

Titles and Abstracts

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Accounting

ALLOCATION DECISION: A TEACHING CASE FOR ACCOUNTING CLASSES

3/6/2019 8:00 AM Conference Center (Starboard)

This paper presents a teaching case for use in several possible accounting classes. The case deals with the allocation of investment income among different segments of a nonprofit entity. Students are given the opportunity to determine if a proposed allocation is appropriate or to suggest a different allocation. In either case, students are expected to justify their response. This case allows students to do some allocation calculations and to think critically to evaluate the proposed or alternat ...

AN ARTIFICIAL INTELLIGENCE MODEL FOR THE DETECTION OF BANKS' FINANCIAL STATEMENTS FRAUD

3/6/2019 10:00 AM Conference Center (Starboard)

...

ANOTHER LOOK AT A SPECIAL SOCIAL SECURITY TIMING DECISION

3/6/2019 10:00 AM Conference Center (Starboard)

This paper presents a conceptual model for determining when an individual should begin taking Social Security benefits. Benefits can be taken as early as age 62, postponed until full retirement age (FRA), or postponed even further up to age 70. If taken before FRA, benefits paid are reduced from what would be paid at FRA, and if postponed beyond FRA, benefits are increased. However, factors not commonly found in other analyses are included in the conceptual model presented here, indicating that ...

ARE LENDING DECISIONS INFLUENCED BY KNOWLEDGE ABOUT A LOAN APPLICANT'S INTERNAL AUDITING?

3/6/2019 8:00 AM Conference Center (Starboard)

This study examines whether knowledge about a loan applicant's internal audit function affects commercial loan decisions. An experiment was conducted with 61 commercial lending officers, who provided risk assessments and lending probabilities for a hypothetical loan applicant company. The independent variable, the company's internal audit function, was manipulated using three levels – no internal auditing, weak internal auditing, and strong internal auditing. Results show that lenders' risk asse ...

COMPENSATION STRUCTURE AND IMPAIRMENT RECOGNITION

3/6/2019 8:00 AM Conference Center (Starboard)

This study analyzes how executive and board members' compensation structure affect company impairment recognition and revaluation. The data is from China publicly listed firms. Our results show that cash and equity compensation have opposite effect on impairment recognition. Furthermore, a bigger BOD size and a higher percentage of independent BOD members in the board encourage impairment recognition. ...

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DEFERRED TAXES AND 2017 TAX LAW CHANGES: A TEACHING CASE

3/6/2019

10:00 AM

Conference Center (Starboard)

This paper presents a teaching case for use in either intermediate financial accounting or one or more different tax classes. The case deals with the impact of the 2017 tax law changes (Tax Cuts and Jobs Act) on deferred tax calculations for financial reporting. It includes the change in how net operating losses (NOLs) will affect deferred taxes. Students are given the opportunity to think critically about the tax law changes and how they affect financial reporting for taxes for 2017 and years b ...

EARNINGS MANAGEMENT AND IMPAIRMENT RECOGNITION

3/6/2019

8:00 AM

Conference Center (Starboard)

This study analyze whether impairment recognition is associated with company's desire to manage earnings and to boost income growth in following years. Corporate governance, including ownership structure can also affect impairment recognition decision. We document the decision to recognize impairment loss is associated with earnings management behavior although the magnitude of it is not. Impairment recognition amount is in general higher with improved corporate governance. But institutional own ...

FAIR VALUE VALUATION USING FUNDAMENTAL ANALYSIS: DOES IT ENHANCE FINANCIAL INFORMATION QUALITY?

3/6/2019

10:00 AM

Conference Center (Starboard)

Finding the right price has always been challenging. "Fair value" is gaining ground against "historical cost. Its extensive use is essentially linked to the expansion and use of financial instruments. Several methods are used for estimating fair value, most of them are based in fundamental analysis. Based on fundamentals, an equity is identified as mispriced, when its market value varies from its fundamental value. This research closely examines whether fundamental analysis is able to estimate ...

PUBLIC ATTITUDES TOWARD HEALTHCARE FRAUD

3/6/2019

8:00 AM

Conference Center (Starboard)

Cases of health care fraud have been on the rise in recent years and are believed to continue to increase over time. Every year a significant amount of the federal healthcare budget is lost to fraudulent claims by providers and/or to government agencies involved with the enforcement of the healthcare laws and prosecution of offenders. This study investigates the reasons for committing fraud and finds that the primary contributing factors are the explosion in the size of health care spending and ...

THE EFFECT OF TIME PRESSURE, TASK COMPLEXITY AND LITIGATION RISK ON AUDITORS' RELIANCE ON DECISION AIDS

3/6/2019

10:00 AM

Conference Center (Starboard)

Auditors' reliance on decision aids has been the subject of much research in the decision-aid literature. Extant literature shows that auditors are somewhat reluctant to rely on decision aids throughout the audit process, despite potential improvement in decision accuracy. The objective of this study is to empirically examine the extent to which auditors' reliance on decision aids is associated with the perceived levels of time pressure, task complexity and litigation risk—decision aid reliance ...

