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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
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
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; Lidiya 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.
- **[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 Benabou, 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.
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 Orauariki, 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
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
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Wednesday, April 4, 2018

M&S-1  Modeling and Simulation III
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
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 Sciglimpaglia
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. Mary's 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
SMBSnUniversity of Salzburg Business School
Angelika Neuert
University of Passau
Wednesday, April 4, 2018

M&S-2  Modeling and Simulation II
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
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-RETAINERS (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
Hospitality Abstract Papers

Chair: Melissa St. James

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

Public Administration Session 1

Chair: Zheng Yang

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

A Tutorial on National Security

Chair: Samrat Chatterjee

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 Amouzegar
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
Xiaode 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
SERVICE DELIVERY NETWORK FOR FAMILIES OF CHILDREN WITH DISABILITIES: HOW INTER-ORGANIZATIONAL COLLABORATION CAN ENHANCE PARENT INVOLVEMENT AND WELL BEING (PAPER ID: 71)
Zheng Yang
Kimmie Tang
Dennis Kao
Nikkie Nguyen
Lara Ratleff
California State University, Dominguez Hills
California State University Fullerton
California State University, Dominguez Hills
California State University, Dominguez Hills

THE CONTEST OF PARADIGMS IN THE CHINESE AND RUSSIAN MARKET REFORMS: INFORMATION ECONOMICS VS. NEOCLASSICAL ECONOMICS (PAPER ID: 382)
Elena Kulikov
CSUDH

SPS-2 Decision Support Analytics for National Security
Chair: Robert Brigantic
Pacific Northwest National Laboratory
MEASURING BORDER SECURITY FOR RESOURCE ALLOCATION (PAPER ID: 186)
Paul Kantor
Rutgers
TREND FLAGGING TO AID RESOURCE ALLOCATION DECISIONS (PAPER ID: 361)
Fred Roberts
Dennis Egan
Paul Kantor
Joonhee Lee
Christie Nelson
Helen Roberts
Rutgers University
Rutgers
Rutgers
Rutgers
Montclair State University
CRITERIA FOR COMPARATIVE EVALUATIONS OF TREATY VERIFICATION MONITORING SYSTEMS (PAPER ID: 380)
Angela Waterworth
Pacific Northwest National Laboratory
SENSITIVITY ANALYSIS OF HUMAN ERROR DURING SECURITY SCREENING OPERATIONS (PAPER ID: 390)
Isaac Jones
Jan Irvahn
Robert Brigantic
University of Michigan
Pacific Northwest National Laboratory
Pacific Northwest National Laboratory

Thursday, April 5, 2018

OLS-1 Relationships and Processes in Supply Chain Management
Chair: Yi-Su Chen
University of Michigan-Dearborn
APPLYING LEAN SYSTEMS AND CONTINUOUS IMPROVEMENT IN HOSPITAL PHARMACY OPERATIONS (PAPER ID: 3)
danny samson
University of Melbourne
AN EXAMINATION OF THE VALUE ENHANCING ROLE OF CO-BRANDING IN LOGISTICS FROM THE PERSPECTIVE OF END CONSUMERS (PAPER ID: 80)
Yolanda Obaze
Atfeheh Yazdanparast
Mehran Safizadeh
University of Evansville.edu
University of Evansville
University of Evansville
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  
California State University Long Beach
Lisa Eiler  
University of Montana

DOES CORPORATE GOVERNANCE MATTER IN VALUATION 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  
University of San Francisco
Todd Sayre  
University of San Francisco

MKT-3  The Value of Control in Various Marketing Scenarios  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  
North Dakota State University
Raj Agnihotri  
University of Texas-Arlington
Kevin Trainor  
Northern Arizona University

THE QUALITY OF DIGITIZED DATA IN A CRITICAL DECISION-MAKING CONTEXT (PAPER ID: 249)
Tina Kiesler  
California State University, Northridge
Kristen Walker  
CSUN
Mary Curren  
CSUN

IDENTIFYING THE VALUE OF ACADEMIC CONFERENCES (PAPER ID: 298)
Jacquelyn Warwick  
Andrews University
Gail Zank  
Texas State University
Debbie DeLong  
Chatham University
Matt Elbeck  
Troy University-Dothan

