is used to demonstrate the usefulness of the new chart and its monitoring schemes.

**Paper ID: 12 A SINO-U.S. COMPARISON ON WORKPLACE FLEXIBILITY: EXAMINING EMPLOYEE'S ATTITUDES ABOUT, ACCESS TO AND USE OF FLEXIBILITY AND ITS EFFECTIVENESS ON EMPLOYEE OUTCOMES**

Friday, April 6, 2018 10:00 AM Ko'olau

Using data from 2,688 employees of three multinational corporations with worksites located in both the U.S. and China, this paper demonstrated that Chinese viewed workplace flexibility as less important, perceived fewer benefits and more costs associated with its use, and reported less access to and use of flexibility than Americans. Access to flexibility is linked to higher job satisfaction for Americans, but not for Chinese. Both access to and use of flexibility are linked to higher satisfaction with work-family balance for Americans, but not for Chinese, with the exception of access to flexplace. We conclude that workplace flexibility policies should be customized to improve their cultural congruence in different nations.

**Paper ID: 13 A MULTI-OBJECTIVE BILEVEL OPTIMIZATION MODEL FOR THE RELOCATION OF INTEGRATED AIR DEFENSE SYSTEM ASSETS**

Thursday, April 5, 2018 8:00 AM Niumalu

Given a subset of ground-based air defense weapon systems within an Integrated Air Defense System (IADS) that have been incapacitated, we formulate a multi-objective bilevel optimization model to relocate surviving assets to maximize an intruder's minimal exposure across a defended border region, minimize the maximum asset relocation time, and minimize the total number of assets requiring relocation. Our formulation also allows the defender to specify minimum coverage requirements for high-value asset locations and emplaced weapon systems. Adopting the  $\tilde{A}$ -constraint method, we develop a single-level reformulation that enables the identification of Pareto-optimal solutions and identifies trade-offs between the competing objectives.

**Paper ID: 16 EPORTFOLIOS: A HIGH-IMPACT PRACTICE FOR EXPERIENTIAL LEARNING**

Friday, April 6, 2018 10:00 AM Kipu

A high-impact practice of ePortfolios promotes authentic experiential learning and can serve a range of pedagogical, assessment, and promotional purposes. This paper discusses an innovative approach of integrating ePortfolios in the curriculum of an undergraduate business program. The paper delineates benefits of an ePortfolio as an educational practice in the context of a systems development project in the Fundamentals of Computer Information Systems course. The paper's practical implications are the viability of ePortfolios not only as a vehicle for integrating learning across curricular/co-curricular educational experiences, but also as a medium for promoting the visibility of student achievements to internal and external stakeholders.

**Paper ID: 17 BENFORD'S LAW AND ITS APPLICATION TO MODERN INFORMATION SECURITY**

Wednesday, April 4, 2018 3:00 PM Ha'iku

Modern society's dependence on accuracy of government supported, publically available or proprietary corporate databases is increasing rapidly. The common defense is through protection of layers of cyber network and other means to create resilient and reliable operations. However, no network is ever fully safe from intrusion and concerns for data integrity has become a paramount issue, in particular in financial sector. This paper aims at exposing and extending upon the so-called Benford's law to provide a new look at how we can recognize intentional data corruption.

**Paper ID: 18 INTRODUCING GLOBAL INFORMATION SYSTEMS INTO YOUR ORGANIZATION: A CASE-BASED APPROACH**

Thursday, April 5, 2018 1:00 PM Halele'a

In this connected world global information systems could present a unique competitive advantage to those organizations that are properly deploying it into their operations. This paper first examines five recent real life cases related to global information systems and then proposes a nine step process for managers to consider when introducing global information systems into their organizations[1,2].

**Paper ID: 19      VARIATION IN THE STRUCTURE AND ADMINISTRATION OF STUDENT MANAGED INVESTMENT FUNDS**

Wednesday, April 4, 2018      1:00 PM      Halele'a

Several years have passed without much formal investigation of Student-Managed Investment Fund (SMIF) practices. Research began again in 2016. The findings of this study conclude that not only is the prior research still valid, but the issues raised in the earlier research are still present. Both topics are addressed further in this paper. The question of where do we go from here may require additional research.

**Paper ID: 20      RELATIVE EFFICIENCY, INDUSTRY CONCENTRATION, AND AVERAGE STOCK RETURNS**

Wednesday, April 4, 2018      10:00 AM      Halele'a

We examine relationships between industry concentration, firm efficiency and cross section of stock returns. We find that industry concentration and firm efficiency have independent and significant effects on stock returns.

**Paper ID: 21      READINESS METRICS FOR HUMANITARIAN MISSIONS IN THE UNITED STATES NAVY**

Wednesday, April 4, 2018      8:00 AM      Niimalu

Over the past decade, the USN has been active in providing HADR and has been one of the principal suppliers of disaster relief due to its many unique and critical capabilities. Humanitarian assistance and disaster relief operations are part of the Co-operative Strategy 21st Century Seapower. We survey relevant literature to investigate whether any readiness metrics can be defined and developed to enhance the efficacy and efficiency of humanitarian missions. Our contribution in this research is the literature review to understand readiness metrics and a proposed conceptual framework for readiness metrics.

**Paper ID: 22      PANEL ON STUDENT-MANAGED INVESTMENT FUND PROGRAMS**

Wednesday, April 4, 2018      1:00 PM      Halele'a

The purpose of this panel is to promote student-managed investment fund (SMIF) programs by inviting faculty advisors of prominent SMIF programs to share their success with the audience. The panelists will also present their research on the SMIF programs.

**Paper ID: 23      FREE-TO-PAID TRANSITION OF U.S. NEWSPAPERS**

Wednesday, April 4, 2018      8:00 AM      Nawiliwili

In this growing trend of online content monetization, publishers are faced with deciding whether to introduce a paid digital subscription plan, when to roll out such changes, and how much to charge. At the core of these questions lies the uncertainty of the consequences, which include an abrupt decrease in web traffic. This study investigates how a free content provider's switch to a paid digital subscription policy affects its web traffic.

**Paper ID: 26      OPTIMIZING FACILITY LOCATION AND DESIGN**

Thursday, April 5, 2018      3:00 PM      Ha'iku

We develop novel framework and methodology to simultaneously optimize locations and designs for a set of facilities that may be facing competition. The framework encompasses both, proportional allocation models where demand is distributed among available facilities in proportion to the utility a customer derives from a given facility and all-or-nothing models, such as the p-median that assume that customers are only attracted to the closest facility. Many classic models are included as special cases of our Problem. The methodology we develop allows to separate design and location decisions, allowing for computing optimal solutions to medium-size problems (with hundreds potential locations and up to 20 new facilities) relatively quickly. "

**Paper ID: 28      ISSUES OF VALIDITY: WHAT CAN BE LEARNED FROM THE STUDENT EVALUATION OF TEACHING**

Wednesday, April 4, 2018      8:00 AM      Kipu

The student evaluation of teaching (SET) can be seen as a type of job performance measure, and as such can act as an example, not only of academic performance, but also of attempts by management and HR specialists to measure non-objective performance. Since SET has been extensively studied, the pitfalls, problems, and applications of these evaluations can act as guides for anyone attempting to measure performance.

**Paper ID: 29      OWNERSHIP STRUCTURE, CORPORATE GOVERNANCE, AND TAX**

Friday, April 6, 2018      8:00 AM      Kona

For all companies, maximizing profit is a key goal. Minimization of actual taxes paid is generally seen as a desirable component of that goal. However, most Chinese companies are in an unusual situation and actually pay more taxes than they actually report as tax expense. The goal of this paper is to investigate how incentive pay schemes for various groups and actual equity ownership for these groups affect tax-planning behavior by Chinese firms. Our results shed light on optimum compensation design for board of director members, executives and managers. We contribute to current literature by researching existing Board of Directors and executives' compensation and equity holding's effects on tax.

**Paper ID: 30      COMPENSATION, INSIDER EQUITY HOLDING, EARNINGS MANAGEMENT AND TAX**

Thursday, April 5, 2018      3:00 PM      Kona

For all companies, minimization of actual taxes paid is generally seen as a desirable component of that goal. However, most Chinese companies are in an unusual situation and actually pay more taxes than they actually report as tax expense. The goal of this paper is to investigate how incentive pay schemes for various groups and actual equity ownership for these groups affect tax-planning behavior by Chinese firms. Our results shed light on optimum compensation design for board of director members, executives and managers. We contribute to current literature by researching existing Board of Directors and executives' compensation and equity holding's effects on tax.

**Paper ID: 31 LOGISTICS SERVICE QUALITY: MEASURES OF HARD AND SOFT PERFORMANCE**

Friday, April 6, 2018 8:00 AM Ha'iku

Logistics service quality [LSQ] is a fundamental concept in logistics research. While researchers have adopted various measures to capture the concept, no clear definition has emerged. Due to the various perspectives adopted, research of LSQ on customer satisfaction has revealed mixed findings. This paper aims to provide a unified definition and a refined LSQ scale to synthesize the literature and add depth to LSQ research. The proposed definition of LSQ and the refinement of LSQ scale facilitate knowledge accumulation and dissemination in the logistics field. The conceptual model seeks to explain inconsistent findings observed in the literature. Theoretical foundation lends support for better understanding in future LSQ related research.

**Paper ID: 33 THE EFFECT OF LIFESTYLE CHOICES ON CANCER: WHICH ONE HAS THE STRONGEST INFLUENCE?**

Wednesday, April 4, 2018 1:00 PM Ha'iku

The crucial lifestyle choices that affect the occurrence and mortality of cancer include alcohol, tobacco, diet, obesity, infectious agents, environmental pollutants, and radiation. This shows the significance of our lifestyle choices in preventing cancer. The main lifestyle choices that affect the occurrence and mortality of cancer, analyzed in this study, are alcohol consumption, lack of physical activity, obesity, and tobacco usage. The strength of the association between cancer and these lifestyle choices are studied. The results show that the most influential lifestyle choices in predicting cancer are alcohol consumption and obesity.

**Paper ID: 34 THE SYNERGY EFFECT OF CORPORATE SOCIAL RESPONSIBILITY, PRODUCT MARKET COMPETITION AND FINANCIAL PERFORMANCE**

Wednesday, April 4, 2018 8:00 AM Halele'a

We explore the impact of corporate social responsibility and product market competition on firms' short- and long-term financial performance and confirm synergy effects: Fulfilling social responsibility has a significant and positive impact on firms' short- and long-term financial performance; Product market competition can only enhance in short-term but has a significantly negative impact in long-term; The interaction between fulfilling social responsibility and product market competition can significantly and negatively affect both short- and long-term corporate financial performance, implying a negative synergy.

**Paper ID: 36 SUPPLY CHAIN COMPETENCY: AN ENABLER OF ECONOMIC COMPLEXITY AND ECONOMIC DEVELOPMENT**

Thursday, April 5, 2018 1:00 PM Ha'iku

As business has become increasingly competitive and global, countries are striving to succeed in the global marketplace. In such an environment, a nation's competitiveness is largely dependent on certain institutional, infrastructural and technology factors. This study identifies such factors that collectively constitute the supply chain competency of the nation. The study explores the role of supply chain competency in the economic development of a nation and proposes supply chain competency to be an enabler of complex economic activities and economic development. Secondary data is used to develop a supply chain competency index. Existing data sources and indices will be used for measures of economic complexity and economic development.

**Paper ID: 37 PERCEIVED FORGIVENESS CLIMATE AND PUNISHMENT DECISION-MAKING**

Thursday, April 5, 2018 1:00 PM Ko'olau

There has been scant research on how perceptions of the organizational context influence punishment decision-making. This study examines the effect of a disciplinary agent's perceived forgiveness climate on punishment in response to ethical misconduct. Results suggest that when an experience of being forgiven is salient to a disciplinary agent and when there are mitigating circumstances surrounding the ethical misconduct, higher perceived forgiveness climate is associated with a lower level of punitive intent. The results also suggest a positive relationship between perceived forgiveness climate and punitive intent when an experience of being forgiven is salient to the disciplinary decision-maker.

**Paper ID: 38 ROUNDING PHENOMENON IN THE OTC MARKET**

Thursday, April 5, 2018 1:00 PM Kona

This study investigates the rounding phenomenon in the over-the-counter (OTC) market and finds that similar to the firms listed in the major U.S. stock market, OTC listed firms tend to manipulate their reported earnings and revenues. The study also finds that the rounding manipulation is more severe in the OTC market than in the major markets and the magnitude of rounding manipulations decreases after the enhanced regulations requirements. The results can help explain the existing findings that OTC investment return is severely negative.

**Paper ID: 40 COOPERATION AND COORDINATION IN INTERDISCIPLINARY COLLABORATION BETWEEN UNIVERSITY AND INDUSTRY**

Thursday, April 5, 2018 10:00 AM Kipu

The interdisciplinary collaboration between university and firm is an important vehicle for innovation in the knowledge-intensive industries. The performance of collaborative innovation depends on partners' efforts to overcome the obstacles from moral hazards and cognitive distance between them. Based on extensive literature review, we explored inherent inhibitors and corresponding enablers to the inter-organizational and interdisciplinary collaboration and further proposed a conceptual framework to shed light on the management of open innovation between university and firm.

**Paper ID: 41      INNOVATE OR DIE: CORPORATE INNOVATION AND BANKRUPTCY FORECASTS**

Friday, April 6, 2018      8:00 AM      Nawiliwili

We investigate the relationship between a firm's innovation performance and its probability of bankruptcy. Estimating the discrete hazard model with a comprehensive set of bankruptcies spanning the period of 1980 - 2009, we find several previously neglected innovation-based variables are strongly related to bankruptcy probability. In specific, controlling for important accounting and market-based bankruptcy predictors, patent-based measures of a firm's innovative output, R&D intensity and the effectiveness of its R&D investments all forecast bankruptcy. These predictive relationships are stronger for firms belonging to technology-intensive industries, and the importance of patent-based variables increases with prediction horizons.

**Paper ID: 44      AND THE WINNER IS: INTERNAL CONTROL AND HUMAN RESOURCE ISSUES AT THE 2017 OSCARS**

Wednesday, April 4, 2018      8:00 AM      Ko'olau

This instructional case, suitable for use in both management and accounting courses, focuses on the error in announcing the winner of the Best Picture award at the 2017 Oscars. After laying out the selection process in some detail, the case explores the error as an internal control lapse (accounting), issues with the use of social media (management) and suggested discipline for employees who committed the error (management). Case questions ask students to: (a) develop an internal control plan using the COSO Internal Control Integrated Framework, (b) analyze and critique existing social media policies in real organizations and (c) comment on the appropriateness (or lack thereof) of disciplinary procedures taken against the employees.

**Paper ID: 45      DEVELOPING AND TEACHING A HYBRID COURSE IN DATA ANALYTICS**

Thursday, April 5, 2018      1:00 PM      Kipu

Data analytics is an up and coming curriculum area for many business schools. In 2013, in response to both new AACSB learning goals and the need to revise curriculum for internal reasons, the College of Business Administration at one of the 23 campuses of the California State University developed such a course for its MBA program; the course was later adapted by one of its developers for use in the MS in Accountancy (MSA) program as well. This presentation will discuss the development process, the course's initial delivery and its adaptation for the MSA program.

**Paper ID: 47      CAPACITY BUILDING IN A TANZANIA NURSING SCHOOL: A STRATEGIC INTERNATIONAL COLLABORATION**

Wednesday, April 4, 2018      1:00 PM      Nawiliwili

This case study describes a collaboration between a private nursing school in Africa, and the faculty of a public university in California. The study embeds the nursing school within the framework of the Tanzanian national healthcare system by examining the relationship of community workforce development and educational development within the nursing school. A series of goals and work plan are described over a three year period. The project identified structural weaknesses, provided a link between workforce and educational development, and implemented a technology-based delivery system.

**Paper ID: 50      SOCIAL SECURITY PLANNING FOR FACULTY: IMPORTANT ISSUES FOR CONSIDERATION**

Wednesday, April 4, 2018      10:00 AM      Kona

Many universities participate in Social Security; others do not. Some faculty members have served at both types of campuses. This workshop will be a discussion involving planning topics like how benefits are calculated, when to start benefits, spousal benefits, federal and state taxation of benefits, the windfall elimination penalty, etc.

**Paper ID: 51      GETTING ON BOARD: THE MONITORING EFFECT OF INSTITUTIONAL DIRECTORS**

Wednesday, April 4, 2018      8:00 AM      Halele'a

We identify a sample of firms with directors employed by institutional investors and examine an important channel through which institutional monitoring takes place. Using difference-in-differences tests, we find evidence that institutional monitoring has a significantly positive effect on long-term stock returns yet is negatively associated with Tobin's Q. Further analysis shows that institutional monitoring leads to reductions in capital expenditure and R&D and increases in payouts. The findings suggest that institutional directors urge firms to reduce possibly value-decreasing investments, thus lower Tobin's Q, and return value to investors.

**Paper ID: 52      DETERMINING RELIABLE NETWORKS OF PREPOSITIONING MATERIEL WAREHOUSES FOR PUBLIC-SECTOR RAPID RESPONSE SUPPLIES**

Wednesday, April 4, 2018      3:00 PM      Ha'iku

Events such as natural disasters or combat operations require a rapid response capability from humanitarian service providers and military organizations. Such organizations can decrease their response times through the prepositioning of materiel in forward warehouses, reducing the time needed to transport items to the site of need. The objective of this research is to identify a reliable network posture, which is a set of utilized facility locations and an allocation of materiel to those locations, that can satisfy time-sensitive delivery requirements to potential locations around the globe, ensuring that demands can be satisfied even in the event of loss of access to a subset of storage sites, all at minimum total cost.

**Paper ID: 53      DECISION MAKING BEHAVIOR AS AN INTERPLAY OF VALUE-ORIENTATION AND ECONOMIC REASONING**

Wednesday, April 4, 2018      10:00 AM      Niumalu

Decision making and decision making processes can be regarded as an immanent part of human existence. Decisions and decision making processes concern people's personal and private as well as their professional activities. The above formulated research project encompasses the investigation of normative and descriptive elements of decision theory and decision making models, analytically and empirically, by scrutinizing the impact of norms, values and individual convictions on real world decision making behaviour. It turned out that there is a basic behavioural propensity towards a broad trade-off" between conflicting personal norms and values on the one hand, and economic necessities on the other hand. "

**Paper ID: 54      EPISTEMOLOGICAL AND METHODOLOGICAL CONSIDERATIONS OF SOCIO-ECONOMIC DECISION MAKING RESEARCH - SOME CONJECTURES AND REFUTATIONS -**

Wednesday, April 4, 2018      10:00 AM      Niumalu

In contrast to the intensive and extensive research efforts on discipline-specific resp. subject-specific issues in the economic sciences, there is an astonishingly low number of meta-theoretical resp. epistemological discussions observable within the scientific community and in the scientific literature, dealing with economic and business management research. Our paper tries to provide some revitalising conjectures and refutations to the epistemological and methodological groundworks" of business administration and economics, with a particular emphasis on socio-economic decision making research."

**Paper ID: 59      INSTITUTIONAL FORESIGHT: DO INSTITUTIONS PROFIT FROM REPURCHASE ANNOUNCEMENTS?**

Wednesday, April 4, 2018      8:00 AM      Halele'a

Share repurchases create an asymmetric information environment for institutional investors. The firm and its insiders know the announcement's timing and whether or not there will be actual implementation of share repurchases. Institutions do not have this information ex-ante, but do they have the foresight to trade profitably? We test this using daily intermarket sweep order, biweekly short interest, and quarterly 13(f) data. We find evidence that institutions are unprofitable particularly when they are competing against better-informed participants. Institutional investors appear to be mistiming their trades, selling prematurely at lower prices.

**Paper ID: 62      THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL AND GRIT: IMPLICATIONS FOR BUSINESS STUDENTS**

Wednesday, April 4, 2018      8:00 AM      Ko'olau

This paper explores the relationship between Positive Psychological Capital and Grit.