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USING A SELF-MANAGED LEARNING PROJECT IN TEACHING GRADUATE ADVANCED TAX ACCOUNTING TOPICS

3/6/2019 10:00 AM Conference Center (Starboard)

A self-managed learning Project was examined in a graduate Advanced Tax Accounting course. Students participated in the learning process by organizing and writing on advanced tax topics. Shortterm and long-term effects were measured. Student perceptions of the Project were investigated using a survey to determine their opinions on the usefulness of the Project; reading the textbook; and reviewing textbook examples in (1) understanding the tax topics, (2) preparing homework, and (3) studying for ...

Business Analytics and Data-Driven Decision Making

ANALYSIS OF MORTALITY DATA FOR VARIOUS MANNERS OF DEATH USING MACHINE LEARNING ALGORITHMS

3/6/2019 3:00 PM Conference Center (Starboard)

We analyzed the 2015 mortality data from the CDC (Center for Disease Control) to estimate and predict three types of death – accidents, suicides, and homicides based on people's demographic data. This dataset contains 116 attributes and more than 2.7 million records. Also, we identified the critical attributes for each type of death. For this analysis, we used three machine learning (ML) algorithms – Bayesian Classification, Decision Trees, and Artificial Neural Networks. To determine which ML a ...

ATTITUDE AND READINESS FOR STEM EDUCATION AND BEYOND – A COMPARISON BETWEEN AMERICAN AND CHINESE BUSINESS STUDENTS

3/6/2019 3:00 PM Conference Center (Starboard)

Motivated by the perceived disparity between supply and demand for skilled workers in STEM fields, namely science, technology, engineering and math, we have conducted an empirical study of attitude and readiness for STEM education and profession among American and Chinese college students in business disciplines as they are increasingly expected to possess significant technical skills. Amid a huge demand for STEM skills, business students continue to show a lack of interest in gaining in-depth t ...

CREDIT SCORING USING DATA MING ALGORITHMS

3/6/2019 1:00 PM Conference Center (Starboard)

In this study I investigate the relation between account activity and variables that seems effective in providing information on the default risk of credit card holders. Using Artificial Neural Network, MLP ANN perform relatively well in predicting defaulters based on the dataset used in this study. Decision Tree algorithm used to create a set of decision-making rules based on MLP ANN output. ...

DATA-INFORMED DECISION MAKING IN CONSTRUCTION ENGINEERING USING SENSORS AND MACHINE LEARNING

3/6/2019 3:00 PM Conference Center (Starboard)

The “high volume, high velocity, and high variety information assets” or Big Data are finding their niche in decision-making process within the construction industry. Smart cities and internet of things, as two recent sensor-centric phenomena have been emerged to offer solutions for critical urban problems pertaining to energy efficiency, transportation planning, and risk mitigation. However, deployment of sensors, as the backbone of these innovative phenomena in design, planning, and constructi ...

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DESIGN RESEARCH: ANALYTICAL ANALYSIS AND VISUALIZATION OF LOS ANGELES POLICE DEPARTMENT/OLYMPIC DIVISION CRIME DATA 2010-2017

3/6/2019 1:00 PM Conference Center (Starboard)

Critical to the optimization of law enforcement resource utilization is a deep understanding of georeferenced and socioeconomic factors in crime analysis. Descriptive, predictive and prescriptive analytics are applied to crime data for the years 2010 to 2017 encompassing the LAPD Olympic Division. Data modeling and analytics utilize the FBI Part 1 definitions of crime categories. Analytical results are then visualized using ArcGIS for further analysis. The paper concludes with a brief discussion ...

PREDICTING CUSTOMER CHURN IN RETAIL BUSINESS

3/6/2019 3:00 PM Conference Center (Starboard)

In many industries, customer turnover or churn is an important concern. Customer churn occurs when customers or subscribers stop doing business with a company or service, also known as customer attrition. It is also referred as loss of clients or customers. One industry in which churn rates are particularly useful is the telecommunications industry, because most customers have multiple options from which to choose within a geographic location. Churn refers to the tendency of a subscriber to swit ...

PREDICTIVE ANALYTICS: KEY APPLICATIONS FOR STRATEGIC ALIGNMENT AND AGILITY

3/6/2019 1:00 PM Conference Center (Starboard)

From bar code scanners and RFIDs to ERP and EDI and the Internet, obtaining and sharing data is now easier than ever. The problem becomes what to do with that data. Businesses are slowly moving toward using this data to identify areas in which they are strong and how to meet new strategic goals. Companies that are starting to use predictive analytics are learning that the market place moves quickly and a one size fits all approach does not work as it did in the past. This paper will address thre ...