EXAMINING EVALUATIONS WHEN INSTRUCTORS AND STUDENTS HAVE BACKGROUNDS THAT MATCH (PAPER ID: 137)
Therese Louie  
San Jose State University
Marisa Ignacio  
San Jose State University
Camille Valerio  
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
University of Nevada, Las Vegas
Tony Henthorne
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
Metropolitan State University of Denver
Debbie Gilliard
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  
MacEwan University
Rickard Enstroem
MacEwan University

DOES THE WATCHDOG BARK OR NOT? - EVIDENCE FROM MEDIA INDUSTRY IN CHINA (PAPER ID: 372)
Da Song
Xiamen University of Technology
Peigong Li
Xiamen University
Fangshu Ren
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
Saginaw Valley State University
Kaustav Misra
Saginaw Valley State University

SUPPLY CHAIN FINANCE AND WORKING CAPITAL INVESTMENTS: A CASE STUDY IN KENYA (PAPER ID: 112)
Timothy Breitbach
AFIT
Michael Hester
Air Force Institute of Technology

DOES COST TRANSPARENCY MATTER IN SUPPLY CHAIN COOPERATION? AN EMPIRICAL INVESTIGATION (PAPER ID: 131)
Jie Yang
University of Houston-Victoria
Xinrong Kong
University of Houston-Victoria

BARRIERS TO HEALTH CARE INFORMATION TECHNOLOGY: A REVIEW (PAPER ID: 240)
Shahin Davoudpour
University of California, Irvine
Adelina Gnanlet
California State University, Fullerton

A COMPARATIVE ANALYSIS OF HEALTHCARE AND TRADITIONAL SUPPLY CHAINS USING FINANCIAL RATIOS (PAPER ID: 370)
Vishwanath Hegde
California State University, East Bay
Balaraman Rajan
California State University East Bay
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
Hui Shi

Cal Poly Pomona
California State Polytechnic University, Pomona

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

Villanova University

Engaged Analytics and Modeling Thursday 1:00 PM Kipu

Chair: Robert Hurt

Cal Poly Pomona

HOW TO IMPROVE STUDENTSÍ ABILITIES TO APPLY STEM RELATED KNOWLEDGE? (PAPER ID: 87)
Wen Cheng
Gurdijot Gill
Xudong Jia

cal poly pomona
Cal Poly Pomona

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

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
Agnes Cheng
Ping Lin
Jing Zhang

California State U., Long Beach
The Hong Kong Polytechnic University
California State U., Long Beach
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
Xuan Huang
Sudha Krishnan

California State U., Long Beach
California State U., Long Beach
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 abouloala  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 COSTUMERS? (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
Thursday, April 5, 2018

OLS-4 Models of Supply Chain Management

Chair: Naser Nikandish

Thursday 3:00 PM - Ha’iku

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

Chair: David Bechtold

Thursday 3:00 PM - Halele’a

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

Chair: Eric McLaughlin

Thursday 3:00 PM - Kipu

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
Scott Sherwood
April Schofield
Metropolitan State University of Denver

DEVELOPING/ESTABLISHING CLASSROOM CULTURE USING SAFE SPACES (PAPER ID: 300)
Vish Iyer
Brandon Soltwisch
Daniel Brannon
Rutilio Martinez
University of Northern Colorado

THE SALES NEGOTIATION GAME: AN AID TO INTEGRATIVE BUSINESS EDUCATION (PAPER ID: 325)
Kathy Pettit-O’Malley
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
Scott Butterfield
Michael Campbell
Montana State University-Billings
Montana State University-Billings
Montana State University-Billings

GENERATION SKIPPING IRA TRANSFERS (PAPER ID: 154)
Sheldon Smith
James Williamson
Nathan Oestreich
Kamal Haddad
Utah Valley University
San Diego State University
San Diego State University
San Diego State

WHY SAVE SOCIAL SECURITY? WE HAVE NO CHOICE! (PAPER ID: 180)
Sheldon Smith
Nathan Oestreich
James Williamson
Utah Valley University
San Diego State University
San Diego State University