**Paper ID: 64      OPTIMIZING THE PERFORMANCE OF A SUPPLY CHAIN USING GREY-BASED TAGUCHI METHOD**

Thursday, April 5, 2018      3:00 PM      Ha'iku

This paper demonstrates the Grey-based Taguchi (G-Taguchi) method to solve a multi-objective optimization problem in the supply chain with the order-up-to-level S policy. A simulation model is run based on L18 Taguchi's orthogonal array design. The three-performance measures—order bullwhip effect (BWE), inventory BWE, and average fill rate—and the four controllable factors such as the information sharing rate, lead-time inflation constant, smoothing constant in forecasting, and inventory adjustment time are analyzed. G-Taguchi method generates a well-balanced solution with consideration of all three measures.

**Paper ID: 65      OPTIMAL IMPERFECT MAINTENANCE OF A MACHINE SHOP WITH DIFFERENT VIRTUAL AGES**

Wednesday, April 4, 2018      10:00 AM      Niumalu

A machine shop is considered with machines having different virtual ages and failure distributions. Performing maintenance on any one of the machines decreases its virtual age by a given factor resulting in lower probability of the occurrence of later non-repairable failures. Due to limited maintenance budget the optimal choice of machines to be maintained has to be determined, which minimizes the total expected maintenance and replacement costs.

**Paper ID: 66      A RECOMMENDATION SYSTEM FOR FIRST-ORDER NOAB DESIGNS WITH MULTIPLE PERFORMANCE MEASURES**

Wednesday, April 4, 2018      8:00 AM      Ha'iku

The construction of nearly orthogonal-and-balanced (NOAB) designs is examined for full first-order models in a framework that is informed by the algorithm selection problem for multiple design performance measures and various design size and imbalance settings. Based on a randomly-generated set of large decision spaces, the choice of design size drives the changes in other design performance measures, with decision space features found to impact the measures as well. In this multi-objective setting, prediction of design performance within the framework consistently results in the recommendation of designs that perform well over an entire weight space in addition to designs for specific weights.

**Paper ID: 67      HOLISTIC PORTFOLIO VALUE FUNCTIONS FOR THE MULTI-OBJECTIVE PROJECT SELECTION PROBLEM**

Thursday, April 5, 2018      3:00 PM      Niumalu

This research introduces an approach to formulate and solve multi-objective project selection problems with non-constant marginal values. The presentation discusses the requirements and presents a demonstration of the approach applied to an environmental project selection problem proposed in literature. We extend non-linear programming optimization software with a branch-and-bound implicit-enumeration solution technique to account for the binary nature of project-selection decision variables and find the solver provides a better optimized solution for a testing dataset compared to an off-the-shelf commercial non-linear solver. We highlight elicitation issues a previously proposed method does not address.

**Paper ID: 68      N OPERATIONAL CONSUMER PROFILE FOR REAL-TIME SCORING**

Thursday, April 5, 2018      1:00 PM      Nawiliwili

Recommender systems (ReCo's) have become a familiar artifact in cyberspace as a vehicle for increasing revenues while deepening customer loyalty and satisfaction. To facilitate real-time scoring required by the ReCo, a consumer profile (CP) must be accessible via a performance store to satisfy the service level agreements (SLAs) associated with real-time scoring. There are many applications that require real-time scoring, e.g. fraud detection in payment systems and ad placement in mobile advertising.

**Paper ID: 69      THE SUCCESS FACTOR STUDY FOR ENTERPRISE MOBILE INSTANT MESSAGING APPLICATIONS**

Thursday, April 5, 2018      8:00 AM      Nawiliwili

This study is based on a real case of a corporation implementing an instant messaging application for the employees. This research first analyzes the reasons and environmental factors why the company chooses this system, following by observations of employees' satisfaction and their continuous usage behavior. Through Information Systems Success Model and Continuous Usage Intention Model of Information System, we build up the structure of the study, gather data by questionnaires and analyze by SPSS, and observe the key factors of mobile instant messaging system from collected information.

**Paper ID: 71      SERVICE DELIVERY NETWORK FOR FAMILIES OF CHILDREN WITH DISABILITIES: HOW INTER-ORGANIZATIONAL COLLABORATION CAN ENHANCE PARENT INVOLVEMENT AND WELL BEING**

Wednesday, April 4, 2018      3:00 PM      Nawiliwili

In the field of public administration, how to improve the well-being of family of children with disabilities is an important area that many government agencies, schools, nonprofit organizations have been collaboratively working on. Based on a perspective of social network analysis, this paper aims to examine the needs and gaps in public policies, service delivery, and social support that public administration can improve on so as to enhance parent involvement and well-being for families of children with disabilities. The study also asks what roles government agencies should play in the community level and system level of service delivery network for supporting minority families of children with disabilities.

**Paper ID: 72      WORK FAMILY FACILITATION AND ITS IMPACT ON OUTCOMES IN WORK AND NON-WORK DOMAINS Ñ AN EXPLORATORY STUDY**

Friday, April 6, 2018      10:00 AM      Ko'olau

The paper tests Resources Gain Development model of work and family facilitation. Data were collected from academic faculty on different variables in work and family domains. Results primarily supported our hypotheses that work and family influence each other in the outcomes phase. Future research and implications are discussed.

**Paper ID: 73      SPATIAL ANALYSIS FOR SMALL RETAIL FACILITY SITE SELECTION AND DECISION MAKING: A CASE STUDY FOR STARBUCKS- SEATTLE.**

Thursday, April 5, 2018      1:00 PM      Nawiliwili

Strategic planners are often challenged by difficult spatial resource allocation decisions to predict a successful location for a new facility. This study will follow the inductive reasoning approach with the availability of the Seattle data to build a model for prediction.

**Paper ID: 75      HOSPITALITY BRAND TRANSPARENCY AND AUTHENTICITY: CO-CREATION ANTECEDENTS AFFECTING LOYALTY AND TRUST**

Wednesday, April 4, 2018      10:00 AM      Ko'olau

This study examined the role of brand transparency and authenticity in building loyalty and trust among customers and a company through value co-creation, specifically co-creating a marketing campaign for a well-known coffee-shop brand. Transparency positively influenced customers' involvement in co-creating of marketing campaigns and improved brand trust, but not brand loyalty.

**Paper ID: 76      M-LOYALTY ACROSS CULTURE**

Thursday, April 5, 2018      8:00 AM      Kipu

The purpose of this study is to test if there is any relationship between website design elements (Navigation Design, Information Design, and Visual Design) and Trust, Enjoyment, Satisfaction, also M-Loyalty. User's perception of website design element was examined for two different countries. PLS-SEM was used to test the structural model in this research. SmartPLS3 is used to process the primer data from questionnaires. There are 177 participants from Indonesia and Taiwan who were asked about their experience regarding the Rakuten website through mobile device.

**Paper ID: 77 THE SHARING ECONOMY SUPPLY CHAIN AND THE ROLE OF ANOMIE**

Friday, April 6, 2018 10:00 AM Ha'iku

Given the present trajectory of the sharing economy, supply chain management is expected to change dramatically. These changes are fueled by enabling technologies like the internet and smart phone, but also by cultural changes in our society. Even though economic reasons drive much participation in the sharing economy, they do not explain the rise of non-economic applications, like those that enable recycling or enable individuals to share knowledge. This research examines anomie as a theoretical explanation for why people participate in the sharing economy supply chain. Four propositions are developed that may support our understanding. Then, research and managerial implications are examined.

**Paper ID: 78 THE EFFECT OF VIRTUAL TOURS ON HOUSE PRICE AND TIME ON MARKET**

Friday, April 6, 2018 8:00 AM Nawiliwili

The integration of augmented reality in virtual tours was recently identified as a top emerging trend in Real Estate (Urban Land Institute, 2017). Little research has been conducted to examine its impact on house price and time on market. By matching the MLS real estate transactions for Orange County, California with the Home Mortgage Disclosure Act and U.S. Census data, we study this impact by using a propensity score matching method which identifies comparable house transactions based on a broad set of attributes. Our findings will illustrate the importance of the use of technology and provide practical implications for real estate players with respect to an effective strategy to improve sell price and shorten time on market.

**Paper ID: 79 THE MARKETING VALUE OF CYBERSECURITY IN THE DIGITAL ERA: AN EXPERIMENTAL INVESTIGATION**

Wednesday, April 4, 2018 1:00 PM Kona

Drawing on the commitment-trust theory of relationship marketing and following an experimental approach, this research aims to examine the effect of using cybersecurity disclosure in marketing campaigns on customers' perception of data security/risk while transacting with the company. Moreover, the research examines the role of the firm's history of cyber-attacks. We argue that raising awareness about firms' privacy policies and cybersecurity measures can lower consumers' data security/risk perceptions, enhance trust, and in turn, result in desirable consumer-firm relationship outcomes (i.e., trust, perception of firm's transparency, likelihood to share information, and patronage intentions).

**Paper ID: 80 AN EXAMINATION OF THE VALUE ENHANCING ROLE OF CO-BRANDING IN LOGISTICS FROM THE PERSPECTIVE OF END CONSUMERS**

Thursday, April 5, 2018 8:00 AM Ha'iku

Despite the importance of branding in logistics, few Third Party Logistics service providers (TPLs) incorporate co-branding strategies. The present research aims to understand how and if co-branding strategies between TPLs and their business partners can enhance their value perceptions in the end-consumer markets. We investigate the likelihood to do business with these companies by manipulating the co-branding alliance between a TPL company and another business (well-known or not well-known). The results help address the possibility of using co-branding strategies in the logistics and supply chain context to understand how service providers can differentiate their brand and gain an advantage in end-consumer markets.

**Paper ID: 81 SOURCING AND PROCUREMENT COST ALLOCATION IN MULTI-DIVISION FIRMS**

Thursday, April 5, 2018 3:00 PM Ha'iku

We model this sourcing and procurement cost allocation (SPC) decision problem facing CPOs of large firms as a mixed-integer optimization problem. This model is flexible and permits us to incorporate and examine alternative divisional participation schemes and commonly-used ways to ensure fair cost allocation.

**Paper ID: 82 ANALYZING SERVICE QUALITY OF SUPERMARKETS USING FUZZY AHP**

Thursday, April 5, 2018 3:00 PM Ko'olau

To effectively compete, supermarkets need to know what factors affect customers' loyalty and work to improve these factors. This paper proposes a method that addresses uncertainty to identify key factors affecting customer satisfaction in the supermarket industry. Using Fuzzy Analytical Hierarchy Process (FAHP) method, we develop a set of benchmarks that help supermarkets enhance their service delivery. Our findings support previous research that product quality is considered most important to the supermarket customers followed by the cleanliness of the store. This paper reveals the Key Success Factors (KSF's) with regards to customer satisfaction enhancement and retention for the supermarket industry in the United States.

**Paper ID: 84 HOW DO STUDENT OUTCOME EVALUATION CRITERIA CORRELATE WITH EACH OTHER**

Wednesday, April 4, 2018 8:00 AM Kipu

Efficient evaluation of student outcomes plays an important role in the continued improvement of an Engineering program. The study aims to explore whether there exist any correlation among eleven different student outcomes based on student responses to senior exit survey. Using Pearson product-moment correlation coefficient calculated by statistical software R, the results demonstrate that positive correlation exists among all student outcomes, while some of them have a stronger association, and some others have a relatively small correlation.



**Paper ID: 86 CAN MATTEL SURVIVE THE CHANGING ENVIRONMENT IN THE TOY INDUSTRY?**

Wednesday, April 4, 2018 3:00 PM Ko'olau

Will the iconic Barbie doll survive? Mattel, Inc.'s sales are declining, the company has lost its Disney Princess line to Hasbro, and the industry is changing. Today's kids outgrow toys at a younger age and are drawn to video games and electronics. The competitive market is changing as more companies are entering international markets. Mattel's new CEO, Margo Georgiadis, has a challenge to turnaround the downward spiral of revenues.

**Paper ID: 87 HOW TO IMPROVE STUDENTS' ABILITIES TO APPLY STEM RELATED KNOWLEDGE?**

Thursday, April 5, 2018 1:00 PM Kipu

There are numerous factors affecting students' abilities to apply knowledge of statistics, mathematics, and engineering. Even though the literature is replete with various methods to identify such factors, there is little research dedicated to exploring them using statistical modeling. This study employed multinomial logit model to analyze the senior exit survey data with the aim to flag out the statistically significant factors which influence the students' abilities of engineering and mathematics knowledge. Among a set of factors, some of them such as years spent on campus for obtaining the degree were determined as the most influential factors.

**Paper ID: 89 ENVIRONMENTAL SUSTAINABILITY AMONG TOP SUPPLY CHAIN COMPANIES**

Thursday, April 5, 2018 3:00 PM Halele'a

This paper studied the development of private regulations on environmental sustainability. Specifically, the self-disclosure of environment related policies as well as the usage of renewable energy and waste recycled data at company level are analyzed. Companies investigated under this study are leading supply chain companies from the Gartner's list.

**Paper ID: 90 A SHORT-TERM INTERNATIONAL MOBILITY PROGRAM: A CASE STUDY FROM AUSTRALIA**

Thursday, April 5, 2018 3:00 PM Kipu

This study uses the case study approach to investigate perception of a small group of undergraduate information technology students from an Australian university participating in a short-term international mobility program. Findings show that students viewed the experience positively and they have gained international experience and cross-cultural awareness. Limitations to this study include relatively small sample size and reliance of self-report perception.

**Paper ID: 95 MEASURING THE PERFORMANCE OF COOPERATIVE BANKS INCLUDING INTERMEDIATE OPERATIONS USING DATA ENVELOPMENT ANALYSIS**

Thursday, April 5, 2018 3:00 PM Niumalu

Performance measurement is a part of management activities, which facilitates setting strategies and confirming progresses toward goals. By recognizing the importance of performance measurement, we attempt to measure the comparative performance of cooperative banks in India by including intermediate operations. We employ a two-stage network data envelopment analysis (NDEA) model that can include the intermediate processes of banks. Although there are abundant data envelopment analysis (DEA) applications in the banking industry, most of them utilize DEA models that can incorporate inputs and outputs without considering intermediate stages. Our major contribution is promoting NDEA applications in service operations.

**Paper ID: 97 OPTIMIZATION OF AUTOCLAVE UTILIZATION IN COMPOSITE MANUFACTURING PROCESS**

Wednesday, April 4, 2018 3:00 PM Ha'iku

Composite manufacturing process is often a batch production system due to the long curing times and physical limitations of autoclaves. Although, the literature of manufacturing scheduling is very mature in providing methods and solution for batch production, it often overlooks limitations pertain to an autoclave curing process i.e. dimension and vacuum ports as well as the utilization optimization of autoclaves. In this paper, a linear programming problem is provided which minimizes the total number of runs required for the curing of parts with similar curing times. Additionally, an illustrative example is provided based on real data obtained from industry to shed light on the application of the formulation.

**Paper ID: 100 IMPACTS OF SOCIAL ENGAGEMENT ON HOSPITAL OUTCOMES**

Thursday, April 5, 2018 10:00 AM Ko'olau

Given the increasing popularity of using social media platforms among service firms, such as Facebook or Twitter, many hospitals in the U.S. use such social media platforms as means to deliver indirect customer experiences. Although social media platforms exhibit great opportunities to engage both patients and social communities, few research examines practical implications of social media in hospitals. In considering whether to endeavor social network engagement with patients and communities, hospital managers need to consider the managerial impact of social network. Using the secondary data on hospitals, we examine how customers' engagement on social media influences hospital operations.

**Paper ID: 101 DESIGN OF EFFICIENT FACILITY LOCATION-ALLOCATION SYSTEM IN CASE OF DISRUPTIONS**

Thursday, April 5, 2018 10:00 AM Ha'iku

This paper considers an emergency backup supply (EBS) system from the secondary supplying facility (SSF), when the primal supplying facility (PSF) can't satisfy the demand in case of disruptions. In this context, EBS requires each demand point to be covered by a PSF and an SSF. We consider two performance metrics, the total relevant costs (TRC) and the expected number of demand satisfied (ENDS). Using a multi-objective programming model, we find the option that would generate the most efficient one and investigate the effect of backup supply from the SSFs on the facility location-allocation (FLA) design problem through a case study.

**Paper ID: 102 CUTTING THE CORD: WHAT DOES IT MEAN FOR THE FUTURE OF THE TELECOMMUNICATIONS INDUSTRY?**

Thursday, April 5, 2018 10:00 AM Nawiliwili

This paper researches the cord cutting phenomenon occurring in the telecommunications industry. An analysis of changes in the number of subscribers of telephone, satellite TV, voice, cable, and broadband companies has been conducted. Reasons that cord cutting is occurring include increasing prices of services, new technology that provide multiple ways to obtain services, demographic changes in viewing habits, and government policy changes. The future of the industry involves live content TV and 5G technology.

**Paper ID: 105 IS LULULEMON ATHLETICA ON ITS WAY OUT**

Wednesday, April 4, 2018 8:00 AM Kona

lululemon athletica, Inc. was founded in 1998 by Chip Wilson with a focus on comfortable, innovative athletic wear for women dedicated to a healthy, fit lifestyle. The company went public in 2007 and has been plagued with product and management issues ever since. Expected revenues for 2017 have been revised downward after a slow first quarter. Growth in the women's apparel industry is predicted to be -0.4% in the next five years. The athleisure clothing trend is losing its luster. Can lululemon athletica, Inc. survive?

**Paper ID: 107 A RECOMMENDER SYSTEM FOR RESTAURANT REVIEWS BASED ON CONSUMER SEGMENT**

Friday, April 6, 2018 8:00 AM Nawiliwili

Previous research shows that consumers use online reviews for a variety of reasons. However, the large number of product and service reviews makes it difficult for consumers to decide which reviews to pay attention to. Drawing upon five consumer segments as well as 10 restaurant characteristics found in the literature, we propose and evaluate a content-filtering recommender system that evaluates individual online reviews and assigns a numeric score to each review for each of the five consumer segments. The numeric scores can later be used to sort online reviews for individual consumers according to their perception for restaurants.

**Paper ID: 108 STUDY ON CONSUMERS' WILLINGNESS TO PAY FOR PROMOTING GREEN ENERGY VEHICLES IN TAIWAN**

Friday, April 6, 2018 10:00 AM Halele'a

This study attempts to analyze the consumers buy behavior of green scooters and further to calculate the willingness to pay via the contingent valuation method. From the preliminary results, we mainly find that consumers who are concerned about environmental issues have a higher willingness to buy green scooters; however, they are willing to pay less than market price. Finally, we will provide research results to the relevant authorities and companies to jointly promote the green vehicle to reduce carbon emissions.

**Paper ID: 110 IFRS CONVERGENCE AND STOCK MARKET IMPACT: EVIDENCE FROM THE 2007 CHINA REFORM**

Thursday, April 5, 2018 1:00 PM Kona

This study examines whether China's adoption of new accounting standards in 2007 benefits shareholders by reducing information asymmetry in China's stock market. Information asymmetry is measured by bid-ask spread, stock return volatility, and analyst forecast spread.

**Paper ID: 111 ON SLACKTIVISM AND PERCEIVED CRITICAL MASS IN ONLINE CROWDFUNDING CAMPAIGNS FOR PHILANTHROPIC CAUSES**

Thursday, April 5, 2018 3:00 PM Ko'olau

Individual donations make up the vast majority of contributions received by nonprofit organizations. The proportion of individual donations coming from crowdfunding has had a steep increasing pattern. While it seems intuitive that sharing these campaigns on social media increases donations, the net effect of such sharing has not been studied. Using data from a major crowdfunding website, it is shown that sharing crowdfunded campaigns on social media indicates slacktivism. It is further shown that there is a critical mass beyond which donations increase significantly. These results have important strategic implications for creating awareness about crowdfunding campaigns.

**Paper ID: 112 SUPPLY CHAIN FINANCE AND WORKING CAPITAL INVESTMENTS: A CASE STUDY IN KENYA**

Thursday, April 5, 2018 1:00 PM Ha'iku

The current academic literature on supply chain finance and working capital management focuses on large firms in developed countries. However, the majority of the world's businesses are found in developing, and often unstable, countries. This research seeks to address the literature gap of how supply chain finance techniques can be used to reduce risk and increase profits for small and medium-sized firms in resource-constrained environments. The case of a medium-sized clean energy product distributor in Kenya is examined to measure the effect that an inventory, warehouse, and consumer credit investment has on sales, working capital requirements and service levels.