SPEED DATING IN SCIENCE (SDS): AN INNOVATIVE DECISION-MAKING PROCESS TO FOSTER PUBLIC DEBATE IN AGRICULTURE

3/6/2019 1:00 PM Conference Center (Starboard)

There are several techniques to support group decision such as brainstorming, nominal groups, Delphi method and electronic meeting. The objective of this paper is to apply a decision-making process based on speed date philosophy to promote a free debate about Azorean agriculture. Volunteers participated in a SDS workshop in Terceira Island (Azores). The results shown that the SDS was a constructive technique and people were very motivated to participate. The outcome of the SDS shows a desirable ...

USING DISNEY WORLD WAIT TIME DATA IN INTRO ANALYTICS CLASSES

3/6/2019 3:00 PM Conference Center (Starboard)

In this session, we discuss an approach for teaching data mining in an introductory business analytics course. We used publicly available data describing wait times for 11 different rides at Disney World and developed a case study. Students were required to clean, organize and analyze data using methods learned in class in order to answer case questions. We provide tips for instructors wishing to implement similar projects and present student feedback about the case. ...

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Business Environment - Strategy, Policy, Law & Ethics

A MODEL OF MORAL CHARACTER DEVELOPMENT

3/7/2019

8:00 AM

Conference Center (Starboard)

Despite a long-standing interest in moral character, contemporary scholars in the field of business are still seeking to understand exactly how moral character is developed. Furthermore, past research has not only failed to provide a satisfactory description of how one can improve their moral character but has also failed to explain how one can experience moral degeneration. This paper seeks to fill these gaps by proposing a new theoretical model of moral character development based on the inter ...

AN INDUSTRY IN DECLINE: CAN U.S. HORSE RACING SURVIVE?

3/7/2019

8:00 AM

Conference Center (Starboard)

Horse tracks once were at the height of their popularity when it was one of the few options for disposable income and use of leisure time. However, horse tracks have declined in popularity, have seen decreased revenue, an aging target market, and are less attractive to younger generations who are tethered to their cell phones. Given the increasing regulation, market trends, and decreasing revenues can the industry turn the corner to a better home stretch? ...

EXPLORING THE EXTENT OF ORGANIZATIONAL INJUSTICE DIFFERENCE BETWEEN MEN AND WOMEN IN THE U.S. CONSTRUCTION INDUSTRY

3/7/2019

10:00 AM

Conference Center (Starboard)

Women are among minorities in the American construction industry. According to the Bureau of Labor Statistics, women comprise only 10% of the U.S. construction industry and 9% of the project managers population. There is a dearth of research to assess why this phenomenon exists. Previous research indicate that organizational injustice could explain some of the existing disparities. The goal of this research is to identify the extent of differences of organizational injustice between men and wome ...

OVER BEFORE IT STARTS – A CAREER IN JEOPARDY! A SPORT IN JEOPARDY! CASE B:

3/7/2019

10:00 AM

Conference Center (Starboard)

...

RUNNING TO STAND STILL: EXAMINING FIRM ASPIRATION TRACK-RECORDS OVER CEO TENURE

3/7/2019

8:00 AM

Conference Center (Starboard)

Differences between aspirational performance targets and subsequent actual performance to are a focal triggering mechanism for problemistic search. While much research focuses on behaviors resulting from such search, this study argues that the link between search and aspiration attainment discrepancies can be more involved. While aspiration attainment discrepancies in one period may trigger some searches, the cumulative pattern of aspiration attainment discrepancies may link to other firm behavi ...

THE GROWTH OF OVER-THE-TOP TELEVISION

3/7/2019

10:00 AM

Conference Center (Starboard)

This paper is about the over the top or streaming television industry. It begins by defining the industry and proceeds to a brief history which started in 2007 when Netflix streamed movies over the internet for the first time. The main section of the paper focuses on the stage of the industry life cycle theory that the industry is currently in. Emphasis is placed on the number of paid subscribers of the 2018 top providers. The paper concludes that the industry is in the growth phase and may soon ...

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THE IMPACT OF THE CONCERNS OF STAKEHOLDERS IN MISSION STATEMENT ON CORPORATE PHILANTHROPIC GIVING: FROM THE PERSPECTIVE OF ORGANIZATIONAL LEGITIMACY

3/7/2019 10:00 AM Conference Center (Starboard)

The aggravation of international competition and rapid change of market environment have put higher demand before the enterprise. As an important form of corporate social responsibility, corporate philanthropic giving is receiving increased attention [8]. Many studies on the corporate philanthropic giving are developed from different aspects, including the outcomes and antecedents of the philanthropic giving [14] [24]. This paper tries to explore the impact of the corporate mission statement on ...