TAXING MARIJUANA: THE WHAT, WHERE, HOW AND WHEN OF BEST STATE TAX POLICIES AND PRACTICES (PAPER ID: 158)
Francine Lipman
James Williamson
University of Nevada, Las Vegas
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 YAMAKAI (PAPER ID: 4)
Noel Murray  Chapman University

ANALYZING SERVICE QUALITY OF SUPERMARKETS USING FUZZY AHP (PAPER ID: 82)
Sean Keyani
Kristen Walker
Ahmad Sarfaraz
CSUN
CSUN
CSUN

ON SLACKTIVISM AND PERCEIVED CRITICAL MASS IN ONLINE CROWDFUNDING CAMPAIGNS FOR PHILANTHROPIC CAUSES (PAPER ID: 111)
Yashar Dehdashti
Larry Chonko
Brian Ratchford
Texas Wesleyan University
University of Texas at Arlington
The University of Texas at Dallas
EFFECTS OF MODELS’ AGE ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING OF ALCOHOL AMONG UNDERAGE MINORS (PAPER ID: 163)

<table>
<thead>
<tr>
<th>Authors</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Saleem Alhabash</td>
<td>Michigan State University</td>
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<td>Kristen Lynch</td>
<td>Michigan State University</td>
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<tr>
<td>Juan Mundel</td>
<td>DePaul University</td>
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<tr>
<td>Anna McAlister</td>
<td>Endicott College</td>
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<td>Elizabeth Quilliam</td>
<td>Michigan State University</td>
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<td>Jef Richards</td>
<td>Michigan State University</td>
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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)

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<tr>
<td>Anastasia Kononova</td>
<td>Michigan State University</td>
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<td>Jef Richards</td>
<td>Michigan State University</td>
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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)

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<td>frank pons</td>
<td>Laval</td>
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<td>Caroline GIRARD</td>
<td>LAVAL</td>
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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)

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<tr>
<td>Abbas Heiat</td>
<td>Montana State University-Billings</td>
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DOES MACHINE LEARNING PROVIDE NEW INSIGHT FROM DATA: A COMPARISON OF CONVENTIONAL AND MACHINE LEARNING APPROACHES TO EXPLORE A DATASET (PAPER ID: 152)

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<tr>
<td>Sathiadev Mahesh</td>
<td>University of New Orleans</td>
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SIGNAL MINING IN FINE-GRAINED SENTIMENT ANALYSIS (PAPER ID: 157)

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<tr>
<td>Wang-chan Wong</td>
<td>CSU Dominguez Hills</td>
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<td>Christy Wong</td>
<td>USC Marshall School of Business</td>
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COMPARING THE EFFECTIVENESS OF ARTIFICIAL NEURAL NETWORK WITH DECISION TREE IN CLASSIFICATION OF CUSTOMER CHURN (PAPER ID: 218)

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<tr>
<td>Nafisseh Heiat</td>
<td>Montana State University-Billings</td>
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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)

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<tr>
<td>Jeh-Nan Pan</td>
<td>National Cheng Kung University</td>
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CHANCE-CONSTRAINED APPROACH TO HEALTHCARE PERFORMANCE (PAPER ID: 224)

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<th>Authors</th>
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<tr>
<td>Yong Joo Lee</td>
<td>Central Washington University</td>
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ENVIRONMENTAL FACTORS THAT IMPACT THE HOSPITAL PERFORMANCE (PAPER ID: 223)

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<tr>
<td>Yong Joo Lee</td>
<td>Central Washington University</td>
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<tr>
<td>Seong-Jong Joo</td>
<td>Air Force Institute of Technology</td>
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HOLISTIC PORTFOLIO VALUE FUNCTIONS FOR THE MULTI-OBJECTIVE PROJECT SELECTION PROBLEM (PAPER ID: 67)

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<tr>
<td>Neil Ranly</td>
<td>Air Force Institute Of Technology</td>
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<td>Jeff Weir</td>
<td>Air Force Institute of Technology</td>
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<tr>
<td>John Colombi</td>
<td>Air Force Institute of Technology</td>
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<tr>
<td>Heidi Tucholski</td>
<td>Air Force Institute of Technology</td>
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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)