**Paper ID: 113 APPLICATIONS OF BLOCKCHAIN TECHNOLOGY IN THE US AIR FORCE SUPPLY CHAIN**

Thursday, April 5, 2018 1:00 PM Niumalu

Blockchain technologies such as bitcoin, ethereum and hyper ledger have proven to be effective tools for virtual currency, web-based ledgers, and validating transactions. Similarly, research suggests that blockchain has many supply chain applications as well, to include the enablement of smart contracts and virtual ledgers. Currently, the Air Force relies heavily on antiquated information technologies and hard-copies of historical records to manage purchasing and traceability of material. We propose blockchain technology applications to improve Air Force supply chain functions in terms of traceability, security, real-time tracking, and payment processing.

**Paper ID: 117 SHIPPING PEAK DEMAND FOR ONLINE SELLERS: RESERVE AND SURCHARGE**

Friday, April 6, 2018 10:00 AM Ha'iku

Online retailing is changing the landscape of retail industry in countries as Amazon's market cap has recently doubled that of Wal-Mart in the US. Different from brick and mortar, online sellers rely on 3rd party logistics for the delivery of the goods but the hugely spiked demand during holiday seasons (Christmas in the US, Singles' day in China) poses a substantial challenge for the 3PLs to deliver on time. To better manage demand, 3PLs such as UPS, require the sellers to make reservation and to pay a surcharge for extra work. In this paper, we discuss how these shipping arrangements may affect the online sellers' inventory decisions, how to coordinate the channel for the sellers and shippers to win-win.

**Paper ID: 119 PROACTIVE CRISIS MANAGEMENT OF ACCIDENTS: BP'S DEEPWATER HORIZON AND EXXONMOBIL'S YELLOWSTONE RIVER**

Thursday, April 5, 2018 10:00 AM Ha'iku

This article contributes to the emerging discussions on crisis management of accidents. With proper planning and vigilance, an organization can plan for potential accidents and better manage a crisis. A case study method and analysis compared how British Petroleum and ExxonMobil Pipeline Company responded to the Deepwater Horizon Disaster and the Yellowstone River Oil Spill, respectively. When compared to the crisis management framework, the authors found that BP was not as prepared, ineffective, and even negligent in its response to the Deepwater Horizon crisis. ExxonMobil Pipeline Co. was better prepared to move into crisis mode when the Yellowstone River Oil Spill occurred and implemented better crisis management plans and execution.

**Paper ID: 122 SHARING ECONOMY SUSTAINABILITY**

Friday, April 6, 2018 8:00 AM Halele'a

We investigate the role of sharing economy in two markets of standardized service, each with the presence of an independent sharing economy firm whose service price decision impacts the supply and demand of both markets. Similar to a Bertrand competition, both sharing economy firms announce their service prices simultaneously to maximize their revenue, anticipating the reaction from the other one. Based on this model, we investigate the social, environmental, and financial sustainability of sharing economy.

**Paper ID: 123 EMPIRICAL EVIDENCE FOR COUNTERING RESOURCE SCARCITY IN THE SUPPLY CHAIN**

Friday, April 6, 2018 8:00 AM Ha'iku

A number of qualitative case studies at leading firms has been conducted in order further understand the actions taken to prevent and mitigate natural resource scarcity in the raw materials portion of the supply chain. Preliminary evidence shows commonality of practices used across industries and some practices may have advantages depending on the resource type.

**Paper ID: 124 BALANCING ON THE TRIPLE BOTTOM LINE: AN EXAMINATION OF FIRM CSR STRATEGIES**

Thursday, April 5, 2018 3:00 PM Halele'a

This paper examines the strategic relationship between firm pollution and non-environmental corporate social responsibility (CSR) activities of the firm. We test competing hypotheses with regard to the level of environmental CSR relative to social or non-environmental CSR. We find that a curvilinear relationship exists between pollution and CSR performance, such that, among firms who have committed to CSR activity, firms that pollute on average for their industry are likely to have relatively high levels of social CSR, whereas firms that pollute substantially more and substantially less than the median have relatively lower levels of social CSR activity.

**Paper ID: 125 AN INVESTIGATION OF CONSUMER SEARCH AND CHOICE EFFICIENCY IN THE AUTOMOBILE INDUSTRY**

Wednesday, April 4, 2018 8:00 AM Ha'iku

This paper investigates the relationship between product efficiency and use of information sources by new car buyers.

**Paper ID: 126 NAVY EXPEDITIONARY LOGISTICS**

Wednesday, April 4, 2018 8:00 AM Niumalu

In recent decades, the U.S. and its coalition partner countries have increasingly engaged in conflicts involving non-state actors. As a powerful maritime force, the U.S. Navy plays a critical role at sea and on land in these conflicts through its expeditionary warfare and logistics capabilities. The primary research objectives of this research project are to develop a better understanding of the challenges and current practices of expeditionary logistics and to develop recommendations for better managing expeditionary logistics in the Navy.

**Paper ID: 127 ASSESSING KEY FACTORS IMPACTING THE PERFORMANCE OF OFFSHORE HYDROCARBON PROJECTS AND WEIGHT THEIR IMPACT USING HIERARCHICAL DECISION MODEL (HDM)**

Wednesday, April 4, 2018 1:00 PM Ha'iku

In fact, offshore hydrocarbon projects described as mega projects are ones that require significant assessment and acquisition methods in order to reduce risks and failures. However, this paper emphasizes some critical and challenging factors that affect the successful implementation of O&G offshore projects and score these factors to highlight their weight of impact on offshore hydrocarbon projects using a hierarchical decision model (HDM). Four perspectives have been identified in order to assess these factors. These perspectives are financial, technical, geopolitics and geographic. Under each perspective, there are multiple criteria that are linked to each other with complex processes and unique challenges.

**Paper ID: 128 OPERATIONS STRATEGY IN NASCENT ENTREPRENEURIAL VENTURES**

Friday, April 6, 2018 8:00 AM Ko'olau

We consider the relationship between operations strategy and new venture survival. Operations strategy is a critical element in the management of a firm, and venture survival is a fundamental and widely used measure of performance for startup firms. In particular, we examine how nascent entrepreneurs, those individuals who are in the early stages of starting new firms, assign relative importance to various competitive priorities, and the ways in which these importance assessments are related to their firms' survival. We incorporate the concept of how focus is related to survival. Our results point to the conclusion that a strong predictor of survival is a focus on quality or a focus on innovation.

**Paper ID: 131 DOES COST TRANSPARENCY MATTER IN SUPPLY CHAIN COOPERATION? AN EMPIRICAL INVESTIGATION**

Thursday, April 5, 2018 1:00 PM Ha'iku

Grounded in transaction cost economics, this study examines the role of cost transparency in the improvement of cooperation between exchange partners in a supply chain. The data were collected from Chinese manufacturers and structural equation modeling was employed in data analysis. The findings of this study show that the impact of cost transparency on the cooperation efficiency was significant and nonlinear. This study offers theoretical contributions to the frontier of existing theories as well as managerial implications to executives for Chinese manufacturers.

**Paper ID: 132 EFFECTS OF THE U.S. FOOD SAFETY CONTROL SYSTEM: HISTORICAL PERSPECTIVE**

Wednesday, April 4, 2018 1:00 PM Ko'olau

The incidence of foodborne diseases is globally increasing and international food trade is disrupted by frequent disputes over food safety and quality requirements. In response to growing food safety issues, the laws, policies and standards regarding food safety and quality management have been developed for the U.S food industry. In order for the U.S. Food Safety Modernization Act to be effectively complied by the foreign food facilities, this study examines the historical changes to the food safety system in the U.S and proposes that the number of the third-party accreditation agencies should be increased in order to provide more opportunities for examination of foreign food facilities.

**Paper ID: 133 INVENTORY MANAGEMENT SYSTEM BASED ON STOCHASTIC SIMULATION FOR COST ACCOUNTING**

Friday, April 6, 2018 10:00 AM Kona

paper focuses on applications of nonlinear optimization and stochastic models to study issues in inventory management for those small and medium companies from cost accounting perspectives. Especially, the inventory management application developed in this study can be fully implemented in real-world inventory control situations using a spreadsheet software tool such as Excel, and it also can be integrated into the cost accounting curriculum as a cost accounting simulation tool.

**Paper ID: 134 PREDICTING AND COMPARING VARIABLES CONTRIBUTING TO ATTRITION OF RECENTLY HIRED EMPLOYEES WITH ATTRITION OF EMPLOYEES HIRED MORE THAN TEN YEARS**

Thursday, April 5, 2018 3:00 PM Nawiliwili

The purpose of this study is to investigate individual employee characteristics and organizational variables that may lead to attrition of Employee with 10 or less years of employment. C5 classification methods used to develop models for predicting employee attrition. The testing dataset has a high accuracy at 97.6 % for prediction employees' attrition and 93% accuracy for predicting non-attrition employees. Some of the findings of this study in terms of important predicting variables are different from previous studies.

**Paper ID: 135 CUSTOMER PURCHASE INTENTION IN DIFFERENT COUNTRIES UNDER SHARING ECONOMY PLATFORMS - EVIDENCES FROM AIRBNB**

Friday, April 6, 2018 10:00 AM Halele'a

Sharing economy, also known as collaborative consumption, is burgeoning world-wide recently. Via an empirical analysis using Airbnb data from different regions, we identify and examine different influential factors on customer purchase intention in sharing economy. Factors from various perspectives such as culture, market environment, and neighbor environment are explored. Based on the findings, managerial implications for further development of sharing economy are provided.

**Paper ID: 137 EXAMINING EVALUATIONS WHEN INSTRUCTORS AND STUDENTS HAVE BACKGROUNDS THAT MATCH**

Thursday, April 5, 2018 8:00 AM Ko'olau

Representatives from the Academy of Motion Picture Arts and Sciences recently approved changes to diversify membership, addressing concerns of bias in favor of actors with similar backgrounds. Can teacher evaluations be influenced by the ethnic match between students and professors? This research, which was supported by a grant from the Donald and Sally Lucas Graduate School of Business, takes an exploratory look. Many Business majors in this study were the first in their family to attend college. Preliminary analyses suggest that the effect of matching is influenced by many factors which is complex and, at times, multidirectional.

**Paper ID: 139 AN EXPLORATORY EXPERIMENTAL ANALYSIS OF PATH DEPENDENT INVESTMENT BEHAVIORS**

Thursday, April 5, 2018 8:00 AM Halele'a

In an experimental setting designed to cleanly partition the disposition effect and various wealth effects, we find evidence that such path-dependent behaviors are related in the sense that those subject to one effect are more or less likely to exhibit another. For example, those subject to the disposition effect are more likely to be subject to the break-even effect, perhaps because both effects involve escalation of commitment. There are also significant gender differences in path-dependent behaviors. For example, males are more likely to make portfolio adjustments in response to changes in relative prices.

**Paper ID: 140 TRADING ON TALENT: HUMAN CAPITAL AND FIRM PERFORMANCE**

Wednesday, April 4, 2018 3:00 PM Halele'a

How does a firm's human capital impact financial performance? By directly observing the employment and education trajectories of a significant proportion of U.S. public company employees from 1990 to the present, we explore the relationship between performance and two aspects of human capital: turnover and skills.

**Paper ID: 141 HIDDEN IN THE WOODSHED: BIG BATH HERDING**

Thursday, April 5, 2018 1:00 PM Kona

We investigate whether big bath herding arises as an optimal response to peer firms' disclosures following a negative shock to the economy. We empirically test for big bath herding on the two major recessions of 2001 and 2008. Consistent with big bath herding, Followers demonstrate superior future performance as measured by accrual accounting earnings, but not by cash flows; and are more likely than Leaders to meet or beat analyst forecasts. Finally, our comprehensive hand-collected data shows that Followers reverse their restructuring charges more often than Leaders during the two years following write-offs.

**Paper ID: 143 CONCEPTUALIZING DIGITAL DECEPTION IN INFORMATION SECURITY**

Thursday, April 5, 2018 10:00 AM Halele'a

Perpetrators of digital crimes employ a range of skills to explore, identify and exploit various socio-organizational and technical vulnerabilities. Most notably, these skills include social engineering techniques and the use of anonymizing networks. Information security managers also use deceptive tactics to thwart attacks against information assets. However, while deception lies at the heart of many offensive and defensive security operations, its socio-organizational aspects are often overlooked. Drawing on Humanities and the socio-anthropological concept of 'cunning intelligence', this conceptual research paper proposes the development of a theoretical framework that underpins the socio-organizational aspects of digital deception.

**Paper ID: 144 USING YALE MODEL IN EXAMINING THE ADOPTION OF ONLINE PRODUCT REVIEW**

Wednesday, April 4, 2018 10:00 AM Kipu

This study adopts Yale model to discuss the interaction of message, source, and receiver characteristics and their effects on perceived credibility and review adoption in the online product review. There is a positive relationship between message balance/vividness and perceived credibility/review adoption. Brand commitment and need-for-cognition moderates on message and perceived credibility as well as review adoption, where brand commitment strengthens and need-for-cognition weakens the effects, respectively. Additionally, perceived similarity is positively related to perceived credibility, which then affected receivers' willingness to adopt the review.

**Paper ID: 145 POST-IPO PERFORMANCE OF GLOBAL VENTURE-BACKED COMPANIES**

Wednesday, April 4, 2018 3:00 PM Halele'a

Abstract

**Paper ID: 146 AMERICAN GENERATION Y CONSUMER ATTITUDES TOWARD RETAILERS USING RELIGIOSITY IN THEIR POSITIONING STRATEGY**

Wednesday, April 4, 2018 1:00 PM Kona

In the United States a trend is developing in the marketing of religion and religious-based products. A perusal of the literature indicates lack of empirical research concerning American consumers' perceptions of retailers' religiosity in positioning their products. This empirical study, involving an appropriate model, survey and data analysis, will investigate the Generation Y consumer perception of retailers that include religiosity within their positioning strategy. The study will investigate the subjects' perception of the corporation's integrity, honesty, etc., based upon their use of religiosity in marketing. The study will finalize with discussion and suggestions for future research.

**Paper ID: 148 AN INVESTIGATION OF PUBLIC ATTITUDES TOWARD FRAUD: FRAUD SCHEMES COMMITTED AGAINST HEALTH CARE ORGANIZATIONS**

Thursday, April 5, 2018 8:00 AM Nawiliwili

While fraud is committed against both public and private health care agencies, the primary emphasis of prevention and reporting of fraud is on the public side. The purpose of this research is to investigate whether there are any differences in public attitudes towards frauds committed against the public agencies versus the private insurance companies. The results showed that both groups viewed the fee-for-service payment system where doctors and other providers are tempted to perform or bill for unnecessary services the most important reason for fraud. In addition, both groups rated double billing and incorrect reporting of diagnosis or procedures as the top two schemes committed against health care plans and agencies.

**Paper ID: 150 DOMAIN MODEL AND META-LANGUAGE FOR PEER REVIEW AND ASSESSMENT**

Wednesday, April 4, 2018 8:00 AM Kipu

We propose a framework for research and development of Online Peer Review and Assessment (OPRA) systems that combines a common research-oriented data model labeled Peer Review Domain Model (PRDM) and an open-source data exchange specification labeled Peer Review Meta-Language (PRML). This framework received the approbation of several OPRA systems and have been used to amass research data via the Educational Peer Review Data Warehouse. We invite feedback on the structure of the framework and the use of the data warehouse from researchers interested in educational and academic peer review.

**Paper ID: 151 INTERACTIONS IN DATA VISUALIZATION: THE EFFECTS OF COGNITIVE STYLE AND SPATIAL ABILITY**

Thursday, April 5, 2018 1:00 PM Halele'a

The purpose of this study is to examine the effects of user cognitive style and spatial ability on their preferences of data representation formats and the interactions between representation formats and task types. Specifically, we address the following two research questions: 1) Does the cognitive style (i.e., verbalizer-visualizer) of a decision maker have an effect on their choice of data representation format and consequently the decision outcomes? and 2) Does the spatial ability of a decision maker have an effect on their choice of data representation format and consequently the decision outcomes? A lab experiment is being designed to test the hypotheses. The results will be presented at the conference.

**Paper ID: 152 DOES MACHINE LEARNING PROVIDE NEW INSIGHT FROM DATA: A COMPARISON OF CONVENTIONAL AND MACHINE LEARNING APPROACHES TO EXPLORE A DATASET**

Thursday, April 5, 2018 3:00 PM Nawiliwili

Machine Learning (ML) has been used to analyze big data and provide targeted recommendations. ML toolsets such as Microsoft's Azure ML platform have made ML available to individual researchers. Can a researcher use these toolsets to obtain new insight from data? This paper explores the value of ML with smaller datasets and compares the results obtained by traditional statistical analysis on a dataset with ML analytics to look for new insights into the data.

**Paper ID: 153 ADDRESSING THE SHADOW IT CHALLENGE: APPLICATIONS TO HIGHER EDUCATION**

Thursday, April 5, 2018 10:00 AM Halele'a

Universities, small and large, continue to battle Shadow IT (SIT). Some of the challenges associated with SIT include cybersecurity concerns, noncompliance with regulatory requirements, duplication of existing applications, lack of IT help desk support, and user-built applications not coded to institutional standards. In today's digital economy, end users have a growing number of IT options and recent data suggest that these end users are increasingly using SIT in support of their work and school assignments. The purpose of this article is to apply the end user-driven IT (EUDIT) model to the higher education universe with the goal of establishing the most appropriate level of Shadow IT that optimizes overall institutional performance.

**Paper ID: 154 GENERATION SKIPPING IRA TRANSFERS**

Thursday, April 5, 2018 3:00 PM Kona

Undistributed balances in individual retirement accounts, and other defined contribution accounts, are generally transferred to a beneficiary upon the owner's death. The beneficiaries could be living persons, certain trusts, or charities. While most people leave these accounts to their surviving spouse or to their children, this paper analyzes the effects of naming a grandchild, or other younger person, as the beneficiary in light of the generation skipping tax and other statutes.

**Paper ID: 156 DESIGNING IS CURRICULUM FOR DIGITAL TRANSFORMATION**

Thursday, April 5, 2018 1:00 PM Halele'a

This paper presents a research on the sensitization, practice, and principle of digital transformation. The research was conducted from a more abstract perspective to first validate the sensitization of digital transformation and then move into an in-depth study of the practices and principles of the areas. The paper is intended as a qualitative research based on in-depth literature review and supported by inputs of secondary data collected from academic papers, business and best-practices reports made by respectable reference sources. The validation and the findings of the practices and principles provides a framework for IS curriculum integration with digital transformation.

**Paper ID: 157 SIGNAL MINING IN FINE-GRAINED SENTIMENT ANALYSIS**

Thursday, April 5, 2018 3:00 PM Nawiliwili

Sentiment analysis is important to the understanding of online purchasing behavior. A fine-grained sentiment analysis is used to identify the sentiments of features (attributes, properties, or aspects) of a product that are extracted from the reviews. A feature-based sentiment analysis can offer in-depth insights of the consumer's perception of a product. Sentiments of features change over time; if a feature change is out of the ordinary, it becomes a signal that may require further investigation. In this paper, we propose a novel signal mining approach adopted from disproportionality analysis in pharmacovigilance. The proposed approach supports signal mining in cohort analysis, and offers a promising new method of mining online reviews.

**Paper ID: 158 TAXING MARIJUANA: THE WHAT, WHERE, HOW AND WHEN OF BEST STATE TAX POLICIES AND PRACTICES**

Thursday, April 5, 2018 3:00 PM Kona

State tax policies regarding the taxation of medical and recreational marijuana have evolved over the last decade as more and more states have legalized medical marijuana and, more recently, recreational marijuana. Presently, there are twenty-nine states and Washington D.C. that have legalized medical marijuana and eight states and Washington D.C. that have legalized recreational marijuana to some extent. Each of these states subjects these marijuana transactions to tax in some manner. This paper will explore the various structures that states currently use to tax marijuana and discuss lessons learned as well as best practices to date.

**Paper ID: 159 THE EFFECT OF CONFLICT IN VIRTUAL COMMUNITIES**

Thursday, April 5, 2018 8:00 AM Kipu

Virtual community is a group of people connected to one another using an Internet-based communication platform. A survey was conducted to investigate the factors that affect conflicts in virtual communities, and how conflicts affect users' level of engagement.