WORKPLACE ENVIRONMENT AND PAYOUT POLICY

3/7/2019 8:00 AM Conference Center (Starboard)

Firms that encounter lawsuits are subject to unforeseen costs when a case is ruled in favor of the plaintiff. We examine the impact of lawsuits brought against firms and whether this affects the firms' dividend policy, using unique hand-collected datasets of employee litigations and disputes that include court settlements for employee dispute cases in the United States. We find that lawsuits lower a firm's payout ratio, and an increase in lawsuits for a firm lowers the likelihood of the firm to ...

Finance and Investment

A DIFFERENT SNA: SHARKTANK NETWORK ANALYSIS

3/8/2019 1:00 PM Conference Center (Starboard)

...

DIVERSIFICATION STRATEGIES AND EQUITY MARKET VOLATILITIES: IMPLICATIONS FOR INVESTORS AND MNES

3/8/2019 1:00 PM Conference Center (Starboard)

This paper investigates the linkages among (FDI) Foreign Direct Investment (Greenfield asnd M&A) decisions and equity market returns and volatilities. The main hypothesis is that FDI decisions by Multinational Enterprises (MNE) are influenced by risk and uncertainty indicated by the equity market returns and volatilities in the destination countries. This is so because the events on the stock markets in general and their volatilities in particular signal the vitality of the investment climate o ...

INVESTOR DISTRACTION AND ABNORMAL AIR TRAFFIC

3/8/2019 3:00 PM Conference Center (Starboard)

As March Madness arrives, distracted workers around the country will be paying more attention to their brackets than their work according to a report by outplacement firm Challenger, Gray & Christmas. The firm estimates that more than 50.5 million American workers, or 20 percent, could participate in office pools this year. The loss of productivity in the opening week of March Madness could cost employers nearly \$4 billion in lost revenue and each hour of the workday wasted on building brackets ...

PERFORMANCE ANALYSIS OF MAJOR U.S. RETAIL AND E-COMMERCE COMPANIES

3/8/2019 1:00 PM Conference Center (Starboard)

We analyze performance of stocks of major U.S. retail and e-commerce companies on an individual basis as well as in a portfolio context. We find that some of these companies show evidence of superior performance based on the index model, the Fama-French 3-factor model, the most recent Fama-French 5-factor model and/or other well-known performance measures. The efficient portfolio comprising stocks of these companies also strongly outperforms the market benchmark irrespective of the short selling ...

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TERM STRUCTURE OF INVESTMENT GROWTH AND PORTFOLIO PERFORMANCE

3/8/2019 1:00 PM Conference Center (Starboard)

This study extends prior research on the investment growth anomaly by decomposing long-term investment growth into short-term consecutive investment growth measures based on the concept of term structure and investigating performance of the resulting growth portfolios. Our findings support the validity of the extrapolative myopic mispricing theory in explaining the anomaly. A steeper cross-sectional slope and evidence of more severe mispricing are associated with a higher return spread and a gr ...

THE DODD-FRANK ACT AND BASEL III: RISK IMPLICATIONS FOR GLOBAL BANKS

3/8/2019 3:00 PM Conference Center (Starboard)

We examine the impact of the Dodd-Frank Act (DFA) and Basel III on risk-taking behavior of global banks. Specifically, we measure the change in risk of global systemically important banks (G-SIBs) from the pre-global financial crisis (GFC) period to the post-European debt crisis period. Our results show a significant increase in each type of risk (total, market, and idiosyncratic) for G-SIBs from the pre-GFC period to the post-GFC period. While the risk of G-SIBs on average declined from the p ...

THE IMPACT OF CHASING RETURNS ON QUARTILE RANKINGS

3/8/2019 3:00 PM Conference Center (Starboard)

...

THE VALUE OF VIRTUE: DO ESG (ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE) OR SOCIALLY RESPONSIBLE (SR) INVESTMENT PORTFOLIOS PRODUCE POSITIVE ALPHA?

3/8/2019 3:00 PM Conference Center (Starboard)

ESG investing incorporates environmental, social and corporate governance factors into investment decisions. Research on socially responsible investing is burgeoning and the studies has been inconclusive as to if socially responsible funds outperform or underperform conventional funds. There has been a variety of studies that claim that socially responsible (SR) mutual funds both over and underperform their conventional counterparts. Investors are becoming more intentional about how they invest ...

Hospitality Management and Marketing

DAMNED IF YOU DO, DAMNED IF YOU DON'T? THE IMPACT OF ONLINE REVIEW MANAGEMENT ON SERVICE PERFORMANCE

3/6/2019 10:00 AM Adagio Bar

Service firms are increasingly engaged in managing online reviews, a key factor for prospective customers to make purchasing decisions. This study investigates the impact of online review management practices on service firms' performance. Structural equation modeling is conducted using data collected from 207 managers in hospitality services in popular US destinations. ...