Cenk 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

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

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 Ching

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 Ching

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
Colleen Carraher Wolverton
University of Louisiana at Lafayette
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
Lynn Smith
Utah Valley University
Utah Valley University

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

Ying Wang
Michael Campbell
Debra Johnson
Montana State University-Billings
Montana State University-Billings
Montana State University-Billings

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

Sheldon Smith
Kevin Smith
Lynn Smith
Utah Valley University
Utah Valley University
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
Judith Sage
Sage & Sage
University of Texas-Rio Grande Valley

MEO-4 Innovation and Information Systems

Friday 8:00 AM Koʻolau

Chair: Daphne Simmonds
Metropolitan State University of Denver

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

Gregory Stock
Christopher McDermott
Margaret McDermott
University of Colorado Colorado Springs
Rensselaer Polytechnic Institute
Rensselaer Polytechnic Institute

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

David Bechtold
David Hoffman
Ko-Hui Tung
Metropolitan State University - Denver
Metropolitan State University - Denver
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  
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 MARKETT (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

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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**  
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**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

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Xiuhtian Shi  
Nanjing University of Science and Technology

Ciwei Dong  
Zhongnan University of Economics and Law

EDU-5  
**Engaged/Experiential Learning**  
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**Chair:** Rhonda Rhodes  
California State Polytechnic University, Pomona

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Lara Preiser-Houy  
Cal Poly Pomona University

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Mahour Parast  
NC A&T State University

Elham Fini  
NC A&T State University

**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 BUSINESS 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

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Yong Choi
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California State University, Bakersfield
California State University-Bakersfield
California State University, Bakersfield

MEO-5 Workpace Issues Friday 10:00 AM Ko'olau

Chair: Vish Iyer
University of Northern Colorado

A SINO-U.S. COMPARISON ON WORKPLACE FLEXIBILITY: EXAMINING EMPLOYEESÍ 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 Ñ 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
**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 lean 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.
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.

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.

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.

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 Â–constraint method, we develop a single-level reformulation that enables the identification of Pareto-optimal solutions and identifies trade-offs between the competing objectives.

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.

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 Benfordís law to provide a new look at how we can recognize intentional data corruption.

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  Niumalu

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 holdings' 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 holdings' effects on tax.
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.

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 is studied. The results show that the most influential lifestyle choices in predicting cancer are alcohol consumption and obesity.

We explore the impact of corporate social responsibility and product market competition on firmsí short- and long-term financial performance and confirm synergy effects: Fulfilling social responsibility has a significant and positive impact on firmsí 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.

As business has become increasingly competitive and global, countries are striving to succeed in the global marketplace. In such an environment, a nationís 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.

There has been scant research on how perceptions of the organizational context influence punishment decision-making. This study examines the effect of a disciplinary agentís 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 unforgiven is salient to the disciplinary decision-maker.

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.

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 partnersí 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.
INNOVATE OR DIE: CORPORATE INNOVATION AND BANKRUPTCY FORECASTS

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.

AND THE WINNER IS: INTERNAL CONTROL AND HUMAN RESOURCE ISSUES AT THE 2017 OSCARS

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.

DEVELOPING AND TEACHING A HYBRID COURSE IN DATA ANALYTICS

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.

CAPACITY BUILDING IN A TANZANIA NURSING SCHOOL: A STRATEGIC INTERNATIONAL COLLABORATION

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.

SOCIAL SECURITY PLANNING FOR FACULTY: IMPORTANT ISSUES FOR CONSIDERATION

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.

GETTING ON BOARD: THE MONITORING EFFECT OF INSTITUTIONAL DIRECTORS

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.

DETERMINING RELIABLE NETWORKS OF PREPOSITIONING MATERIEL WAREHOUSES FOR PUBLIC-SECTOR RAPID RESPONSE SUPPLIES

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.
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.

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.

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.

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

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 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.

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.

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.
HOLISTIC PORTFOLIO VALUE FUNCTIONS FOR THE MULTI-OBJECTIVE PROJECT SELECTION PROBLEM

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.