**Paper ID: 160 COMMUNICATION EFFECTIVENESS OF CHINESE ONLINE CONSUMER REVIEWS**

Wednesday, April 4, 2018 10:00 AM Kipu

Online consumer reviews and ratings have well evolved beyond basic informational feedback. Many consumers and vendors alike make decisions based on these reviews. While many prior researches focus on helpfulness of online consumer reviews, few have investigated linguistic features of online consumer reviews, let alone in other languages than English. By doing an empirical study on consumer reviews toward 225 sellers on Tmall, the largest and most famous B2C e-commerce platform in China, the article explores characteristics of review languages and frequency of specific keywords, and concludes on the communication effectiveness of review language and the relationship between the pattern of review language and the sales.

**Paper ID: 161 IS THERE MEASURABLE LEARNING IN PROCESS IMPROVEMENT PROJECTS?**

Thursday, April 5, 2018 8:00 AM Ha'iku

In this work, we study the organizational learning that occurs when trained facilitators gain experience carrying out sequential process improvement projects. We used panel data from a large oil and natural gas company to track the performance of trained lean Six Sigma facilitators on projects over a course of five years. Individual facilitators carry out many different projects of varying sizes. Facilitators were grouped into cohorts, where cohort members of the nth group are facilitators each leading their nth project. We investigate the distribution of project durations for each cohort group and find that the means of the distributions trend downward by cohort number, indicative of learning. The learning rate appears to be about 90%.

**Paper ID: 163 EFFECTS OF MODEL'S AGE ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING OF ALCOHOL AMONG UNDERAGE MINORS**

Thursday, April 5, 2018 3:00 PM Ko'olau

The study used a 2 (beverage type: alcoholic vs. non-alcoholic) x 2 (model's age: younger than 21 vs. 21 to 24 vs. older than 30 years old) x 3 (ad/brand repetition) between-subjects design, where participants, recruited through a nationally-representative sample, self-reported their ad-induced attitudes toward the ads, attitudes toward the brand, viral behavioral intentions, and purchase intentions following exposure to Instagram ads of alcoholic or non-alcoholic beverage that varied in the model's age. Findings showed that participants allocated more cognitive resource to processing alcoholic beverage ads with younger than older looking models.

**Paper ID: 165 THE GENERALIZED NODE-CAPACITATED MAXIMUM FLOW PROBLEM**

Thursday, April 5, 2018 3:00 PM Niumalu

The generalized node-capacitated maximum flow problem is to send the maximum amount of flow from a source node to a sink node in a directed network with node capacities, where flow on a given arc exerts a workload proportional to its amount on its tail and head nodes; and sum of all such workloads on each node cannot exceed the node's capacity. The problem has important applications and efficient solution methods are essential. We develop an efficient Lagrangian relaxation and branch and bound based method that solves the problem as a series of shortest path problems.

**Paper ID: 166 IS MEDIA MULTITASKING A GOOD REMEDY TO AVOID ADVERTISING? THE EFFECTS OF MEDIA MULTITASKING HABIT ON AD AVOIDANCE BEHAVIORS MEDIATED BY PERCEIVED ADVERTISING CLUTTER AND ADVERTISING SKEPTICISM**

Thursday, April 5, 2018 3:00 PM Ko'olau

An online survey (N=687) explored to what extent advertising skepticism and advertising clutter mediate the effect of media multitasking on ad avoidance behavior. Media multitasking was not found to affect advertising avoidance directly. It did so through two mediators: advertising skepticism and perceived advertising clutter. Heavy media multitaskers were less skeptical of advertising than light multitaskers and reported lower levels of advertising avoidance. Heavy media multitaskers also were more likely to perceive that there is too much advertising in media and report greater advertising avoidance. The mediating effect of perceived clutter was significantly stronger than the mediating effect of advertising skepticism.

**Paper ID: 167 ETHICS TRAINING FOR SENIOR LAW ENFORCEMENT LEADERS: A FAILED UNDERTAKING OR A NEW OPPORTUNITY**

Wednesday, April 4, 2018 3:00 PM Nawiliwili

Camera Ready Given the expanding range of responsibilities included within police officers' role and the complex ethical dilemmas they face, it is essential that they be men and women of strong ethical competence. Also, providing effective ethics training to those serving as police officers is important, particularly to senior leaders, as they create the cultural environment in which subordinates perform their duties. Current ethics training for the new officers is minimal, and almost non-existent for senior leaders in police departments throughout the United States. This substantial lack of ethics training, its implications on policing as well as potential solutions are addressed in this article.

**Paper ID: 168 EMPLOYEE AND SELF-EMPLOYED: THE IMPLICATIONS OF TWO EMPLOYERS ON SELF-EMPLOYMENT TAXES**

Friday, April 6, 2018 8:00 AM Kona

This paper discusses the lack of continuity between how multiple employers of the same employee are treated with respect to Social Security taxes versus how they are treated if the individual employee is also self-employed. While a self-employed individual is treated as both the employee and employer, the treatment as a separate employer is only consistent when the total earnings are less than the Social Security annual maximum earnings base.

**Paper ID: 169 STRATEGIES OF MITIGATING INFORMATION ASYMMETRY IN SUPPLY CHAIN FINANCING**

Wednesday, April 4, 2018 3:00 PM Halele'a

This study investigates how financial lenders can simultaneously reduce credit risk and coordination costs. Through multiple case studies in pre-payment financing, pre-production financing, and post-shipment financing, this paper develops a set of propositions that forms a conceptual model for supply chain financing. The model integrates three theories that are relevant to supply chain financing: credit rationing theory, transaction cost theory, and information processing theory. Grounded on empirical evidences, this model provides some important insights to supply chain practitioners and academicians.

**Paper ID: 170 STATISTICAL PROCESS CONTROL FOR PORTFOLIO RISK MANAGEMENT**

Thursday, April 5, 2018 8:00 AM Halele'a

Statistical Process Control (SPC) has been extensively used for quality control in a wide range of manufacturing and service organizations but has not been applied to investment portfolio management. In this paper the potential application of SPC to allocation and risk management of investments is explored. SPC can be used to identify a shift in market sentiment which in turn can signal to investment managers to change portfolio allocations to-or-from riskier assets and/ or to employ hedges. How the SPC charts can be employed to improve portfolio performance in terms of improving returns and reducing risk are discussed.

**Paper ID: 171 BUYER-SUPPLIER RELATIONSHIPS: A TWO-ASPECT STUDY**

Thursday, April 5, 2018 8:00 AM Ha'iku

Buyer-supplier relationships are an essential element in supply chain management, a research area that provides firms with knowledge to manage challenge of designing and managing a network of interdependent relationships among various entities. Given that buyer-supplier relationships are embedded in a broader network, this study examines buyer-supplier relationships in a broader context from two aspects. The first aspect examines whether or not and how culture impacts buyer-supplier relationship performance. The second aspect explores whether or not and how other third-party entities (e.g., government agency) impact buyers-supplier relationships.

**Paper ID: 172 THE IMPACT OF EQUIPMENT MISPLACEMENT ON PATIENT SERVICE LEVELS IN HOSPITALS**

Friday, April 6, 2018 10:00 AM Niumalu

In this paper, we address the problem of equipment misplacement in a hospital and its impact on patient service levels. We develop an analytical framework that can be used to determine the optimal equipment stocking levels for a hospital ward as well as the best directed search policy for recovering any misplaced equipment. We then conduct a numerical study to show how to determine these optimal stocking levels and search policies in a practical setting. Finally, we discuss the implications of our results for determining the suitability of Real Time Locating System (RTLS) implementations in a hospital setting.

**Paper ID: 174 MODELING DRIVER BEHAVIOR AND LEARNING IN DILEMMA ZONE USING AN ADAPTIVE DRIVING SIMULATOR DESIGN**

Wednesday, April 4, 2018 8:00 AM Ha'iku

Many crashes at signalized intersections are attributed to Dilemma zone (DZ)-related conflicts at the onset of yellow indication. This study focuses on the learning aspects of the driver decision-making process, and investigates the effect of learning on the different approaches taken by DZ-protection algorithms and advanced signal settings. An Adaptive Randomized Incomplete Block Split-plot (ARIBS) plan was designed and executed in a driving simulator environment. Data were collected from 34 drivers and statistical analysis was conducted. The results of the analysis showed that drivers learn from their experience when exposed to longer or shorter yellow durations.



**Paper ID: 175 INCOPORATING PEOPLE AND PLANET IN GREEN PRODUCT DESIGN**

Thursday, April 5, 2018 3:00 PM Halele'a

The triple bottom lines of people, planet, and profit are often treated as parallel and many time conflicting objectives in the sustainability literature. I try to consolidate those three bottom lines in the decision-making process to design a new product for a green product manufacturer. There are several factors involved in this process, mental accounting of impact of sustainability; transparency in the manufacturer's effort on sustainability, government regulation, and the short-term profitability. An economic model is proposed to help understand the interaction of those factors and how the green manufacturer should make tradeoffs among the triple bottom lines.

**Paper ID: 176 LOW BIDDING OR SERVICE PROMOTION: THEIR IMPACTS ON SELLER'S PROFITS AND CONSUMER'S FAIRNESS PERCEPTION**

Wednesday, April 4, 2018 1:00 PM Ko'olau

Online auction features convenient interaction and rich information. The impact of information asymmetry made on the buyers and the sellers in online auctions is likely to cause uncertainty particularly when the buyer is unable to know whether the seller is trustworthy. This study thus aims to understand how the online auction marketing strategy affects the buyer and seller in attaining value. A 2 (high vs. low) x 2 (price vs. service) field experiment was conducted on an auction website. Data from 60 valid experiments were collected and analyzed. The results indicate that the high start bidding price combined with the service promotion and the low start bidding price combined with price promotion produce higher seller's profit.

**Paper ID: 177 THE EFFECTS OF SAFETY CLIMATE AND OCBS ON OPERATIONAL PERFORMANCE**

Friday, April 6, 2018 10:00 AM Ko'olau

Safety climate has been studied across many industries to better understand safety performance of employees and to develop methods to reduce workplace accidents. However, the relationship between safety and operational performance is still not understood. Although the literature investigating the links between safety and productivity are minimal, evidence shows a positive relationship may exist. This study investigates the effects of safety climate on OCBS and operational performance of air transportation operations personnel. Results provide evidence that safety climate may enhance operational performance through the mediating effect of OCBS, thus contradicting earlier views that safety climate competes with operational performance.

**Paper ID: 178 COST GROWTH ESTIMATION IN LARGE SCALE PROJECTS USING INVERSE BAYES FORMULAE**

Wednesday, April 4, 2018 1:00 PM Nawiliwili

The science and exploration missions undertaken by NASA are major project developments that have historically experienced cost growth. The aim of this paper was to apply Inverse Bayes Formulae (IBF) in reverse from known cost growth at the end of a project to calibrate the prior distribution of cost growth that should have been used to estimate the total project cost at the beginning. Cost data were obtained from fifteen NASA space missions that included Earth orbiters, planetary probes to Mars and Jupiter, telescopes, and comet and asteroid flyby missions. Comparisons with alternative metrics are presented that show reduced cost estimation error due to IBF.

**Paper ID: 180 WHY SAVE SOCIAL SECURITY? WE HAVE NO CHOICE!**

Thursday, April 5, 2018 3:00 PM Kona

This paper details several adjustments that could be considered to lengthen the solvency and increase the viability of the Social Security program. Of course, it may take some combination of these adjustments to resolve the issues. While arguments for or against any specific possible change may be given, we do not propose to argue the politics of any specific adjustment. However, adjustments made sooner rather than later will require less pain for those funding the benefits and/or for those receiving the benefits.

**Paper ID: 181 A FLEET ASSIGNMENT MODEL FOR OPTIMIZING MILITARY AIRLIFT**

Thursday, April 5, 2018 8:00 AM Niumalu

Developed in this paper is a mathematical model for optimizing the airlift capability of the US Air Force (USAF) in a large-scale deployment operation. Given a number of airbases from which a number of cargos of various sizes and weights are to be airlifted to a number of destinations using a specific fleet of military aircrafts subject to equipment airlift capability and aircrew availability constraints, the model assigns the most appropriate fleet type and determines the number of aircrafts required for each flight segment in such a way to minimize the overall cost of the airlift operation.

**Paper ID: 182 UBIQUITY OF SPONSORS IN PROFESSIONAL SPORTS: CONSEQUENCES FOR THE FANS**

Thursday, April 5, 2018 10:00 AM Ko'olau

In recent years, the growth in sponsoring has been prompted by an increased number of companies joining the playing field. In the academic literature, the majority of the research has been done on single sponsorship studies, despite the growing presence and spending of several companies across a variety of events and therefore the omnipresence of sponsors has rarely been investigated. This is especially critical in a research context where the fit between a brand and a sponsee is often cited as a key success factor and may not always be a result of this ubiquity of sponsorship. Using a survey approach, this study proposes and tests a framework to evaluate the effects of sponsor ubiquity.

**Paper ID: 183 SATISFIED STUDENTS IN THE INTERNATIONAL CLASSROOMS: IS THERE A UNIQUE RECIPE FOR MARKETING FACULTY MEMBERS? THE CASE OF FRENCH, AMERICAN AND CANADIAN STUDENTS**

Thursday, April 5, 2018 3:00 PM Ko'olau

Instructors often contemplate using tactics and strategies to increase student satisfaction. While personal characteristics of the instructor and class variables have been shown to influence student satisfaction, there has been limited discussion of influence tactics that instructors may use to enhance satisfaction. This study tackles this issue through the investigation of which influence tactics used by instructors have more impact on student satisfaction. In addition, as business faculty and students increasingly become global actors, it is our intent to examine potential discrepancies in the way these influence tactics are perceived and implemented in different cultures, namely in French, Canadian and American marketing classes.

**Paper ID: 184 A SIMULATION MODEL OF INFOSEC DEFENSE AGAINST NATURAL DISASTERS**

Wednesday, April 4, 2018 3:00 PM Ha'iku

A simulation infosec model is extended to include natural disasters. Results suggest that system value is sensitive to backup interval and restoration lag. In a costless world, it appears that value is sensitive to both the interval between backups and the delay in restoring after a disaster. It appears that value is more sensitive to restore lag than to backup interval. It also appears that in extreme cases of restore lag and backup cost that infrequent backups are preferable.

**Paper ID: 185 IS MODELING INFOSEC LIKE MODELING WAR, CRIME, OR TERRORISM**

Wednesday, April 4, 2018 3:00 PM Kona

A model is offered to categorize computer attacks based on several factors influencing target choice. The factors have direct utility in modeling attacker behavior.

**Paper ID: 186 MEASURING BORDER SECURITY FOR RESOURCE ALLOCATION**

Wednesday, April 4, 2018 3:00 PM Niumalu

Nations must secure their borders against unwanted flows of many kinds: drugs; terrorists; counterfeit proprietary goods; and undocumented persons. Effective management of border security requires measurement of the impact of alternative policies. Yet there are no ways to measure any particular inflow. Some indirect indicators rise and fall with each of these in-flows, but do not provide an accurate measure of the total flow. We show they can combine to estimate the fractional change in each kind of flow. Combined with cost information, this supports greedy resource allocation to counter a single type of flow. Measure of fractional change does not find the absolute magnitude of cross-border flows.

**Paper ID: 188 BUSINESS ANALYTICS: THE CHALLENGES AND DILEMMAS OF ILLEGAL MIGRATION IN THE UNITED STATES OF AMERICA**

Friday, April 6, 2018 10:00 AM Nawiliwili

Business Analytics and Data Science are very popular data driven and well-known terms used in the industry and academics for learning critical skills, analyzing big data and making decisions in a scientific way. This paper addresses this concept in the context of an ongoing debate, challenges and dilemmas concerning the illegal migration in the United States of America. While the Bayesian forecasting of illegal immigration along with expert knowledge and a well-known statistical technique is the basis of research, the outcome leads to certain challenges for the economic and social development of the country. The paper concludes with some implications for the planners and government of USA towards policy formulation.

**Paper ID: 189 HONOLULU CITY LIGHTS: HOW THE HAWAII ELECTRIC COMPANY (HECO) FLIPPED THE SWITCH ON HAWAII'S SOLAR POWER BOOM**

Thursday, April 5, 2018 3:00 PM Halele'a

The following describes the challenges Hawaii has faced in creating an electrical utility provider that derives 100% of its energy through renewable energy resources. We describe how the rise of distributed solar electrical generation units created a safety and financial crisis for Hawaii Electric Company (HECO). Hawaii is the first state in the country where the success of solar and distributed power generation has become a potential existential threat to the company. The lessons learned in Hawaii can serve as a guide for other states as they strive to become less dependent on fossil fuel and more reliant on renewable energy resources for electrification

**Paper ID: 190 CAN TECHNOLOGY AND ARTIFICIAL INTELLIGENCE (AI) ENHANCE STUDENT KNOWLEDGE RETENTION**

Friday, April 6, 2018 8:00 AM Ko'olau

Current approaches to teaching and learning assessment frequently create knowledge silos that reduce cross-disciplinary learning and knowledge retention. While technology has created more efficient delivery of content and data collection it has not addressed the unique learning conditions that individual students have in comprehending and most importantly retaining knowledge. Recent discoveries in the neurological sciences has enhanced teaching pedagogies. Advances in artificial intelligence (AI) can now customize learning experiences in a way to not only enhance knowledge comprehension but also knowledge retention. Together a new age of additive learning is beginning to enhance traditional approaches to teaching and comprehension.

**Paper ID: 191 PANEL ON CHALLENGES AND OPPORTUNITIES FACING BUSINESS SCHOOLS TODAY**

Thursday, April 5, 2018 10:00 AM Kona

The panelists in this session are deans that represent a range of universities: a flagship, research-intensive business school (UH Manoa), a large regional public business school (Cal Poly Pomona), and a well-respected private business school (Chaminade). While all universities face dynamic socioeconomic environments, each institution is confronted with its own conditions that lead to adapting and evolving. For business schools, some important issues are budgets, enrollment, student success, evolving curricula, and trends in graduate education. The panelists will provide their perspectives on these and other issues, developed as they help navigate their business schools through the rapids of challenges and opportunities.

**Paper ID: 193 THE RELATIONSHIP BETWEEN SUPPLY CHAIN MANAGEMENT PRACTICES AND SUSTAINABILITY PERFORMANCE: AN EMPIRICAL EVIDENCE IN VIETNAM**

Thursday, April 5, 2018 10:00 AM Ha'iku

This study aims to examine the relationship between supply chain management practices and sustainability performance. Data were collected from cross-industrial firms in Vietnam from July 2016 to March 2017. Based on a sample of 144 valid responses, analysis results indicate that supply chain management practices have positive impact on economic and social performance while show mixed impact on environmental performance. From the empirical results, four critical supply chain management practices which significantly contribute to sustainability goals are identified including information sharing, information technology, supplier relationship, and customer relationship.

**Paper ID: 196 OPTIMAL TRANSPORT MODE FOR LOGISTICS BASED ON THE CARBON FOOTPRINT, COST AND TIME VALUE**

Friday, April 6, 2018 8:00 AM Halele'a

This study analyzes the carbon footprint and cost of logistics of goods shipped at cold and room temperatures. The research includes two routes, one from Taiwan to China and the other one from Taiwan to Germany. The variables of operating cost, time cost, and carbon tax are studied in this research for cost evaluation and the carbon footprints for goods at different temperature are also calculated from cradle to gate. The transport mode scenarios include majority by ship as well as by intermodal methods.

**Paper ID: 198 RESILIENT AIRCRAFT MAINTENANCE CONSTRUCTS: ENHANCING REPAIR NETWORK DESIGNS TO EFFECTIVELY MANAGE RISKS AND SUPPLY CHAIN DISRUPTIONS**

Thursday, April 5, 2018 1:00 PM Niumalu

This research aims to extend the understanding of supply chain resiliency by utilizing a simulation model of a U.S. Air Force aircraft engine repair network to evaluate the degree of resiliency built into the system. The study compares the recovery time of the disrupted current system to that of a fully-integrated repair network; the objective being the quantification of resiliency in the current network's design and gauging the effectiveness of various strategies in reducing recovery time. This contributes to current literature by bridging the explicit gap on how to quantify, measure, and compare resilient supply chain strategies and also provides an objective means for basing managerial decisions.