FEAR TO TRAVEL: HOW MEXICAN TOURISTS PERCEIVE TOURISM DESTINATIONS AND SERVICES

3/6/2019 8:00 AM Adagio Bar

Massive tourism could be affected by natural disasters, terrorist attacks, and violence, and travel is associated with several risks. As these risk are well covered by media, fear could be an incentive and a deterrent to travel and it is related to anxiety, scare, tension, panic. Literature reports that travelers and tourists fear to loss possessions, to suffer accidents related to transport, bad sanitation conditions and exotic diseases, and negative effects in their physical integrity due to n ...

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LESSONS FROM THE FIELD: HOW CUSTOMERS PERCEIVE SERVICE RECOVERY QUALITY

3/6/2019

8:00 AM

Adagio Bar

This article proposes and empirically tests an original model of service recovery. A company's profitability is significantly impacted by customer loyalty. Customer loyalty is influenced by customer satisfaction, and satisfaction is determined by perceived recovery quality. Surveys were mailed to 1476 customers of a large financial services firm. Customer groups were formed according to differing levels of post-recovery customer loyalty in order to study the impact of perceived service recovery ...

THE IMPORTANCE OF ELECTRONIC RECOMMENDATIONS EWOM IN THE BEHAVIOR OF YOUNG MEXICAN TOURIST

3/6/2019

10:00 AM

Adagio Bar

Personal recommendations (WOM) are generally the most reliable source of information related to tourism. Studies conducted outside Mexico establish the great importance of them in the consumer decision process, mainly the electronic ones, but there is little information on how Mexican tourist use them. The objective of this work was to identify the use, credibility, and sources of EWOM regarding young Mexican tourist. A focus group and a survey were conducted. Results indicated that EWOM are a t ...

Innovative Education

"DEMONSTRATING PROGRAM RIGOR: BLOOM BLOSSOMS!"

3/9/2019

1:00 PM

Conference Center (Starboard)

This paper demonstrates how Bloom's revised action verb categorization and taxonomy can provide the necessary foundation from which quantification of an academic program's rigor can be demonstrated. Course Student Learning Outcomes (SLO's) are utilized to categorize each outcome into one of the six categories of Bloom's taxonomy of cognitive skills. A summary of the entire graduate business program's course offerings demonstrates the rigor being applied to the program. ...

"QUANTIFICATION OF STUDENT LEARNING OUTCOMES: STUDENT PERCEPTIONS OF LEARNING"

3/9/2019

1:00 PM

Conference Center (Starboard)

Student Learning Outcomes (SLO's) have become the sin qua non in academic as regulators and legislators desire quantification that academic institutions are delivering a quality education to their students. Each lesson that is delivered in an academic setting strives to link the coverage of material to that of a specific student learning outcome designed with an action verb allowing for quantification and measurement. There are numerous mechanisms for this measurement: rubrics, testing, and surv ...

ADJUSTING TO THE MUST-HAVES OF THE NEW GENERATION OF STUDENTS: VISUAL, QUICK, AND EFFECTIVE

3/9/2019

10:00 AM

Conference Center (Starboard)

This study reflects on the results of introducing innovative teaching technology in a core finance undergraduate course in a College of Business on students' learning perception (based on surveying 90+ students) and their actual learning outcomes (based on exam scores of about 140+ students). First, a combination of video capturing software, digital hand-writing tools, and virtual calculator were used to create a variety of videos to allow for an extensive "repeat" learning experience that the c ...

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APPLYING OPERATIONS RESEARCH TECHNIQUES IN THE HIGHER EDUCATION SYSTEM: AN EXPLORATORY STUDY OF ROADMAP TO TIMELY GRADUATION

3/9/2019 10:00 AM Conference Center (Starboard)

Nationwide, on average only 34 percent of bachelor's degree seeking students graduate within four years. In some of California's large public universities, the 4-year graduation rate has lingered below 20% in the past decade. Since fall 2010, CBA (College of Business Administration) introduced an important initiative of improving timely graduations of students with highly valued degrees, which was justified when CBA received re-accreditation from AACSB International (The Association to Advance C ...

EFFECTIVE TEACHING EXPERIENCE: ACCOUNTING COURSE IN A TECHNOLOGY ENHANCED INTERACTIVE LEARNING (TEIL) ENVIRONMENT

3/9/2019 1:00 PM Conference Center (Starboard)

We taught Principals of Financial Accounting and Audit for the first time in a Technology Enhanced Interactive Learning (TEIL) room for freshman and Senior. Students have different majors, not only accounting or business major, but health, science, etc. We had to change our teaching style and we emphasized on group work since the room is configured in such way. During this presentation, we will expose how technology and group work can be a factor for increasing student engagement. In fact, nowad ...