N OPERATIONAL CONSUMER PROFILE FOR REAL-TIME SCORING

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.

THE SUCCESS FACTOR STUDY FOR ENTERPRISE MOBILE INSTANT MESSAGING APPLICATIONS

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.

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

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.

WORK FAMILY FACILITATION AND ITS IMPACT ON OUTCOMES IN WORK AND NON-WORK DOMAINS Ñ AN EXPLORATORY STUDY

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.

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

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.

HOSPITALITY BRAND TRANSPARENCY AND AUTHENTICITY: CO-CREATION ANTECEDENTS AFFECTING LOYALTY AND TRUST

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.

M-LOYALTY ACROSS CULTURE

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.
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 smartphone, 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 support our understanding. Then, research and managerial implications are examined.

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.

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 firm-specific 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).

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.

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.

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. 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).

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  Koʻolau

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  Haʻiku

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  Koʻolau

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 customer 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  Haʻiku

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.
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 EXXONMOBILIS 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.
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.

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.

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.

The 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.

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.

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.

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 on influenced by many factors such as complex and, at times, multidirectional.
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.

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.

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.

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.

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 receiver’s willingness to adopt the review.

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.

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 fraud 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.
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.

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.

Machine Learning (ML) has been used to analyze big data and provide targeted recommendations. ML toolsets such as Microsoftís 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.

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.

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.

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 consumerís 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.
TAXING MARIJUANA: THE WHAT, WHERE, HOW AND WHEN OF BEST STATE TAX POLICIES AND PRACTICES

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.

THE EFFECT OF CONFLICT IN VIRTUAL COMMUNITIES

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 user’s level of engagement.

COMMUNICATION EFFECTIVENESS OF CHINESE ONLINE CONSUMER REVIEWS

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 has 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.

IS THERE MEASURABLE LEARNING IN PROCESS IMPROVEMENT PROJECTS?

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%.

EFFECTS OF MODELSÍ AGE ON EFFECTIVENESS OF SOCIAL MEDIA ADVERTISING OF ALCOHOL AMONG UNDERAGE MINORS

The study used a 2 (beverage type: alcoholic vs. non-alcoholic) x 2 (models í 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 models í age. Findings showed that participants allocated more cognitive resource to processing alcoholic beverage ads with younger than older looking models.

THE GENERALIZED NODE-CAPACITATED MAXIMUM FLOW PROBLEM

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 nodeís 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.

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

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.
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.

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.

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.

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.

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.

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.

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.
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

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

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

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!

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

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     UBICITY OF SPONSORS IN PROFESSIONAL SPORTS: CONSEQUENCES FOR THE FANS

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 sponsor 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.
Satisfied Students in the International Classrooms: Is There a Unique Recipe for Marketing Faculty Members? The Case of French, American and Canadian Students

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.

A Simulation Model of Infosec Defense Against Natural Disasters

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.

Is Modeling Infosec Like Modeling War, Crime, or Terrorism

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

Measuring Border Security for Resource Allocation

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.

Business Analytics: The Challenges and Dilemmas of Illegal Migration in the United States of America

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.

Honolulu City Lights: How Teh Hawaii Electric Company (HECO) Flipped the Switch on Hawaii’s Solar Power Boom

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.

Can Technology and Artificial Intelligence (AI) Enhance Student Knowledge Retention

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.
MILLENNIAL PERCEPTIONS OF WINE PACKAGING: A FOCUS ON ALTERNATIVE OPTIONS

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

Millenials 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 Millenial perceptions of alternative packaging options through the use of tasting experiments.

ACCOUNTING INFORMATION SYSTEMS COURSE 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.

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.

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.

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.

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.

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.

ON LINE EDUCATION ñ 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.
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.

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.

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.

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.

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 clientsí attention by using different appealing strategies, including rational, reward, emotional, authority, or fear appeals. Those strategies can induce viewersí 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.

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, passengersí 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 MRTís timetable and demand data to examine the effects of the respective management tools on peak spreading of passenger flows.