**Paper ID: 199 MARKETING RESOURCE CONFIGURATIONS: THE IMPACT ON MARKETING CREATIVITY AND CONTROL OF FINANCIAL RESOURCES**

Thursday, April 5, 2018 8:00 AM Ko'olau

To leverage the collective knowledge within and outside of the firm, marketing processes are expanding across internal and external boundaries. However, the effects of these ever-expanding resource-configurations remains relatively understudied. This study's goal is to test the effects of various marketing-resource configurations on the creativity of marketing programs and the control over marketing resources. The results may highlight which configuration of marketing resources either reduce or enhance marketing's control of financial resources and which configuration may yield positive or deleterious effects on the creativity of marketing programs.

**Paper ID: 200 PERFORMANCE-BASED LOGISTICS BY SIMULATION OPTIMIZATION METHOD**

Wednesday, April 4, 2018 1:00 PM Ha'iku

We consider an inventory control problem of aircraft spare parts during the end-of-life (EOL) phase of fleet operations. For these spare parts, demand rates vary with the diminishing number of operational aircraft, as the aircraft retire out of service. Before entering the EOL period, the aircraft manufacturer typically requires its customers to place final purchase orders for spare parts for the remaining life. We present an algorithm that computes the optimal final order size of components by simulation optimization. The algorithm finds the spares requirement with aircraft availability which serve as a useful performance metric in managing the spare part supply chain under a performance-based logistics (PBL) environment.

**Paper ID: 202 CULTURAL DIMENSIONS AND SOCIAL MEDIA USAGE VALUE: A COMPARATIVE STUDY IN TWO NATIONS**

Thursday, April 5, 2018 8:00 AM Kipu

This study proposes a research framework to examine how cultural differences in China and the US affect individuals' value assessment of social media use in the two nations. The research framework is largely grounded upon the customer value perspective of the service marketing literature to theorize a set of cognitive and perceptual factors that drive individuals to balance and trade-off benefits of against costs for social media use to form value assessment of the use. Furthermore, the framework integrates major cultural dimensions of the national culture theory to examine how the cultural dimensions moderate the strength and magnitude of the cognitive and perceptual factors influencing value assessment of social media use.

**Paper ID: 203 THE IMPACT OF THE EVOLUTION OF THE IS FUNCTION ON ORGANIZATIONS' COMPETITIVENESS**

Friday, April 6, 2018 8:00 AM Ko'olau

For organizations to stay ahead of their competitors and meet stakeholders' needs, they must respond to the changing role of the IS function by involving IS team members at the highest level in the design of organization strategy. We analyzed vignettes derived from conversations with key organizational members. Our analyses examined the impact of the IS function on the ability of organizations to respond to internal and external stakeholders and adapt strategies in order to remain relevant. Our study serves to extend our understanding of organization strategizing by including important considerations of the IS role related to sensemaking and IS implementation.

**Paper ID: 204 EXPLORING THE EFFECTS OF SCANDALS ON CELEBRITY ENDORSER Q-SCORES**

Thursday, April 5, 2018 10:00 AM Ko'olau

The goal of this present research is to better understand the value and accuracy of the Q-score system in clarifying the relationship between celebrity scandals, consumer perception, and brand impact. We utilize Q-score data to examine the reputational impacts of five separate celebrity scandals occurring between 2011 and 2013.

**Paper ID: 206 GOOGLE GLASS: ANALYSIS OF AROUSAL ON RECORDING INTERVIEWS**

Thursday, April 5, 2018 10:00 AM Kipu

Managing stress and anxiety is a crucial part in preparation for potential stressful events like job interviews and college examinations. This study will examine physiological arousal differences in simulated job interviews using google glass and video conference software. We will be measuring skin conductance and heart rate with the use of physiological sensors: galvanic skin response and photoplethysmogram. Interviews will be simulated using a questionnaire from a retail associate position. This study hopes to find statistical significance amongst levels of physiological arousal during a job interview recorded using google glass and video conferencing software.

**Paper ID: 207 CAN EMOTIONAL AROUSAL INCREASE THE LIKELIHOOD OF A DONATION TO A CHARITABLE CAUSE?**

Thursday, April 5, 2018 10:00 AM Ko'olau

This research examines the impact of emotional intensity on NPO donor intentions. In addition, attitudes toward the ad, attitudes toward social cause organizations and attitudes toward helping others were explored to gauge their impact on donor intentions. Guiding this research was the questions of whether or not NPO advertisements that employ emotional appeals enhance those attitudes to the extent that the organizations can gain financial support from these efforts.

**Paper ID: 208 THE EFFECT OF ENTREPRENEURSHIP ORIENTATION AND SELF-EFFICACY ON STUDENT PERFORMANCE IN TECHNOLOGICAL ENTREPRENEURSHIP PROJECTS**

Friday, April 6, 2018 10:00 AM Kipu

This paper examines the effect of entrepreneurship orientation and entrepreneurship self-efficacy on student performance in technological innovation projects. Our findings show that 1) student proactiveness is the most significant factor that contributes to student success in technological entrepreneurship projects, and 2) the impact of measures of entrepreneurship orientation and entrepreneurship self-efficacy on student performance is different: student appearance self-efficacy is the most significant predictor of student positive performance, while social self-efficacy is the most important predictor of student negative performance.

**Paper ID: 209 ON LINE EDUCATION – OUR FUTURE OR A FAD? A SHORT CASE STUDY.**

Friday, April 6, 2018 8:00 AM Kipu

This article examines the implementation of a multi-disciplinary education and training course that aimed to prepare students for living overseas. The same instructor taught this course to over 1000 students over a period of four years. Teaching evaluations and written comments determined that a traditional course was preferred over an online course. Findings suggest that colleges carefully consider the customers' opinions, target markets and curriculum before deciding whether the curriculum should be Internet-based.

**Paper ID: 210 USING RCD MODEL IN EVALUATING COMMUNITY-ENGAGEMENT LEARNING EXPERIENCES IN AN ACCOUNTING INFORMATION SYSTEMS COURSE**

Friday, April 6, 2018 10:00 AM Kona

The community-engagement learning has been playing a major role in higher education. When accounting education needs to prepare students in dealing with unstructured problems and working on gaining real world experiences, it would be helpful to design and implement a course through experiential learning, community service learning, and project-based collaborating learning. This paper is to evaluate the community-learning experiences by using information system analysis in an Accounting Information System course. Sixty participants completed a survey after finished their projects. The qualitative data provided participants' learning experience while quantitative data provided participants' beliefs about the projects.

**Paper ID: 211 MILLENNIAL PERCEPTIONS OF WINE PACKAGING: A FOCUS ON ALTERNATIVE OPTIONS**

Wednesday, April 4, 2018 10:00 AM Ko'olau

Millennials have overtaken Baby Boomers as the most promising wine purchasing segment, and as such producers have begun manufacturing alternative packaging options to appeal to this group. This study will examine Millennial perceptions of alternative packaging options through the use of tasting experiments.

**Paper ID: 212 SHAPING NEGATIVE E-WOM AND ACTUAL NAVIGATION BEHAVIOR IN ONLINE FORUM**

Wednesday, April 4, 2018 10:00 AM Kipu

The aims of this study have two fold. First, to explore the relationship between product attributes of credit card and the strength of negative e-WOM. Secondly, to investigate the effects of the negative e-WOM on the number of reply article and the number of viewing article in online forum. The discussion articles which related to credit card from 22 domestic internet forums are data of analysis. There are 3686 articles are analyzed which are from 26 months and average of 142 articles per month. The more functional benefit and formal attributes are mentioned, the higher strength of negative e-WOM. The more augmented attribute is mentioned, the lower strength of negative e-WOM. Conclusions and practical implications are provided.

**Paper ID: 213 THE IMPACT OF CARBON EMISSION TRADE SCHEME ON SHIPPING INDUSTRIES IN DIFFERENT ECONOMIC CONDITIONS**

Friday, April 6, 2018 8:00 AM Halele'a

This study uses average world GDP to identify three business cycles as prosperous, steady and sluggish. Then, by combining the equilibrium strategy with a cap and trade mechanism, this study proposes a bi-level multi-objective model with business cycles for carbon emission allowance allocation in maritime transport, in which the upper and the lower level are decision maker and shipping companies, respectively. The objectives for the decision maker is to minimize the maximal carbon intensity and maximize the minimal allocation satisfaction, while shipping companies focus on the economic benefit maximization.

**Paper ID: 215 RISK CONTROL AND AUDITING MECHANISM FOR HOSPITAL MATERIALS MANAGEMENT**

Wednesday, April 4, 2018 3:00 PM Kipu

This study conducts a research related to risk management and audit mechanism for medical materials management in a hospital. There are four objectives in this study: (1) assessing the potential risks, causes, and consequent effects of applying medical devices in the current medical environment; (2) studying audit theories and evaluation frameworks of medical device risk management; (3) developing an audit mechanism for risk management of using medical devices; (4) verifying the practical feasibility of this mechanism.

**Paper ID: 218 COMPARING THE EFFECTIVENESS OF ARTIFICIAL NEURAL NETWORK WITH DECISION TREE IN CLASSIFICATION OF CUSTOMER CHURN**

Thursday, April 5, 2018 3:00 PM Nawiliwili

Customer turnover or churn is a very important concern in telecommunication businesses. In this study, Artificial Neural Network (ANN) and Decision Tree (C5) algorithms are applied and results are analyzed to determine the most efficient model for predicting customer churn in telecommunications.

**Paper ID: 219 UNDERSTANDING THE IMPACTS OF APPEALING STRATEGIES ON ONLINE BIDDING IMPULSIVENESS: A STIMULUS-ORGANISM-RESPONSE PERSPECTIVE**

Thursday, April 5, 2018 8:00 AM Kipu

Recently, live stream is getting more and more popular. Facebook included this function since February 2016. Live stream allows a viewer to interact with a broadcaster and other viewers directly. By using live stream as a selling platform, some sellers try to attract clients' attention by using different appealing strategies, including rational, reward, emotional, authority, or fear appeals. Those strategies can induce viewers' emotions and drive them to make an impulsive buying or bidding. However, which strategy is more effective in an online live auction is still not clear. It is therefore interesting to explore the effectiveness of these five strategies.

**Paper ID: 220 A TIME-SPACE NETWORK MODEL FOR PEAK SPREADING OF MRT PASSENGER FLOWS**

Thursday, April 5, 2018 3:00 PM Ha'iku

A Mass Rapid Transit (MRT) system have the highly concentrated phenomena have caused serious congestion problem in peak periods. This study develops a time-space network model to investigate the temporal and spatial distributions of passenger flows, which is aimed for peak spreading of passenger flows. For the research target, passengers' route switching behaviors are analyzed by a time-space network, in which time penalty for the degree of crowdedness in transfer walking time, train running time, and train schedule are accounted for the MRT passengers. We analyze the demand-and-supply conditions by using the Taipei MRT's timetable and demand data to examine the effects of the respective management tools on peak spreading of passenger flows.

**Paper ID: 221 CRITICAL FACTORS OF HOSPITALS ADOPTING AGE-FRIENDLY INFORMATION SYSTEM IN RESPONSE TO THE LONG-TERM CARE PLAN 2.0**

Wednesday, April 4, 2018 1:00 PM Kipu

This study employs Technology-Organization-Environment Framework to understand the influencing factors of hospitals adoption the age-friendly information system (AFIS) in response to the 10 years long-term care plan 2.0. Both survey and qualitative in-depth interview were conducted to collect data. The results show that larger hospitals have higher possibility in adopting the AFIS. In addition, the competition between hospitals will also affect the hospital to use the AFIS. The results can be used as references for hospitals to make adoption decision of AFIS to further enhance competition of the hospitals and the quality of age-friendly health care.

**Paper ID: 222 DEVELOPING A DEPARTMENT PROFIT CENTER WHILE ENHANCING THE STUDENT LEARNING EXPERIENCE: BUILDING A PROFESSIONAL SALES CENTER**

Thursday, April 5, 2018 3:00 PM Kipu

As an innovative means of creating greater impact on student learning while becoming more self-sustaining, a university marketing department created a Center for Professional Selling. Corporate partners paid the Center for the ability to recruit students taking sales courses. In addition to providing the potential for students to land high-paying entry level positions, partners also shared their own experience and expertise with students during scheduled class visits and other events. Students participated in experiential learning activities that increased their marketability and led directly to employment for many.

**Paper ID: 223 ENVIRONMENTAL FACTORS THAT IMPACT THE HOSPITAL PERFORMANCE**

Thursday, April 5, 2018 3:00 PM Niumalu

Despite the governmental effort to ameliorate the health care system better in the U.S., finding unanimous solutions addressing all aspects of the system is not that simple due to its complexity and entanglement of the system in insurance coverage, cost, quality care, legislation, and financing method. We attempt to identify the role of environmental factors to the operational efficiency of hospitals in the State of Washington. We apply truncated regression model with the double-bootstrapped algorithm and compare the results to those obtained from Tobit and OLS regression models. The analysis suggests that Medicaid revenues, locations, and ownership types of hospitals are the significant variables that affects hospital performance.

**Paper ID: 224 CHANCE-CONSTRAINED APPROACH TO HEALTHCARE PERFORMANCE**

Thursday, April 5, 2018 3:00 PM Niumalu

This research examines the impact of emotional intensity on NPO donor intentions. In addition, attitudes toward the ad, attitudes toward social cause organizations and attitudes toward helping others were explored to gauge their impact on donor intentions. Guiding this research was the questions of whether or not NPO advertisements that employ emotional appeals enhance those attitudes to the extent that the organizations can gain financial support from these efforts.

**Paper ID: 225 A STOCHASTIC APPROACH TO HEALTH CARE PERFORMANCE**

Friday, April 6, 2018 10:00 AM Niumalu

Our study aims to conduct the productivity measurement for health care providers in a state of U.S. using the Stochastic Frontier Analysis. The method outlines efficiency and inefficiency structure of Decision Making Units. Another popular method to do same task is Data Envelopment Analysis. Eventually, the comparison of the two study is made to see the different behaviors in the construction of efficient frontiers for the healthcare institutions in U.S.

**Paper ID: 226 TEACHING MODELING TO UNDERGRADUATE BUSINESS MAJORS**

Thursday, April 5, 2018 1:00 PM Kipu

In this presentation we will report on an effort to teach modeling to undergraduate business majors at San José State University. Mathematical modeling, by its nature, poses a challenge to students. It does not succumb to rote memorization or cookie-cutter solutions. Over the course of the semester, students were presented with a series of real-world problems that are messy and unstructured. We will discuss our pedagogy and share examples of student work. The work illustrates some of the challenges involved in teaching modeling at the undergraduate level and some of the promise.

**Paper ID: 227 PROJECT QUALITY MANAGEMENT PRAXIS AND THEORY**

Wednesday, April 4, 2018 3:00 PM Ko'olau

Little research existed in the field of project management (PM) prior to government and corporate implementation. Praxis existed long before PM became an academic discipline or theory. The focus of this research is on theory development within academia, that supports or refutes the Project Management Body of Knowledge (PMBOK), with an emphasis upon Project Quality Management (PQM) knowledge area to identify gaps in theory, and simply stated: Has PM theory caught up with praxis?

**Paper ID: 229 COST IMPACT ON THE PERFORMANCE OF HOSPITAL OPERATIONS**

Friday, April 6, 2018 10:00 AM Niumalu

Amid the inconsistent health care policies and high expenditures nationwide in U.S., many health care providers are concerned with the management of the costs that incur during their business operations. Using the large governmental data for health care institutions in the state of Washington, we attempt to identify the relationship between performance and cost structure for health care organizations in the state. We apply DEA (Data Envelopment Analysis) to delineate the productivity of hospitals. In addition, to delve into the cost analysis, we use regression analysis and structural equation modeling. We will conclude how we can apply our findings for policy makers in the health care department of the state government.

**Paper ID: 231 MEASURING IMPACT OF AN MBA PROGRAM ON STUDENT ENTREPRENEURIAL ORIENTATION**

Wednesday, April 4, 2018 8:00 AM Ko'olau

A methodology to measure student gains in Entrepreneurship Orientation (EO) in an MBA program is presented. Eight variables capturing traits of Entrepreneurship Orientation were identified. A survey instrument was used to measure the variables in a quasi pre-post setting. A cohort of 25 MBA students who were in the final/penultimate semester participated in the study. Factor analysis using principal components extraction and varimax rotation detected three underlying components: innovation, proactiveness, and risk-taking. The three components accounted for 74% of the variability. The t-Test showed an overall gain of 5.39 in the entrepreneurship orientation scale with  $p=0.008$ .

**Paper ID: 232 EFFECTS OF ONLINE PEER REVIEW PRACTICE ON STUDENTS' RECEPTIVITY TO FEEDBACK**

Wednesday, April 4, 2018 8:00 AM Kipu

Engaging learners in cognitive activities of solving complex, open-ended problems, promoting high-level constructivist learning in large and online classes is essential for transforming education to satisfy the needs of the modern post-industrial information society. Online peer review and assessment (OPRA) systems became a popular tool for engaging students in these practices. Understanding the role of peer feedback and students' perceptions of feedback has become very important. This ongoing empirical study evaluates the effects of engaging students in OPRA activities on their feedback orientation, a construct describing an individual's overall receptivity to feedback.

**Paper ID: 233 SUPERBRICK: INTRODUCING AN INNOVATIVE BUILDING PRODUCT TO THE SAUDI ARABIAN MARKET**

Wednesday, April 4, 2018 8:00 AM Kona

This paper discusses a marketing strategy plan for a firm that sought to manufacture and distribute a new product to be used as a substitute to concrete masonry in Saudi Arabia. This new product has similar installation characteristics but is made up of superior insulating material and, therefore, is more suitable for harsh weather conditions of extreme temperature changes. The paper addresses some of the issues that this company had to consider for it to be a viable competitor in the new market.

**Paper ID: 234 EXPLORING DRIVERS AND VALUES CONTRIBUTING TO LUXURY SPA AUTHENTICITY AND EXPERIENCES**

Wednesday, April 4, 2018 1:00 PM Ko'olau

Luxury hotel and resort spas are criticized for losing the essence of the spa experience because of over-commercialization and lack of authenticity. This paper focuses on authenticity and argues that authentic spas are considered as a premium offering. A proposed conceptual model draws on multi-disciplinary theories to define spa authenticity and to guide spa operators in creating and rendering an authentic spa experience. To that end, factors contributing to customers' perceived authenticity and experiential value are investigated.

**Paper ID: 235 ADOPTION OF BLOCKCHAIN TECHNOLOGY IN SUPPLY CHAINS - A TECHNOLOGY-ORGANIZATION-ENVIRONMENT (TOE) PERSPECTIVE**

Friday, April 6, 2018 10:00 AM Ha'iku

Blockchain technology is an emerging technology in the business world and is known to be the underlying basis of cryptocurrencies like Bitcoin. This study explores the applicability and possible adoption of blockchain technology in supply chains. We use the Technology-Organization-Environment (TOE) framework to identify factors that would influence the adoption of this innovative technology. Secondary case studies and use cases from early adopters will be used to identify TOE factors in the context of blockchain. The use cases will be from some of the large companies that are testing out this technology and from startups that are at the forefront of this technology adoption and propagation.

**Paper ID: 238 TOP DRAWER SOCCER: CAN A STARTUP SCORE POINTS WITH USER INFORMATION?**

Wednesday, April 4, 2018 8:00 AM Kona

This case is about Top Drawer Soccer (TDS), a startup soccer Website. Seth, the VP of operations at TDS, has 30 minutes to convince the owner of the business to adopt Seth's plan to improve user data collection. The conundrum Seth faces is that research shows when a site required users to provide many personal data points, it could cause them to abandon personal data sharing altogether. Seth's improvement plan had to be achievable and effective or he might lose his position with the company...The case is suitable for undergraduate courses in introductory marketing management, digital/interactive marketing, entrepreneurship courses, and introductory business courses at the graduate level.