ENGAGED LEARNING IN THE UNIVERSITY

3/9/2019 10:00 AM Conference Center (Starboard)

Engaged learning is a benchmark for success in today's university. This study investigated achieving engaged learning—specifically, what is required to achieve engaged learning in the university? A previous study used a qualitative methodology (grounded theory) which identified important concept/theories for successful engaged learning. They were: learning strategies (pedagogy), virtual/physical space, technology, support, engaged learners, engaged facilitators, and institutional integration. Sp ...

HOW FINE IS INNOVATIVE TEACHING? FADS AND FALLACIES OF 'CUTTING EDGE' INSTRUCTION

3/9/2019 10:00 AM Conference Center (Starboard)

One of the more pronounced goals of post-secondary educators is to further students' critical thinking and decision-making skills. Often mentioned in the pursuit of this goal is the need for innovative teaching. This desire is also commonly expressed as valuation criteria when faculty seek academic promotion and apply for teaching awards. Somewhat ironically, however, many innovative teaching techniques that are taking for granted would not stand up to the scrutiny of the tenets of critical thin ...

INCREASING FACULTY ENGAGEMENT IN ASSESSMENT ACTIVITIES: THE ASSESSMENT COW INITIATIVE

3/9/2019 1:00 PM Conference Center (Starboard)

Assessment of educational effectiveness is an integral aspect of delivering a quality education, however, faculty are sometimes reluctant to engage in assessment activities. This presentation will discuss an initiative that was launched in the College of Business Administration at a large public university, with the twin goals of increasing faculty awareness of and engagement in assessment, and also impacting the overall culture of assessment in the organization. The college already has a well-d ...

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Internet and eBusiness

AI, DATA ANALYTICS, AND BLOCKCHAINS IN EDUCATION

3/9/2019

10:00 AM

Conference Center (Starboard)

Blockchain is one of the most impactful new technologies in recent years. It has the potential to make significant changes in many types of businesses and Internet applications. The original purpose of a blockchain is to certify transactions between people. It provides a way to establish trust among strangers without the existence of a central authority. It ensures the integrity of information maintained by the system, by making it extremely difficult to change.

There has been numerous discuss ...

FACTORS INFLUENCING SOCIAL COMMERCE ADOPTION OF INDONESIAN IMMIGRANTS IN TAIWAN: APPLYING THE UTAUT MODEL

3/9/2019

8:00 AM

Conference Center (Starboard)

Taiwanese government's New Southbound Policy mainly focuses on the expansion to Southeast Asia (SEA) countries and has driven Taiwan's local business to become more dynamic. Hence new business models such as social commerce have flourishing among SEA and Taiwan. The purpose of this study is to measure the antecedents of individual's intention on doing social commerce. In this study, the target sample is Indonesia immigrants, the largest community of foreign residents. The data was collected via ...

MULTI-CULTURAL STUDY OF END-USER PROXIMITY MOBILE PAYMENT ADOPTION: TAM AND ORGANISATIONAL SEMIOTICS INVESTIGATION

3/9/2019

8:00 AM

Conference Center (Starboard)

Mobile technologies, in particular, smartphones are reshaping individual and organisational behaviour at different levels and pace. This research focuses on the multi-cultural use and acceptance of proximity mobile payment (m-payment) which is more prevalent in some countries than other countries. Previous analysis of m-payment adoption extended the Technology Acceptance Model (TAM) to include external factors of use and acceptance identified through Organisational Semiotics (OS). This paper pre ...

RESEARCH ON THE MECHANISM OF VALUE CO-CREATION OF SHARED BICYCLE

3/9/2019

8:00 AM

Conference Center (Starboard)

Through constructing the conceptual model and analyzing the mechanism of value creation of shared bicycles. the following conclusions can be drawn: Extrinsic motivation, introjected motivation, Identity motivation, integrated motivation and intrinsic motivation positively influence the participation behavior in value co-creation and positively influence the citizenship behavior in value co-creation., but from the extrinsic motivation to the intrinsic motivation, its influence on participation be ...

THE COMPETITION STRATEGY OF E-RETAINERS AT A DUOPOLY PLATFORM

3/9/2019

8:00 AM

Conference Center (Starboard)

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-Platf ...

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THE EFFECTS OF RESPIRATORY THERAPISTS PERCEIVED TECHNOSTRESS ON THEIR PSYCHOLOGICAL STATE

3/9/2019

8:00 AM

Conference Center (Starboard)

This study explores the relationship among Taiwan respiratory therapists' perceived technostress, intuitional technostress inhibitors, and their psychological state . Data was collected using a questionnaire survey. The results of this study can serve as a reference for hospitals to consider the impacts of respiratory therapists perceived technostress on their psychological state and further directly or indirectly on the patients' care while intensely employed information technology in medical i ...