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 & 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.
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<thead>
<tr>
<th>Paper ID</th>
<th>Title</th>
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<td>232</td>
<td>EFFECTS OF ONLINE PEER REVIEW PRACTICE ON STUDENTS’ RECEPTIVITY TO FEEDBACK</td>
<td>Wednesday</td>
<td>8:00 AM</td>
<td>Kipu</td>
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<td>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.</td>
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<td>233</td>
<td>SUPERBRICK: INTRODUCING AN INNOVATIVE BUILDING PRODUCT TO THE SAUDI ARABIAN MARKET</td>
<td>Wednesday</td>
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<td>Kona</td>
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<td>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.</td>
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<td>234</td>
<td>EXPLORING DRIVERS AND VALUES CONTRIBUTING TO LUXURY SPA AUTHENTICITY AND EXPERIENCES</td>
<td>Wednesday</td>
<td>1:00 PM</td>
<td>Ko’olau</td>
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<td>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.</td>
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<td>235</td>
<td>ADOPTION OF BLOCKCHAIN TECHNOLOGY IN SUPPLY CHAINS - A TECHNOLOGY-ORGANIZATION-ENVIRONMENT (TOE) PERSPECTIVE</td>
<td>Friday</td>
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<td>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.</td>
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<td>238</td>
<td>TOP DRAWER SOCCER: CAN A STARTUP SCORE POINTS WITH USER INFORMATION?</td>
<td>Wednesday</td>
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<td>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.</td>
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<td>239</td>
<td>REVISITING THE ENVIRONMENTAL KUZNETS CURVE: A PERSPECTIVE OF WICKED PROBLEMS</td>
<td>Thursday</td>
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<td>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.</td>
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<td>240</td>
<td>BARRIERS TO HEALTH CARE INFORMATION TECHNOLOGY: A REVIEW</td>
<td>Thursday</td>
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<td>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.</td>
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Paper ID: 241  SUPPLY CHAIN EXCELLENCE: A CAUSE OR RESULT OF FIRM PERFORMANCE

Friday, April 6, 2018  8:00 AM  Ha’ikū

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. 


Friday, April 6, 2018  8:00 AM  Ha’ikū

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.
consider the impact of the move to alternative fueled vehicles, i.e. hydrogen, biofuel, or hybrid or full electric automobiles.

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 CAFE standards. In every scenario presented, the change in tax rates or mileage rates will be calculated on a single item ordering and periodic review policy.

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.

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.

In this study, we explored organizational support and problem space complexity in three models (base, direct-effect and moderation models) to study BI effect on organizational performance. The moderation model explains the most variance of the dependent variable and 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.

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.

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).

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 CAFE... 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.

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—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.
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 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: 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 behavior. 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: 301  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: 302  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: 303  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: 304  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.
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

PERCEPTIONS OF THE UNEMPATHETIC CONSUMER BEHAVIOR OF SERVICE PROVIDERS

Wednesday, April 4, 2018  1:00 PM  Kona

Camera Ready Extended Abstract

CAPACITY PLANNING ANALYSIS FOR AMAZON.COM LOCKERS

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

Amazon.com lockers are this companyís innovation to control their increasing fulfillment cost by decreasing last-mile distribution costs and to improve their shopperís experience by bringing convenience and reliability to the package delivery process. In this research, we investigate online shoppersí package retrieval behavior from an amazon.com locker location and research its impact on capacity decisions at the Amazon.com locker locations.

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 studentsí change in test scores for the projects was matched with the studentsí 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.

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.

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.

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 council 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.

FORUM VS. SOCIAL NETWORK: WHAT IS THE BEST FOR COMPANY AND CUSTOMERS?

Thursday, April 5, 2018  1:00 PM  Nawiliwili

In the todayís 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 ANALYSTSÍ 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 banksí disclosure practices for mortgage servicing rights and (2) to examine whether banksí 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 banksí 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 inside 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 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 include Dockerís container technology, Apache server, and open source Operating Systems including Cent-OS 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 GIRLŞI 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.


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 over-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-RETAILERS

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  UPDATE GRADUATE BUSINESS 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.
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.

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 countryís 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.

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.

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.

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.

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. 

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.
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.

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.

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.

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.

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?

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.

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. Fitting 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.”
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.

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.

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.

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.