**Paper ID: 239 REVISITING THE ENVIRONMENTAL KUZNETS CURVE: A PERSPECTIVE OF WICKED PROBLEMS**

Thursday, April 5, 2018 10:00 AM Nawiliwili

This study revisits the evolving process of the EKC from the perspective of wicked problems, arguing that the shape of the pollution-growth curve is determined by the attitude transition towards pollution of societal actors. The triggering events of high strength can expedite the attitude transition to climb over the EKC turning point. We also discuss the iconic events over the threshold for different democracies. From the societal perspective, this paper contributes a theoretical analytical framework that shall bridge the knowledge gap between the EKC hypothesis and the empirical tests.

**Paper ID: 240 BARRIERS TO HEALTH CARE INFORMATION TECHNOLOGY: A REVIEW**

Thursday, April 5, 2018 1:00 PM Ha'iku

Driven by incentives or by penalties, large-scale capital investments for healthcare information technology (HIT) has taken place over the past decade, leading to significant amount of research in managing HIT. This study, covers different perspectives across disciplines, classify and categorize contextual factors that prove to be a barrier for implementation, integration and use stage of HIT in healthcare. We use 37 articles from 23 medical, business and information system journals to identify six contextual factors of user pre-participation and buy in, risk assessment and safety, member centrality and hierarchy, physician resistance, training, attitude and interoperability that could impede the implementation, integration and use of HIT.

**Paper ID: 241    SUPPLY CHAIN EXCELLENCE: A CAUSE OR RESULT OF FIRM PERFORMANCE**

Friday, April 6, 2018                      8:00 AM    Ha'iku

This paper is to examine the effects of financial halos" (Brown and Perry, 1994) on the supply chain performance measurement. More specifically, a halo removal method constructed with financial market factors is applied on the Supply Chain Top 25 List from 2007-2017 to remove high correlations between evaluation categories. An adjusted performance scores are then assigned to the top supply chain companies. The statistical results find significant differences in firm rankings between original and adjusted performance scores. This paper makes contributions to the literature that focuses on the causal analysis on management reputation indexes and firm performance. "

**Paper ID: 242    OPERATIONAL EFFICIENCY, SERVICE QUALITY, AND FIRM PERFORMANCE: EMPIRICAL EVIDENCE FROM THE US AIRLINE INDUSTRY**

Friday, April 6, 2018                      8:00 AM    Ha'iku

This paper examines the relationship between operational efficiency and service quality and their impact on profitability with reference to a firm's competitive strategy: (1) whether the impact of operational efficiency and service quality on profitability is contingent upon a firm's competitive strategy, and (2) whether the trade-off between operational efficiency and service quality is contingent upon a firm's competitive strategy. Our empirical findings provide some support for the existence of a trade-off between operational efficiency and service quality, suggesting that these dimensions of competitive priorities are not compatible, and airlines need to emphasize one competitive priority depending upon their competitive strategy.

**Paper ID: 243    ARE YOU WILLING TO PAY MORE FOR BRANDED AMENITIES IN HOTELS?**

Thursday, April 5, 2018                      10:00 AM    Ko'olau

Maximizing sales is important for increasing revenue. Since hotels mostly operate by advance reservations, upselling through in-person sales is challenging. Amenities, however, are barely used as the upselling tool, considering as necessary, but complimentary items for a hotel product. This study investigates the impact of amenities on willingness to pay more for a hotel when offering branded products. The results of this study show that branded amenities have a positive impact on willingness to pay more and the effects are significantly different by hotel classes. Conversely, guests are willing to pay less when non-branded in-room amenities are provided, instead.

**Paper ID: 244    SOCIAL MEDIA SENTIMENT ANALYSIS FOR MAKING BANK LOAN DECISIONS**

Friday, April 6, 2018                      10:00 AM    Nawiliwili

We find that: 1) borrowers that receive positive social media user opinion on social media enjoy more favorable price; 2) the relations between social media sentiment and bank loan price vary with the firm size and loan structure. The results suggest that the effect of social media sentiment on bank loan prices is stronger for small firms than for large firms, in addition, the effect of social media sentiment on bank loan prices is stronger for syndicated loans than for sole-owner loans. Overall, this study confirms the view that social media will help lenders reduce cost of bank loans and business risks by decreasing information asymmetry between borrowers and lenders.

**Paper ID: 245    MANAGERIAL INCENTIVES IN A VERTICALLY DIFFERENTIATED INDUSTRY**

Thursday, April 5, 2018                      10:00 AM    Nawiliwili

This paper examines the effect of managerial incentives in a setting where firms that supply a low-quality product compete with firms that supply a higher quality product. We find that the low-quality producing firm will be more aggressive than the high-quality producing firm in the sense that it offers a higher sales incentive to its managers. We also find that such incentives create a divergence of product quality and that both firms charge a higher price, and earn a higher profit. The market share of the low-quality firm increases, and that of the high-quality firm decreases.

**Paper ID: 246    HUMAN CAPITAL DEVELOPMENT FOR SUSTAINABLE ECONOMY: A CASE STUDY IN UNITED ARAB EMIRATES**

Thursday, April 5, 2018                      3:00 PM    Halele'a

The Human Development Index (HDI) was devised as a rival to conventional measures of economic development such as income per capita and the rate of economic growth. Three dimensions of: long and healthy life, knowledge, and a decent standard of living are used in measuring human development. There are three objectives that can be advanced 1: There will be a significant difference between investments on human capital development and the perceived extent of their impact on UAE economic sustainability; 2: There will be a high correlation between human capital development and country's economic index; 3: There will be differences between education and human capital, and contribution of human capital to the UAE economic sustainability.

**Paper ID: 248    USING VIRTUAL REALITY IN MARKETING**

Wednesday, April 4, 2018                      1:00 PM    Kona

Virtual reality has been applied in fields such as architecture, engineering, education, and entertainment. However, extant research focusing on uses and applications of virtual reality in marketing has been fragmented and sparse. The present research provides an overview of virtual reality and its state of application in marketing. Moreover, the research identifies new opportunities for using virtual reality to improve consumer experiences and decision making. We examine consumer-virtual reality interaction in the marketing context and argue that virtual reality could be applied in stimulus delivery, sensational cue delivery, and improved decision confidence in remote shopping channels.



**Paper ID: 249 THE QUALITY OF DIGITIZED DATA IN A CRITICAL DECISION-MAKING CONTEXT**

Thursday, April 5, 2018 8:00 AM Ko'olau

Companies are handling increasing amounts of information about people. We examine the extent to which organizations assess accuracy of data before using it to make decisions in an industry where accuracy is particularly important to the security and protection industry. We conducted surveys and interviews with experts across several organizations in the industry. Preliminary results indicate security and protection organizations are handling large amounts of data and they are using it with very little human intervention to verify accuracy. These findings have important implications for the meaningfulness of decisions organizations make based on data from consumers, citizens, technology, and third parties.

**Paper ID: 250 INVENTORY MANAGEMENT OF A NAVAL MEDICAL CENTER PHARMACY**

Thursday, April 5, 2018 8:00 AM Niumalu

This paper examines the use of two inventory control systems the periodic review and the continuous review systems with single item ordering and joint item ordering at one of the largest pharmacies in Navy Medicine, the Naval Medical Center San Diego (NMCSD) Pharmacy. Also, proposed in this paper is an inventory classification system of medications that combines the traditional ABC classification of inventory items with the VEN system of medications. Results from this study show that a joint ordering with continuous review inventory policy to be more efficient and less expensive than a single item ordering and periodic review policy.

**Paper ID: 254 FINDING OPTIMAL MAINTENANCE LEVELS**

Wednesday, April 4, 2018 10:00 AM Niumalu

In the case of a breakdown or high-level degradation of equipment, particularly that of agricultural machinery with crucial time-sensitivity due to harvest, maintenance should be done. The optimal choice of the maintenance action has to be based on several factors: cost, effective age, failure rate, reliability, and remaining useful life of the equipment. Therefore, multi-objective analysis is needed to find the best alternative. This paper introduces a mathematical model and offers a method to find the best maintenance alternative.

**Paper ID: 260 THE ROLE OF ORGANIZATIONAL SUPPORT AND PROBLEM SPACE COMPLEXITY ON ORGANIZATIONAL PERFORMANCE: A BUSINESS INTELLIGENCE PERSPECTIVE**

Wednesday, April 4, 2018 1:00 PM Kipu

In this study, we explored organizational support and problem space complexity in three models (base, direct-effect and moderation models) to study BI's effect on organizational performance. The moderation model explains the most variance of the dependent variable of organizational performance. Problem space complexity had both a direct effect on organizational performance and the relationship between BI implementation and this dependent variable. Organizational support along with its first-order factors did not have statistical significance on organizational performance. The implications for academics and practitioners are provided.

**Paper ID: 264 A STUDY OF WILLINGNESS TO PAY FOR FAST-CHARGING BATTERY ELECTRIC SCOOTERS**

Friday, April 6, 2018 10:00 AM Halele'a

In Taiwan, electric scooters have become the focal point of the new transportation mode and Industrial Technology Research Institute (ITRI) recently has started to research and develop fast-charging battery electric scooters. Hope that the sales volume of electric scooters can increase after improving the current problems of electric scooters. But, how much are consumers willing to pay? This study is going to apply the contingent valuation method (CVM) and design a questionnaire to analyze the willingness to pay for fast-charging battery electric scooters. The price includes the electric scooter and the charger.

**Paper ID: 265 A BARGAINING MODEL FOR SUSTAINABLE INVESTMENT WITH ENVIRONMENTAL AWARENESS CONSUMERS**

Friday, April 6, 2018 10:00 AM Halele'a

In this paper, we develop a bargaining model to study the sustainable investment for a supply chain consisting of one manufacturer and one retailer. Both the manufacturer and retailer can make the sustainable investment, to reduce the carbon emission at the manufacturer side and stimulate the demand at the retailer side. We derive the optimal sustainable efforts for the manufacturer and retailer under both the wholesale contract and the contact with bargaining. By comparing the results under these two contracts, we derive some managerial insights.

**Paper ID: 266 DEVELOPMENT AND APPLICATION OF WIMAP-P WITH BIG DATA ANALYTICS**

Friday, April 6, 2018 10:00 AM Niumalu

This study highlights the development and application of a tool, called Work Zone Interactive Management Application for Planning (WIMAP-P). Powered by a non-parametric delay prediction model utilizing Artificial Neural Network, WIMAP-P predicts road user delay caused by work zone lane closures. A database archive engine in WIMAP-P stores not only state-wide probe data (i.e. INRIX speed) but also traffic counts (i.e. AADT) and crash/incident records (i.e., Plan4Safety and OpenReach).

**Paper ID: 269 CAFE STANDARDS IMPACT ON STATE HIGHWAY TRUST FUND**

Wednesday, April 4, 2018 1:00 PM Nawiliwili

This research details different methods that gas taxes can be increased in order to make up the difference in tax revenues due to increased fuel efficiency brought about by the increased CAF... standards. In every scenario presented, the change in tax rates or mileage rates will be calculated on an every year as well as multiple year basis. This analysis only considers the reduction in gas tax revenue due to increasing efficiency, and does not consider the impact of the move to alternative fueled vehicles, i.e. hydrogen, biofuel, or hybrid or full electric automobiles.

**Paper ID: 270 ADOPTING IOT APPLICATION PLATFORM TO CONSTRUCT SMART BUILDING**

Wednesday, April 4, 2018 3:00 PM Kipu

Internet of things (IoT) application platform provides effective connections between nodes and cloud. Smart building with IoT (SBloT) technology provides urban designing and planning with economic insights into creating a data-driven environment. In this paper, initiatives regarding smart building research are reviewed and presented in order to illustrate this complex concept of SBloT. In the second part, we review one smart building case, a famous mobile phone brands headquarter (H-building) in Taiwan. It was an office building transforming from conventional green building toward SBloT. Through an in-depth case study, we propose a model of integrated IoT architecture that can be used to develop smart building solution.

**Paper ID: 274 THE DETERMINANTS OF TURNOVER OF NURSE PRACTITIONERS IN THE UNITED STATES**

Thursday, April 5, 2018 1:00 PM Ko'olau

Our study examined the determinants of turnover of nurse practitioners using the 2012 National Sample Survey of Nurse Practitioners. Turnover of skilled employees is expensive and threatens the quality of medical care. Factor analysis produced four underlying latent common satisfaction factors: patient workload, professional treatment, organizational administration, and work hours. These were included in a logistic regression model of turnover intentions with several control variables. We found that an increase in each of the four satisfaction factors results in a decrease in turnover intentions. Based on our results, we propose managerial interventions that would decrease turnover of nurse practitioners.

**Paper ID: 276 THE SPILLOVER EFFECT OF ACCOUNTING QUALITY ON DEBT CONTRACTING ALONG THE SUPPLY CHAIN**

Friday, April 6, 2018 10:00 AM Kona

We examine how customers' financial reporting quality affects the characteristics of suppliers' loan contracts. Using Sarbanes-Oxley internal control weakness (ICW) to measure financial reporting quality, we find that after customers disclose ICW, suppliers experience significantly higher interest spread on bank loans.

**Paper ID: 277 TONE ANALYSIS AND EARNINGS MANAGEMENT**

Thursday, April 5, 2018 1:00 PM Kona

In this study, we examine empirically whether the tone employed in the earnings press release is related to the manager's choice of the sign and amount of the discretionary earnings reported. The results show that managers of firms with high abnormal accruals and firms just meeting or beating earnings targets tend to use more positive words in earnings press releases to hype the discretionary accounting numbers that they subsequently report in financial statements to the SEC. This evidence implies that managers strategically use tone as a complement to earnings management to manage investor perceptions.

**Paper ID: 278 INTERNAL DRIVERS OF SHORT-TERM OVERPRODUCTION**

Friday, April 6, 2018 10:00 AM Kona

This research examines internal causes of overproduction in manufacturing firms. Using a sample of manufacturing firms (SIC codes 2000-3999) in the US from 2006 to 2015, we find that firms' overproduction is positively related to excess fixed assets investment in current period and sales in the past period. We attribute our findings to that the noise in the internal accounting information used in financial and operating decisions can drive the mismatch between production and demand. The current literature on overproduction mostly focuses on external financial accounting incentives, whereas this study adds evidence of internal accounting information driving overproduction as another explanation.

**Paper ID: 280 IS THE AGENCY ASSUMPTION VALID FOR PUBLIC CORPORATIONS?**

Thursday, April 5, 2018 8:00 AM Kona

Friedman (1970) stated that CEOs of public corporations are the agents of shareholders, which we refer to as the "agency assumption." Jensen and Meckling (1976) modeled Friedman's agency assumption, popularizing it among academics. However, in the mid-1970s, the academic consensus was that the agency assumption had little predictive validity in that CEOs did not generally maximize profits for shareholders (Fama and Miller 1972; Jensen and Walking 2010a). Post-1990s the prescriptive validity of the agency assumption improved with the widespread adoption of executive stock option pay. The purpose of this paper is to determine whether the agency assumption is descriptively and prescriptively valid.

**Paper ID: 281 HOW DO FINANCIAL COMPANIES REACT TO CONSUMER COMPLAINTS? - A DATA ANALYTICS APPROACH**

Wednesday, April 4, 2018 8:00 AM Nawiliwili

The Consumer Financial Protection Bureau provides vast amount of data about consumer complaints against financial institution since 2011. This study analyzes the types of products and issues that most commonly occur in the database. Additional analysis is performed after the available data is augmented with financial metrics for the companies represented in the dataset, providing more granular details and deeper insights to trends and patterns.

**Paper ID: 283 ESTIMATING FAIR VALUE IN AN UNFAIR MARKET**

Thursday, April 5, 2018 1:00 PM Kona

This research aims to get an insight into fair value and the valuation practices to assess its usefulness and its fairness" to decision making. Our research is multidimensional and aims to show the strong synergies and their combined effect in the determination of fair value."

**Paper ID: 284 WHEN CAN THE MARKET IDENTIFY OLD NEWS?**

Wednesday, April 4, 2018 10:00 AM Halele'a

Why do investors react to old information? We experimentally document that active finance professionals are more likely to discard direct reprints than recombination news stories that draw content from several sources. We study the market implications of this mechanism using a unique dataset of news passing through the Bloomberg terminal. Firms see larger price moves on days when they have more recombination stories relative to reprints. Furthermore, while overall reactions to old information have declined over time, differential reactions to recombination stories have risen. Altogether, we document investors' increased sophistication in discarding reprints, but continuing susceptibility to recombination of old information.

**Paper ID: 288 ADVANCED ANALYTICS OR NOT?**

Friday, April 6, 2018 10:00 AM Nawiliwili

Joining the chorus on Data Analytics (DA), this study presents alternative terminology to DA, including applied terms like Business Analytics (BA). Those who use DA within the discipline of Information Technology/Science should really be described as Data Scientists. An Analytics field, defined by its methodological models, is commonly known by Management Science/Operations Research. Such models can be described across a continuum of sophistication, so this paper examines the higher levels, identified as Advanced Analytics", using a case from Product/Service Production."

**Paper ID: 291 THE IMPACT OF PERCEIVED DIFFERENTIAL FAIRNESS AND PERCEIVED PRICE FAIRNESS OF REVENUE MANAGEMENT ON REVISIT INTENTION**

Thursday, April 5, 2018 10:00 AM Kipu

This study will investigate the impact of three primary types of fairness (distributive, procedural and interactional) as well as revenue management familiarity on guest perceptions of overall hotel room price fairness and anticipated guest repurchase behaviors. Structural equation modeling will be used to test the proposed hypotheses. This study will reveal the type of fairness that is the strongest determinant of overall price fairness and of hotel guest repurchase behaviour. The proposed research will contribute to theory and practice by investigating nuances of guest responses to revenue management.

**Paper ID: 293 THE ETHICS OF MAXIMIZING OR SATISFICING: HOW DECISION-MAKING STYLE IMPACTS MORAL JUDGEMENT**

Thursday, April 5, 2018 8:00 AM Nawiliwili

This study fills a gap in the literature by investigating the previously unexplored relationship between maximizing and satisficing decision-making styles and ethical judgments. It also examines the role of idealistic (vs. relativistic) ethical values in mediating the relationship. The data from 190 upper level business students suggests that maximizers are significantly more likely to judge an ethically ambiguous situation as unethical than satisficers. Underlying this effect, we find that maximizers (vs. satisficers) have a more idealistic ethical ideology (Forsyth 1980), which makes them more likely to judge ambiguous situations as unethical.

**Paper ID: 294 A MULTI-DIMENSIONAL INVESTIGATION OF THE AESTHETIC SIMILARITIES OF CONSUMER DURABLE GOODS**

Wednesday, April 4, 2018 1:00 PM Kona

Marketers agree that product styling and design are important influences on consumer preference and choice. Using a photo sort procedure and multidimensional scaling, potential inherent individual aesthetic qualities or stylistic considerations are examined. Initial findings suggest that the respondents, in their early 20's, are inexperienced in aesthetic assessments. It also appeared that these respondents used simple heuristics to deal with the large number of product stimuli. Common dimensions discovered in this sample included shape (round elements vs rectangular elements) and color (usually bright or multicolored elements vs monochromatic elements).

**Paper ID: 295 THE EFFECT OF CORPORATE GOVERNANCE ON THE RELATION BETWEEN TAXES AND CREDIT RATINGS**

Thursday, April 5, 2018 8:00 AM Kona

In this study, we examine how corporate governance affects the relation between tax volatility and credit ratings. We find that the negative relation between tax volatility and credit ratings is mitigated by strong corporate governance. We also examine the effect of tax avoidance on the relation between tax volatility and credit ratings, and find that the negative relation is mitigated by greater tax savings, but only in the presence of strong corporate governance. Our results contribute to our understanding of the interplay between tax volatility and tax avoidance by documenting that tax volatility in the absence of strong corporate governance is associated with lower future credit ratings, regardless of potential cash tax savings.

**Paper ID: 296 DOES CORPORATE GOVERNANCE MATTER IN VALUATION OF TAX AVOIDANCE? EVIDENCE FROM ANTI-TAKEOVER LEGISLATION**

Thursday, April 5, 2018 8:00 AM Kona

This study examines whether corporate governance moderates the relation between tax avoidance and firm value. To obtain exogenous variation in corporate governance, this study focuses on the passage of state anti-takeover laws, specifically business combination (BC) laws, which weakens corporate governance and increases the opportunity for managerial expropriation by lessening the threat of hostile takeovers. I find that tax avoidance is negatively associated with firm value at firms with weakened corporate governance. This paper provides additional evidence from an agency perspective on corporate tax avoidance in Desai and Dharmapala (2009).