Management Information Systems

CONFIDENTIALITY, INTEGRITY AND AVAILABILITY AS CONSTRUCTS FOR CYBER SECURITY SIMULATION

3/6/2019

3:00 PM

Conference Center (Port)

The Confidentiality, Integrity and Availability triad is a model designed to guide policies for information security in an organization. Examination of several major cyber-attacks against businesses suggests that the costs of criminal attacks against confidentiality and accessibility are increasingly absorbed as the costs of doing business. On the other hand, attacks against the integrity of data seem to be having a significant effect on system value. The cases are used to inform a production fu ...

INFORMATION VERIFICATION IN SOCIAL NETWORKS: THE ROLE OF TRUST AND EXTREME IDEOLOGY

3/6/2019

3:00 PM

Conference Center (Port)

More than half of US citizens use Social Network Sites (SNSs) as a news source. While SNS allows for mass propagation of news significantly faster than traditional media, they lack the quality control mechanisms commonly incorporated in conventional news outlets. This has led to the widespread use of SNSs for the distribution of "fake news." Thus, articulating the process by which SNS users identify potentially misleading news and seek independent corroborating information to verify its veracity ...

MITIGATING THE ENTERPRISE APPLICATION BOTTLENECK WITH LOW CODE DEVELOPMENT PLATFORMS

3/7/2019

8:00 AM

Conference Center (Port)

Enterprise IS Organizations face a chronic undersupply of trained programming professionals and growing demand for application functionality, leading to an application supply-demand disequilibrium and resulting in missed business opportunities. A new breed of Low Code Development Platform (LCDP) tools are maturing and are poised to deliver value to enterprises by allowing end-users to rapidly develop and deploy applications to exploit these missed opportunities. These tools make application deve ...

SENSEMAKING AND INFORMATION SECURITY BEHAVIORS

3/7/2019

8:00 AM

Conference Center (Port)

Past research overwhelmingly focused on examining negative information security behaviors but overlooked employees' potential in positively contributing to information security. To fill this research gap, this study attempts to build a framework that draws on the conceptual gist of organizational sensemaking to show the dynamic nature of information security behavior. This study then situates the development of such dynamic information security behaviors in the context of organizational culture ...

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THE INFLUENCE OF CULTURE ON ONLINE CONSUMER BEHAVIORS: A CROSS-CULTURAL STUDY OF ONLINE REVIEWS

3/7/2019

8:00 AM

Conference Center (Port)

As online reviews are becoming increasingly prevalent on today's connected society, consumers are strongly influenced by the reviews they see when they make a decision to purchase products or services. However, most review systems use the same sorting algorithm regardless of the characteristics, or culture, of the customers. In this research, we conducted a study to examine the effects of national culture differences on online consumers' behavior by analyzing online reviews from the USA and Sout ...

THE ROLE OF ONLINE CULTURAL VALUES IN SHARING HOSPITALITY PLATFORM ACCEPTANCE

3/7/2019

8:00 AM

Conference Center (Port)

The sharing economy has grown rapidly over the last decade due to the pervasiveness of information technology in our lives. One particular aspect of this new paradigm is the use of Airbnb, which operates as an online marketplace and hospitality service for people to lease or rent short-term lodging, and has nearly 5 million rooms on offer and has facilitated over 300 million check-ins in 191 countries. However, the acceptance of Airbnb varies by country. This research will examine these differen ...

TOWARD A NEW ERA OF GLOBAL DATABASES

3/7/2019

8:00 AM

Conference Center (Port)

Relational databases have lead for decades, collecting tons of data. NoSQL databases have been recently gaining ground and seem to be "the solution" to the limitations of SQL databases and the only acceptable data model, as internet technologies continue to grow. Many companies around the world have large and diverse SQL databases, housing very important and valuable data. They spend large amount of data around their databases, with their proper resources and IT, they built their own tools and a ...

TRANSFORMING CROSS BORDER REMITTANCE USING BLOCKCHAIN TECHNOLOGY

3/6/2019

3:00 PM

Conference Center (Port)

Cross-border money remittance, using the traditional approaches such as SWIFT system, has been a lengthy process that involves high transaction cost and trust building among partners. SWIFT system has dominated the global remittance market for over 40 years. It is estimated every day, nearly 10,000 SWIFT member institutions send approximately 24 million transactions on the SWIFT network. It was considered a revolution to its precursor, the Telex system, which was a separated telephone-like system ...

Management Science and Quantitative Methods

A COMPARISON OF "OLD WORLD" WINES WITH "NEW WORLD" WINES: A CROSS COUNTRY STUDY

3/9/2019

8:00 AM

Conference Center (Port)

This paper studies the consumers' preferences for good quality wines produced in the "old world" versus those produced in the "new world". We consider the "old world" wine samples from European countries, for example, Bordeaux and Burgundy region in France, Tuscany region in Italy and Rioja region in Spain. The "new world" wine samples are from Australia, Canada, Chile and USA. Wine Spectator quality rankings - assigned by renowned wine experts are based on blind testing - often influence the ch ...