**Paper ID: 297    MODELING WINE SPECTATOR RANKINGS BASED ON WINE LABEL ATTRIBUTES**

Thursday, April 5, 2018                      1:00 PM    Nawiliwili

This paper compares different predictive econometric models for cross-country studies on wines, utilizing different wine label attributes, using the rich database from the Wine Spectator website [2017]. We find that discrete choice models like ordered logit and probit models perform better than the linear regression models (OLS and truncated OLS), using an out-of-sample cross validation technique for comparison. Further, price is found to be a good indicator of quality in all our models. Another major finding is that the wines from the US ranks higher compared to those from other New World" wines, while vintage does not have a significant effect on wine quality. Merlot wines score higher than Cabernet Sauvignon variety."

**Paper ID: 298    IDENTIFYING THE VALUE OF ACADEMIC CONFERENCES**

Thursday, April 5, 2018                      8:00 AM    Ko'olau

Although all conference organizers would like to plan for growth, in recent years, many academic conferences have been experiencing no growth or even decreasing levels of conference attendance. It is important that both the attendees and the universities see the value from attendance. Organizations hosting academic conferences need to understand better the motivations and deterrents to conference attendance. They also need to better articulate the value of attendance for both the attendees and the universities that often sponsor the attendance. This paper will assess the motivators, benefits, values, and inhibitors of attending academic conferences.

**Paper ID: 299    KEY FACTORS OF BUSINESS COMMUNICATIONS IN LATIN AMERICA**

Friday, April 6, 2018                      10:00 AM    Ko'olau

Communication difficulties in an international context often stems from fundamental differences in cultural values. Communications in Latin American, Mediterranean and Asian cultures are often embedded in as much facial expressions and voice tones vis-à-vis words in Germanic cultures. The value of time and emotional feelings also act as bridges to levels of communication in many cultures around the world.

**Paper ID: 300    DEVELOPING/ESTABLISHING CLASSROOM CULTURE USING SAFE SPACES**

Thursday, April 5, 2018                      3:00 PM    Kipu

What Wall Street figured out, is that colleges are producing a large number of very smart, completely confused graduates. Kids who have ample mental horsepower, an incredible work ethic and no idea what to do next. Classroom culture must continually and organically develop to improve and enhance the learning process. We need to bond the cultural elements of learning as they apply to each of our classrooms. The challenge then to each of us, is to employ the unique cultural elements relevant to our individual classroom environment that organic and appropriate.

**Paper ID: 302    12 O'CLOCK HIGH REVISTED 2017: BRINGING THEORY TO LIFE**

Wednesday, April 4, 2018                      8:00 AM    Ko'olau

The current article develops a theory-based analysis of leadership behaviors demonstrated in the classic World War II film 12 O'Clock High, providing methodology for instructors to use for theoretical explication of key leadership behaviors exhibited during the film. Finally, several excerpts from the film with instructor questions and answers to stimulate students' analyses of key scenes are presented, with a brief screening of one scene and related questions and answers demonstrated at the conference.

**Paper ID: 303    DOES STUDENT ENGAGEMENT REDUCE ACADEMIC DISHONESTY IN DISTANCE LEARNING COURSES?**

Friday, April 6, 2018                      8:00 AM    Kipu

As universities seek to provide convenient and economical education delivery, distance learning (DL) courses have increased in popularity, while capacitating new digital methods for academic dishonesty. Simultaneously, universities seek methods to increase student engagement in DL courses. We discuss methods that increase student engagement in DL courses, and methods to decrease the likelihood of academic dishonesty in DL courses. We posit that the higher the level of student engagement in a course, the less likely the student is to engage in academic dishonesty. We will test our hypothesis with a group of thirty seven MBA students.

**Paper ID: 304    A KNOWLEDGE BROKERING CONCEPTUAL MODEL**

Thursday, April 5, 2018                      10:00 AM    Halele'a

Social media is changing health care interaction between individuals and research community. Little research has been conducted in knowledge brokering activity that helps patients in seeking health information. This study proposes a conceptual model of knowledge brokering that can be used to guide knowledge transfer activity for knowledge broker in the online platform.

**Paper ID: 305    A STRATEGIC SOCIAL MEDIA PLAN FOR A NON-PROFIT ORGANIZATION:THE CASE OF MONCUS PARK AT THE HORSE FARM**

Wednesday, April 4, 2018                      8:00 AM    Kona

This work will trace the development and implementation of a strategic social media plan for a non-profit quasi-public entity known as Moncus Park, located on a 100-acre undeveloped publicly owned property previously known as the Horse Farm. Its location in the heart of a mid-sized southern city provides an extremely unique opportunity to create a world class public park venue. We explore social media landscapes in general, how to identify key stakeholders, particular planning aspects of non-profit organizations, and finally, recommend a social media approach focused on this organization, but also adaptable to other similar organizations.

**Paper ID: 306 ENSURING GRADUATION OF HISPANIC & AFRICAN-AMERICAN STUDENTS: THE VALUE OF PROBLEM-BASED SERVICE LEARNING**

Friday, April 6, 2018 10:00 AM Kipu

Camera Ready Extended Abstract

**Paper ID: 307 PERCEPTIONS OF THE UNEMPATHETIC CONSUMER BEHAVIOR OF SERVICE PROVIDERS**

Wednesday, April 4, 2018 1:00 PM Kona

Camera Ready Extended Abstract

**Paper ID: 308 CAPACITY PLANNING ANALYSIS FOR AMAZON.COM LOCKERS**

Thursday, April 5, 2018 3:00 PM Ha'iku

Amazon.com lockers are this company's innovation to control their increasing fulfillment cost by decreasing last-mile distribution costs and to improve their shopper's experience by bringing convenience and reliability to the package delivery process. In this research, we investigate online shoppers' package retrieval behavior from an amazon.com locker location and research its impact on capacity decisions at the Amazon.com locker locations.

**Paper ID: 309 INVESTIGATION OF THE EFFECT OF STUDENT LEARNING PREFERENCES (VARK) ON A SELF-MANAGED LEARNING PROJECT IN AN INDIVIDUAL INCOME TAX ACCOUNTING COURSE**

Friday, April 6, 2018 8:00 AM Kona

An Income Tax I self-managed learning exercise required the students to prepare a report on moderately complex income tax topics. There was a significant difference between the experimental/control groups on Quiz/Exams for Project B and the Final Exam for Project A. Also, the students' change in test scores for the projects was matched with the students' learning preferences to determine benefit of the projects for the students with different learning preferences using the VARK (Visual, Aural, Read/Write, and Kinesthetic) instrument. A high percentage of the test results improved or remained the same for the Aural, Read/Write, and Kinesthetic students. It appears that this self-managed learning exercise is a good teaching technique.

**Paper ID: 310 INTERACTIVE DECISION MAKING MODELS FOR MARITIME FREIGHT CARRIERS**

Wednesday, April 4, 2018 8:00 AM Ha'iku

We model situations in which multiple cargo carriers interact under different scenarios to determine optimal carrier assignment to different routes and the optimal volume of cargo to be sent to different ports of the selected routes. We have first modeled the profit function for each carrier and next have introduced game theoretical models to be applied in different interactive scenarios. This study is an initial attempt to examine if the cooperative contracts among the cargo carriers can result in a higher profit. Further comparison between different carrier dynamics will show which contract will suit different situations best and resulting in maximum profit.

**Paper ID: 311 ESTIMATING HEALTHCARE COST ASSOCIATED WITH PREVALENCE OF OBESITY IN THE US**

Wednesday, April 4, 2018 1:00 PM Ha'iku

Rates of overweight and obesity have increased dramatically around the world. The obesity epidemic increases the risk for several of the leading causes of preventable death such as type 2 diabetes, heart disease, stroke, and certain types of cancer, leads to loss of quality of life, and significant cost. In this paper, a computational simulation model is developed to model the progression of weight of individuals across four BMI categories over their lifetime and consequently forecast the total lifetime healthcare costs of obesity and overweight individuals. The results of our model can help guide physicians, third-party payers and patients to make inferences about future healthcare costs linked to obesity.

**Paper ID: 312 A NEW PERSPECTIVE ON WORKPLACE AGGRESSION: WAGES AND JOB CLASS**

Friday, April 6, 2018 10:00 AM Ko'olau

Much of what is known about workplace aggression is research that is focused on observations from the private sector (Frederickson & McCorkle, 2013). According to Schat, Frone, and Kelloway (2006) approximately 47 million employees working in the United States experience psychological aggression in the workplace each year. Therefore, in order to further assess and counsel cases of workplace aggression, I would like to further the depth of knowledge on the topic amongst classes of work based on wages and categories (i.e. blue collar, white collar, etc.) and compare the results to identify specific characteristics of aggression based on socioeconomic status.

**Paper ID: 313 FORUM VS. SOCIAL NETWORK: WHAT IS THE BEST FOR COMPANY AND CUSTOMERS?**

Thursday, April 5, 2018 1:00 PM Nawiliwili

In the today's business world, it is crucial for companies to keep sustainable growth to connect with both current and prospective customers. Strong connections with customers not only help improve user experiences; but also aid collecting feedback for future product development. This paper explores the network features of two main types of online communities and social networks from a business perspective. Using the data from an online forum and Facebook various aspects of the networks, such as limited attention, social influence and information diffusion are studied. The results show that social networks such as Facebook will be a better choice for companies to engage with their customers.

**Paper ID: 315 THE IMPACT OF LOCAL ECONOMIC DEVELOPMENT POLICIES ON ENTREPRENEURIAL ACTIVITY: EVIDENCE FROM SOUTHERN CALIFORNIA CITIES**

Wednesday, April 4, 2018 1:00 PM Nawiliwili

Given the important role that economic growth plays in advancing human well-being, local governments use a number of development tools and activities in an attempt to promote it. Much research has been devoted to assessing the extent to which such development policies achieve local economic prosperity. Despite the essential role that entrepreneurial activity plays in economic output, research on the effectiveness of government policies aimed at stimulating the creation of new enterprises remains underdeveloped. To address this gap in the literature, this study estimates the impact of local economic development tools and activities on entrepreneurial activity in Southern California cities.

**Paper ID: 316 SHARING ECONOMY 2.0: DESIGN OF A BLOCKCHAIN SOLUTION FOR CAR SHARING WITHOUT UBER**

Thursday, April 5, 2018 8:00 AM Kipu

In this study, we will explore the design and feasibility of using a Blockchain as a solution to replace the intermediaries such as Uber, to further reduce the transaction cost of sharing economy. Blockchain is implemented on an overlay and distributed network. The Blockchain database is globally distributed and stored on multiple servers that are synchronized constantly. All of these characteristics of Blockchain technology has made it have the potential to become a neutral technology to replace Uber or other intermediaries to allow the sharing economy to move to version 2.0 - a Blockchain based sharing economy with no or a much lower transaction cost.

**Paper ID: 317 THE IMPACT OF STRATEGIC ALLIANCES ON ANALYSTS' FORECASTS**

Friday, April 6, 2018 10:00 AM Kona

The study compares the financial analysts' forecasts of earnings before and after the strategic alliance to assess the impact of SA on the overall earnings predictability. We control for firm-size, firm-industry, type of strategic alliance, prior alliance experience with the same or other firms, analyst following and the overall uncertainty faced by the analysts to examine the impact of the alliance on earnings forecasts and the variance of analysts' forecasts. I find that the financial analysts forecast errors are explained by nature of alliance, analysts following and extent of disagreement amongst analysts. However, these variables fail to explain the change after two years. Similar results hold for dispersion in analysts' forecasts.

**Paper ID: 318 BANKS' DISCLOSURE COMPLIANCE PRACTICES ON MORTGAGE SERVICING RIGHTS AND DETERMINANT FACTOR OF THE BANKS' COMPLIANCE**

Thursday, April 5, 2018 8:00 AM Kona

Our study is intended (1) to understand banks' disclosure practices for mortgage servicing rights and (2) to examine whether banks' compliance with disclosure requirements is related to corporate governance, materiality, firm size and the external auditor. The results show there are significant deficiencies in compliance with the disclosure requirements. Also found is the degree of the banks' disclosure compliance is related marginally to corporate governance and strongly to materiality and bank size. However, it is not related to the external auditor's quality.

**Paper ID: 319 ABNORMAL RETURNS AND STOCK PRICE REACTIONS TO CORPORATE INSIDER TRADES**

Wednesday, April 4, 2018 10:00 AM Halele'a

This paper examines the abnormal returns and stock price reactions to corporate insider trades. The Cumulative Average Abnormal Return (CAAR) was determined for a time period around the insider trading event. The result of this study supports the hypothesis that insider trades do indeed convey information useful for the valuation of firms. It was found that positive abnormal returns for the firms with insider buys and negative abnormal returns for the firms with insider sells.

**Paper ID: 320 A COMPARATIVE STUDY ON CONTAINER-BASED WEB SERVICE AND VM-BASED CLOUD WEB SERVICE**

Wednesday, April 4, 2018 1:00 PM Kipu

A container's performance compared with the traditional cloud service is an area where research is scarce. This study is focused on comparing the performance of container technology against the traditional VM-based cloud technology. The web service will be used as the application context to make the performance comparisons between the two types of technology. The major technology platform to be included Docker's container technology, Apache server, and open source Operating Systems including CentOS and Ubuntu. Research result will be presented at the conference.

**Paper ID: 321 LESSONS LEARNED FROM FLIPPING AN UNDERGRADUATE SUPPLY CHAIN MANAGEMENT BUSINESS ANALYTICS CLASS**

Thursday, April 5, 2018 1:00 PM Kipu

Five years ago, the Supply Chain Management (SCM) department at a large public university decided to increase their emphasis on business analytics based on feedback from their advisory board. Lessons learned in the development and delivery of this class will be discussed in this presentation.

**Paper ID: 322 INCORPORATING TABLEAU FOR DATA VISUALIZATION IN AN UNDERGRADUATE BUSINESS ANALYTICS COURSE**

Thursday, April 5, 2018 1:00 PM Kipu

This presentation will describe how Tableau has been incorporated in an undergraduate Business Analytics course to enhance coverage of topics related to Descriptive Analytics. Microsoft Excel has traditionally been the software of choice due to its widespread prevalence in business environments, and its ease of use. Tableau is becoming increasingly popular for its powerful data exploration and visualization capabilities, and was introduced in the course to supplement Excel. The presentation will describe my experience with Tableau, particularly as it relates to the undergraduate Business Analytics course, and how it compares with Microsoft Excel for pedagogical purposes.

**Paper ID: 323 IMPROVING DELIVERY PERFORMANCE IN A SUPPLY CHAIN**

Friday, April 6, 2018 8:00 AM Ha'iku

It is essential for modern competitive organizations to improve delivery performance to the final customer through their serial supply chain. This research builds on contemporary management theories that advocate reducing variance as the means to improve process performance. This paper proposes a two-step optimization framework to improve supply chain delivery performance by reducing the variability in activity times of the upstream stages of the supply chain.

**Paper ID: 324 INVESTOR RESPONSE TO JUMPS IN MUTUAL FUND RETURNS**

Thursday, April 5, 2018 8:00 AM Halele'a

While a considerable amount of research examines how investors allocate capital across mutual funds in response to fund performance, relatively little attention has been paid to investor response to fund risk. We posit that when faced with a discontinuity in returns (a stochastic jump) investors receive a clear signal about the riskiness of the fund and respond accordingly. We find that jumps occur regularly in fund returns and result in economically significant cash outflows the following month. Funds face outflows when other funds either inside or outside their investment objective experience jumps, even if they themselves did not jump.

**Paper ID: 325 THE SALES NEGOTIATION GAME: AN AID TO INTEGRATIVE BUSINESS EDUCATION**

Thursday, April 5, 2018 3:00 PM Kipu

Beyond the core classes in business education, instructors of individual classes beyond the core attempt to find means to integrate further learning across discipline boundaries. The Sales Negotiation Game uncovers biases in focus between marketing majors and their non-marketing business major counterparts. Playing the game serves as a reminder to what they already knew, but may overlook. Reflecting over their game performance tends to give them better balance in understanding how various aspects of a firm fit together.

**Paper ID: 327 ENHANCING GIRLS' EDUCATION IN UGANDA VIA A MENSTRUATION MANAGEMENT SOCIAL ENTREPRENEURSHIP PROJECT**

Thursday, April 5, 2018 10:00 AM Kipu

In low developing countries like Uganda, most menstruating girls and women struggle to find clean water for washing and reliable absorbent materials during their menstruation. This paper describes a social enterprise model that offers a solution to this problem. The solution uses crowd funding to raise money to purchase re-usable hygiene kits and donate them to school girls in Uganda. After two years of pilot study and further research, the Organization will start producing its own re-usable kits while providing jobs and training to young women. This paper builds on research by Hennegan et al. (2016).

**Paper ID: 330 THE EVOLUTION OF NEWS AND MEDIA WEBSITE DESIGN**

Friday, April 6, 2018 10:00 AM Nawiliwili

News and Media websites have evolved over time and become more complex. In this study we examined eight high-ranked news and media websites in four categories: online television news (CNN and FoxNews), online newspapers (LA Times and NY Times), online magazines (Wired and Forbes), and technology blogs (TechCrunch and TheNextWeb) over the course of 10 years, and reported their trends of rich media, social sharing, and ad placements. We found that images and videos have significantly increased on news and media websites. Traditional commenting systems and discussion forums are gradually replaced by blog commenting systems and social sharing options. Display ads become more integrated with original site content, and native ads are on the rise.

**Paper ID: 334 FACULTY CLIMATE, GENDER AND STUDENT OUTCOMES**

Thursday, April 5, 2018 10:00 AM Kipu

This study explores how faculty gender differences relate to job satisfaction. The results from a recent faculty climate survey show a few areas of potential concern for female faculty. The concerns ranged from the level of influence on departmental decision-making to female faculty not receiving the same support as male faculty to disparity in compensation to feeling free to express their opinion without fear of reprisal. Prior research has found gender-based wage differentials affects perception of the institution, stress level, global satisfaction and intent to stay in academe.

**Paper ID: 335 THE INTERDEPENDENCE OF DEBT AND THE FINANCING OF R&D: EVIDENCE FROM THE ONSET OF CREDIT DEFAULT SWAPS**

Wednesday, April 4, 2018 3:00 PM Halele'a

Debt usually plays an important role in the financing of corporate investments, yet extensive research suggests that debt is a disfavored source of R&D and innovation financing. In this study, we show that a recent financial development, credit default swaps (CDSs), may change the institutional logics of debt, making debt useful to the financing of R&D and innovation. To be specific, we find that the onset of CDS trading significantly reduces the negative association between a firm's debt and its R&D. In addition, further analysis suggests that the availability of CDSs is more likely to change the nature of long-term debt than that of short-term debt, making long-term debt a useful instrument for the financing of R&D and innovation.

**Paper ID: 336 REAL TIME DATA VISUALIZATION AND DECISION MAKING IN ERPSIM LOGISTICS GAME:**

Wednesday, April 4, 2018 3:00 PM Kona

IS core course in the MBA curriculum often uses case analyses to provide students opportunities to apply conceptual materials to industrial practice or to teach them from the perspective of information literacy. Lacking exposure, visualization, and hands-on practice on the actual information systems, MBA students would hardly learn the analytical knowledge and skills. This paper presents a case study in the Business Information Systems course in the MBA curriculum using SAP ERPSim and data visualization tools to provide students the opportunity to learn ERP technology. Playing the game is not only an engaging experience for students to learn business processes, but also a process for them to have access to data that are meaningful.

**Paper ID: 337 THE IMPACT OF DYNAMIC VOLATILITY ON THE ESTIMATION OF THE DAY-OF-THE-WEEK EFFECT**

Wednesday, April 4, 2018 10:00 AM Halele'a

A well-known result in statistics is that least-squares estimators are sensitive to heteroscedasticity, and previous research has found that accounting for volatility changes can lead to dramatic changes in the magnitudes, and even in the signs, of the estimates of the mean levels of returns within financial time series. The current paper uses the estimation of the day-of-the-week effect to further explore the relationship between presumed volatility dynamics for financial time series and the estimation of the daily means under three volatility specifications - constant volatility, GARCH, and multifractal volatility - and finds, for example, that an apparent negative Monday effect may actually be a volatility rather than a mean effect.

**Paper ID: 341 WHETHER TO FOLLOW THE MARKET? BOARD GENDER DIVERSITY ON INVESTMENT-TO-Q SENSITIVITY**

Wednesday, April 4, 2018 8:00 AM Halele'a

Our paper provides new evidence that helps to reconcile the different arguments on mixed impact of female directors on firm performance. Existing studies that investigate the impact of women representation on boards generally test for a direct relationship between the ratio of women directors and corporate performance. Our paper points out that the reason female board of directors contribute to the firm value is through curving the investment when the market tends to be over-heated. In addition, different from the papers that focus on the female directors' monitoring role in increasing firm value, we argue that female directors also play an important advising role in investment. Last but not the least, this study contributes to the literature of manager learning from the market. In particular, we address the role of female directors in the management learning behavior.

**Paper ID: 345 THE COMPETITION STRATEGY OF THE DUOPOLY PLATFORM-BASED E-RETAINERS**

Wednesday, April 4, 2018 1:00 PM Kipu

This paper investigates the competition and cooperation strategies of duopoly e-retailing platforms based on the two-sided market theory and the Hotelling model. We analyze the duopoly competition strategies between the duopoly e-retailing platforms under different seller costs, and how the consumer behaviors affect the firm's strategies, the finding shows that lower seller's selling cost makes the optimal admission fee and profit of the platform higher. Further, we study the strategy of e-Platform on investing innovation, the finding shows that e-Platform has more advantages by making the investment; meanwhile the optimal innovation level of the platform is just related with its innovative capability rather than the investment.

**Paper ID: 346 METHODS FOR NATIONAL SECURITY RISK QUANTIFICATION AND OPTIMAL RESOURCE ALLOCATION DECISIONS**

Wednesday, April 4, 2018 1:00 PM Niumalu

This tutorial will familiarize participants with methods for national security risk quantification, focusing on optimal resource allocation. The techniques are applicable to a variety of systems such as mass transit infrastructure or large-scale public event venues. A key aspect of our methodology is the ability to uniquely allow the core components of risk (consequence, vulnerability, and threat) to be quantified as a function of time. The next step is to assess the effectiveness, which may include a deterrence factor, of the different security resources to counter the threat. Lastly, we formulate the problem as a mathematical program which can be solved to determine the optimal allocation of constrained security resources.

**Paper ID: 347 UPDATING GRADUATE BUSIENSS CURRICULA: INCORPORATING EXPERIENTIAL LEARNING**

Friday, April 6, 2018 10:00 AM Kipu

This paper reviews the current literature regarding graduate business education and the use of experiential learning techniques. Survey results of students in an MBA program provide feedback on the academic value of live consulting projects.

**Paper ID: 348 CONSISTENCY WAS KEY TO SUCCESS: WHAT NEXT FOR IFIT?**

Wednesday, April 4, 2018 3:00 PM Kona

This is a case study about iFit, one of the largest fitness companies and how they went about to reconfigure the corporate strategy.

**Paper ID: 349 CREATING ENGAGED LEARNING ENVIRONMENTS**

Friday, April 6, 2018 10:00 AM Kipu

The 21st century has arrived, but most university classrooms are still in the dark ages. Research indicates that student engagement is one benchmark for success in today's university. This study investigated creating engaged learning environments in a university setting. An inductive research methodology which develops theory rather than a deductive methodology which tests existing theories was used. Constant comparative analysis of the data lead to the emergence of conceptual concepts/theories. The concepts/theories for Creating Engaged Learning Environments included: learning strategies, virtual and physical spaces, technology, support, learners and facilitators. Specific themes in each theory were listed.



**Paper ID: 350 EXPLORING THE FUTURE OF SUPPLY CHAINS THROUGH DISRUPTIVE INNOVATION - THE DIGITAL TECHNOLOGIES**

Friday, April 6, 2018 10:00 AM Ha'iku

The present study goes deeper into the understanding how digital (as Internet of Things, 3D printing, Mobile Internet, Augmented Reality, etc.) can disrupt the industry by transforming the value chain, patterns of demand and competitive pressure. Digital technology is transforming how products are developed, produced and serviced. The research shows how the Supply Chains are transforming through the Internet of Things and other digital technologies. It makes an overview of 3D Printing, Blockchain Technology and Augmented Reality, giving proper examples. Conclusions are drawn about the future of Supply Chains through the disruption innovation with the digital technologies.

**Paper ID: 354 MEASURING LEARNING IMPACT ON MINORITY, UNDERSERVED & DISADVANTAGED STUDENTS PARTICIPATING IN ACTIVE LEARNING CLASSROOM MODALITY VS TRADITIONAL LECTURE MODALITIES**

Friday, April 6, 2018 8:00 AM Kipu

The aim & objective of the CSUDH ALC project is to determine after two years of practical learning experience how going forward can we measure the effectiveness of Pedagogical Methodologies, Retention factors, and Impacts on Learning for underserved and disadvantaged students?

**Paper ID: 355 CYBERSECURITY EDUCATION FOR BUSINESSES DECISION MAKERS**

Wednesday, April 4, 2018 3:00 PM Kipu

With incidents such as the Equifax Breach occurring with increasing regularity, it is critically important for managers and CEOs to be educated in the area of cybersecurity so that they can make appropriate decisions for attack detection, response and recovery. In this paper, we examine Equifax's handling of an incident. We then discuss best practices for incident response. Finally, we provide a brief survey of some easy-to-use cybersecurity frameworks by NIST. This work aims to educate managers of the need for a common understanding and language of cybersecurity threats so that they can successfully work with cybersecurity teams to understand and address their business readiness, response, and recovery.

**Paper ID: 358 CULTIVATING A DATA-INFORMED CULTURE FOR STUDENT SUCCESS**

Thursday, April 5, 2018 10:00 AM Kona

As institutions place greater accountability for student success, use of data to support decision-making has become increasingly critical. The democratization of data analytics has fueled unprecedented, and often overwhelming demands on faculty, staff, and administrators to use this data to promote student success. Factors impeding student success are complex and student success intervention can vary widely among disciplines. Even though there are large volumes of data, there is a growing gap in comprehending and using this data to take on meaningful data-informed interventions. This presentation focuses on the strategies that are necessary in establishing a university-wide culture that leverages data-informed decision-making.

**Paper ID: 359 THE INNOVATION PARADOX: HOW GOVERNANCE AND RISK**

Thursday, April 5, 2018 1:00 PM Niumalu

To discern why companies struggle to accelerate supply chain innovation, we conducted case studies at 15 buyer/supplier dyads. We focused on how different governance mechanisms specifically contracts and trust affect, inhibit, or promote relationship-specific innovation investments. We find cultural and structural elements embedded in the buyer and supplier organizations actually lead to an innovation paradox. In essence, corporate efforts that rely on short-term contracts to protect against relationship risk diminish innovation, increasing competitive risk. Key Words: Buyer-Supplier Relationships, Contracts, Trust, Innovation, Risk, Governance

**Paper ID: 360 ENTREPRENEURIAL ORIENTATION, RESOURCE MANAGEMENT PRACTICES, AND INNOVATION PERFORMANCE CONSEQUENCES**

Wednesday, April 4, 2018 3:00 PM Ko'olau

Even though continuous innovation has become a strategic necessity in many markets, little is known about how organizations are employing and integrating external resources to complement their in-house R&D activities. Hence, the interplay between entrepreneurial orientation and supply chain resource management is investigated. Based on the survey responses of 247 managers, a supply chain resource orchestration model is tested and a measurement scale is validated with structural equation modeling. This research draws from innovation and supply chain management literature streams to enhance the understanding of resource management practices, their performance consequences, and implications of organizational culture on such relationships.

**Paper ID: 361 TREND FLAGGING TO AID RESOURCE ALLOCATION DECISIONS**

Wednesday, April 4, 2018 3:00 PM Niumalu

Decision makers in all kinds of organizations, and in particular those concerned with homeland security, need to be able to easily flag trends so that they can respond, for example with a reallocation of resources or a review of policies and procedures. This paper introduces a simple-to-use tool called the TrendFlagger that allows a decision maker to get evidence that a trend may be appearing without requiring statistical sophistication. The TrendFlagger will be illustrated using a source of data that organizations might use to study shipping trends and vessel behavior, the Automatic Identification System (AIS) now required by international agreement on all ships of 300 gross tons or more and all passenger ships.

**Paper ID: 362 OPTIMAL WARRANTY OFFERING STRATEGIES FOR REMANUFACTURED PRODUCT IN A SEGMENTED MARKET**

Friday, April 6, 2018 8:00 AM Halele'a

We study and compare two warranty offering strategies for a manufacturer in a segmented market, where consumers are heterogeneous towards remanufactured goods. The manufacturer sells both new and remanufactured products to two segments of consumers, whose valuations for remanufactured goods differ. The manufacturer chooses to offer one of the two warranty policies on the remanufactured goods.

**Paper ID: 364 A HEURISTIC COMPARISON OF PREDICTIVE MODELS IN ANALYZING ADULT OBESITY IN THE UNITED STATES**

Wednesday, April 4, 2018 8:00 AM Nawiliwili

Considering the ever-rising cost of healthcare in the United States and the significant impact of obesity on the country's healthcare expenditure, this study attempts to identify key demographic and lifestyle behavior variables associated with adult obesity in the United States. Specifically, the study aims to create a profile of adult population who are at risk of being obese using predictive modeling techniques. Using the Centers for Disease Control and Prevention data, two predictive models, decision tree and logistic regression, are developed and compared to examine the important predictors of adult obesity.

**Paper ID: 365 FIRM SUSTAINABILITY: LOOKING THROUGH THE CONTINGENCY THEORETICAL LENSES**

Thursday, April 5, 2018 8:00 AM Nawiliwili

While researchers have argued that corporate sustainability strategies can contribute to the competitive advantage of a firm, in the field of operations management, 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. Integrating several disparate streams of research and using primary and secondary data, we empirically investigate the impact of an alignment between corporate sustainability strategy and operations strategy of a firm on its sustainability performance. The findings of this study can potentially provide significant implications for operations management researchers and practitioners.

**Paper ID: 367 MUTUAL FUNDS HERDING BEHAVIOR, SENTIMENT, AND MARKET VOLATILITY**

Thursday, April 5, 2018 8:00 AM Halele'a

This paper explores the dynamic interaction of fund herding, investor sentiment, and market volatility using a VAR approach. Such relationships are examined in both buy-herding and sell-herding across stock capitalization quintiles. The results point to sentiment and market volatility as the most prominent causes of buy-herding. Market prices and sentiment are indicated as the main causes of sell-herding. Herding behavior seem to affect market prices in most stock quintiles and market volatility in smaller stock quintiles. Our findings provide valuable insights which can facilitate financial regulation and the formulation of better financial market policies regarding the interactions of herding, sentiment, and market volatility.

**Paper ID: 368 THE BEACH ORGANIC CLEAN SHEET DESIGN FOR DATA VISUALIZATION AND ANALYTICS**

Friday, April 6, 2018 8:00 AM Nawiliwili

The Beach Student Success visualization and analytical proof of concept have been piloted and deployed utilizing an organic clean sheet design approach in response to increased demand for data from the Beach campus. The Beach organic clean sheet design utilizes on-demand, self-service and three-click analytic. Through this organic clean sheet deployment, the Beach faculty, staff and advisors are empowered to become data analysts with the capability of quickly extracting knowledge and insight regarding the primary drivers of student success. Users have the potential to analyze student success outcomes in over a trillion ways which would have been impossible to be produced using any staffing model and the current technology.

**Paper ID: 369 HOW DO FIRMS LEVERAGE THEIR INNOVATION CAPABILITIES VIA KNOWLEDGE ACCUMULATION?**

Wednesday, April 4, 2018 3:00 PM Ko'olau

Since knowledge and innovation have become two most important themes for firms to compete in global market, it is necessary to make clear that how a firm accumulate knowledge to facilitate it to innovate successfully. To answer the question of how a firm's knowledge accumulation relate to innovation capabilities leveraging?", we conduct a serial of studies to explore the relationship between them, including four sub-studies. "

**Paper ID: 370 A COMPARATIVE ANALYSIS OF HEALTHCARE AND TRADITIONAL SUPPLY CHAINS USING FINANCIAL RATIOS**

Thursday, April 5, 2018 1:00 PM Ha'iku

We compare and contrast the structure of healthcare and traditional supply chains using publicly available financial data. First, we develop a framework to analyze the healthcare supply chain and compare that with traditional supply chain. Then by analyzing financial ratios, we find that companies that operate in different stages of the healthcare supply chain do exhibit different characteristics and differ from the structure of the comparable stages of traditional supply chains. We then draw inferences about the structural differences of healthcare supply chain from traditional supply chains based on the observed patterns.

**Paper ID: 371 OVER BEFORE IT STARTS - A CAREER IN JEOPARDY!**

Wednesday, April 4, 2018 3:00 PM Kona

The related cases A and B highlight the nature and impact of the changing stakeholder landscape of professional sport, focusing on the nature of stakeholder relationships and dynamics and their role in effecting attitudinal and cultural change within sport. The cases are set in the context of a violent incident involving an aspiring professional athlete. The cases encompass the unfolding career threatening consequences of unethical athlete behaviour; increasing calls for accountability in relation to the managerial and governance practices of sports organisations; and societal disquiet with both sport culture and the role of the legal system in pursuing and dispensing justice for victims.

**Paper ID: 372 DOES THE WATCHDOG BARK OR NOT? - EVIDENCE FROM MEDIA INDUSTRY IN CHINA**

Thursday, April 5, 2018 10:00 AM Nawiliwili

To balance political intervention and survival pressure, does Chinese media blow the whistle as their counterparts do in United States? Using a unique sample, we report that, among all 96 sanctioned listed companies by the China Securities Regulatory Commission (CSRC), 60.42% of which is negatively covered by Chinese domestic media before the investigation of CSRC. This evidence indicates that Chinese media play an active watchdog role in monitoring corporate governance violation and protecting minority shareholders.

**Paper ID: 374 THE STRATEGY PATH FOR FIRM'S INNOVATION SYSTEM (FIS) WITH CASE STUDY BASED ON HAIER GROUP CORPORATION**

Wednesday, April 4, 2018 3:00 PM Ko'olau

In view of the fact that most Chinese enterprises lack innovation vigor, this study explores the strategic theories of the construction of enterprises' technology innovation system on macroscopic, mesoscopic, and microscopic levels, and systematically studies the relationships among resource endowment, innovation engine, innovation behavior, and innovation performance. Besides, based on the problem-oriented philosophy, this paper starts with tracing theoretical origin and explores the model for the firm's innovation system (FIS): innovation capability system and innovation engine system.

**Paper ID: 375 MECHANISM OF CAPABILITY - ENVIRONMENT CO-EVOLUTION DURING INNOVATION PROCESS: A CASE STUDY**

Friday, April 6, 2018 8:00 AM Ko'olau

How did enterprise innovation capability co-evolve with environment under the context of economic transition? In this paper, an exploratory case study is conducted, to show the organizational learning mechanism underlying the co-evolution process. The "Goal-Object-Pathway" model (GOP model) is proposed and guided by "selection-adaptation" learning goal, the GOP model proposed that an enterprise identifies the gap between enterprise innovation capability and environment demand, and achieves innovation capability evolution through fusion of top-down and bottom-up learning pathway.

**Paper ID: 378 CASING INTEGRATIVE CASE RESEARCH: EXEMPLARS AND ICONOCLASTS**

Wednesday, April 4, 2018 3:00 PM Kona

Many organizational scholars begin their academic careers by evaluating prior research. Typically, this process involves extensive examination of the literature to determine areas of convergence and gaps that remain to be filled. Hypothesis-generation and -testing, based on observations from empirical survey, focus groups, or grounded field research tends to be supported or debunked by subsequent investigations. During this winnowing process, individual cases often stand out and provide normative examples of how organizations actually do or should behave, or as outliers that do not fit a predicted pattern. What are researchers supposed to make of these exemplars or iconoclasts?

**Paper ID: 380 CRITERIA FOR COMPARATIVE EVALUATIONS OF TREATY VERIFICATION MONITORING SYSTEMS**

Wednesday, April 4, 2018 3:00 PM Niualu

When considering an arms control verification regime, there may be many combinations of technologies, data, and procedures to evaluate. Analyzing alternatives is made more complex by competing and conflicting interests of treaty parties. In 2017, a team from the U.S. Department of Energy national laboratory complex developed criteria to assess monitoring systems implemented for treaty verification. The criteria are independent, collectively exhaustive, measurable, and reflective of the distinct host and monitor perspectives. The team also developed a method to score alternatives that could be used to inform decisions on system design. In this paper, we review the criteria and evaluation process.

**Paper ID: 382 THE CONTEST OF PARADIGMS IN THE CHINESE AND RUSSIAN MARKET REFORMS: INFORMATION ECONOMICS VS. NEOCLASSICAL ECONOMICS**

Wednesday, April 4, 2018 3:00 PM Nawiliwili

The transition from centrally planned to market-based economies represented a crucial experiment regarding the relative merits of different economic schools of thought, paradigms, and research programs. The new information paradigm applied in China was much more successful than the "Washington Consensus" that was based on the old neoclassical paradigm and applied in Russia. It became clear that markets cannot be efficient without a role for the government. Pitting market against government became an outdated dichotomy. Public administration, government regulations and intervention, and social institutions impact the efficiency of markets. The new information economics is important for the future of public administration. "

**Paper ID: 385    CROSS-INDUSTRY STUDY AND COMPARISON OF BIG DATA INITIATIVES**

Friday, April 6, 2018                      10:00 AM      Nawiliwili

This research aims to explore the adoption and implementation of big data initiatives in the oil and gas industry. The role of leadership, organizational culture, the nature of decision making and decision-making models are considered for this investigation. The initial study will be focused on big data initiatives in upstream oil and gas. The research will be extended to include comparison with big data initiatives in other industries.

**Paper ID: 388    APPLYING RISK ASSESSMENT AND ROBUST GOAL PROGRAMMING TO THE UNITED STATES TRANSPORTATION COMMAND'S RATE SETTING PROBLEM**

Thursday, April 5, 2018                      1:00 PM      Niumalu

The United States Transportation Command (USTRANSCOM) is responsible for the technical direction and supervision of over \$7 billion of annual passenger, cargo, mobility, and personal property movements in support of the Department of Defense. As a government entity, USTRANSCOM seeks to neither make a profit nor operate at a loss in any given year, while also attempting to produce robust annual rates. We employ robust goal programming (RGP) to the USTRANSCOM rate setting problem in an attempt to minimize deviation away from their many goals. Additionally, we investigate the impact of applying RGP in concert with additional epsilon-constraints as it pertains to the USTRANSCOM rate setting problem.

**Paper ID: 389    CONVERSATION WITH FRED LUTHANS: PAST, PRESENT AND FUTURE OF OB**

Thursday, April 5, 2018                      1:00 PM      Ko'olau

Drawing from his 50-year academic career, Fred will first briefly summarize the roots of the field of organizational behavior. Then he will identify his own career strategies that led to founding organizational behavior modification (O.B.Mod) and positive psychological capital (PsyCap). After providing the present development and research findings of these two OB approaches, he will spend the remainder of the time on his view of needed future developments and opportunity for Q&A from the audience.

**Paper ID: 390    SENSITIVITY ANALYSIS OF HUMAN ERROR DURING SECURITY SCREENING OPERATIONS**

Wednesday, April 4, 2018                      3:00 PM      Niumalu

Understanding how uncertainty of inputs can affect model performance provides significant information in evaluating a model's sensitivity to parameter variation. This paper provides an overview of the statistical methods used in developing a human error module as part of a larger simulation, and the procedures used in assessing how variability of model outputs can be attributed to changes in model inputs. The paper is divided into 3 parts: 1) an explanation of security operations, 2) an overview of our modeling approach, and 3) a summary of the sensitivity analysis and Design of Experiments (DOE) results.