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FAST NEW POLYNOMIAL ALGORITHMS FOR THE MAXIMUM FLOW PROBLEM

3/9/2019

8:00 AM

Conference Center (Port)

We propose new fast polynomial algorithms for the maximum flow problem. Our generic approach is to start with a pseudoflow and convert it to a flow, at which point the maximum flow is established. We propose two approaches to do this: (1) the (feasible) flow is obtained by sending flow on paths, (2) the flow is obtained by sending flow on arcs. The first approach differs from augmenting path algorithms in the sense that feasibility is obtained at the termination of the algorithm, but they are als ...

LAI-COLOR VISION AND ITS APPLICATION ON THE VEGETATIVE CROWN OF THE FRUIT TREES

3/9/2019

8:00 AM

Conference Center (Port)

This study on the field photos of fourteen varieties of fruit trees associated with special cases, the same number is their shadow, such as pale green is unhealthy, using LAI-Color Vision as new methodology to measure the Leaf Area Index-LAI and Vegetation Canopies, with helpful of standard metal mesh as a satellite image pixel window on the target, to extract 20 cm² ,on the field images, fully charged of fruit trees leaves, then digital processing, for color images and their shadows, under impa ...

LINEAR PROGRAMMING APPLICATION FOR DAILY FOOD SELECTION

3/8/2019

3:00 PM

Conference Center (Port)

There is an increasing evidence of the critical role of nutrition in overall health, which is encouraging many individuals to think of a healthy diet as a priority. However, eating a healthy diet can be difficult to incorporate into everyone's daily life, especially under the cost constraints. In this study, we use a mathematical model, called Linear programming (LP) model, to help individuals choose foods they prefer to eat while still meeting their nutritional goals and satisfying different ta ...

MOUNTAIN BROTHERS COFFEE COMPANY - RESOURCE OPTIMIZATION

3/8/2019

3:00 PM

Conference Center (Port)

The coffee industry continues to experience unprecedented growth. Worldwide sales are now approaching \$100 billion annually, which places this commodity second only oil in revenue. The present trend is towards specialty coffee blends, which now comprise nearly 55 percent of the United States market. Mountain Brothers provides a number of blends into the specialty market segment. The purpose of this presentation is to illustrate how resource management modelling can be used to develop coffee blends ...

RESPONSIBILITY FOR DESIGNING ANALYTICAL MODELS/METHODS: OPS, IT OR AI

3/8/2019

3:00 PM

Conference Center (Port)

Analysis, preferred over analytics, is being rehabilitated as a tool for decision-making and resource allocation. Those of us who learned Management Science/Operations Research/Systems Analysis in the 60s have argued since that time that analytical modeling has been underutilized by many. Now the presence of extensive data (Big Data), collected by sensor and other devices, embedded in an Internet of Things (IOT), can only be justified if it is modeled and analyzed. The principal question of this ...

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THE IMPACT OF COMPASSION ON ORGANIZATIONAL CULTURE: AN EMPIRICAL STUDY OF REGISTERED NURSES

3/8/2019

3:00 PM

Conference Center (Port)

This study sought to examine the relationships among stress, compassion, and organizational culture in a sample of 356 registered nurses in hospital settings. The results showed that patient safety culture is positively correlated with compassion among registered nurses with a small effect size. Even a small effect size offers practical significance, given the immense scope of loss in human life and capital resulting from a weak culture of safety. In addition, the results showed that stress and ...

Management, Entrepreneurship and Organizations

ANALYZING AND REALIZING PROJECT BENEFITS: KEY INSIGHTS AND RECOMMENDATIONS FROM AN ORGANIZATIONAL PERSPECTIVE

3/6/2019

10:00 AM

Conference Center (Port)

There are multiple reasons why projects fail. This paper provides some background information on how project management has evolved over the years and how project success has transformed from simply meeting the triple constraint of scope, time, and cost goals to realizing business benefits. It addresses benefit realization management as a key factor for project success as it aligns with strategic goals of the organization. This paper also addresses the different components that organizations sho ...

DEVELOPING PUBLIC UNIVERSITY-INDUSTRY COLLABORATION AND INDIVIDUAL-LEVEL APPROACH TO THE MACHINERY INDUSTRY

3/6/2019

10:00 AM

Conference Center (Port)

The objective of this study is to explore the challenges of individual engagement of university-industry collaboration at the top-ranking public universities in Taiwan. There are some disadvantages for universities to overcome, such as being far away from industrial clusters, difference in basic research orientation from applied research or ready-to-market products, and ineffective mechanism mediated by the university agents. Researchers in line of university-industry collaboration (UI) contribu ...

UBER: DID IT TAKE A LEFT TURN - CAN IT COURSE CORRECT?

3/6/2019

10:00 AM

Conference Center (Port)

Uber (originally UberCab) was founded in 2009 by Garrett Camp and Travis Kalanick who created a peer-to-peer ride sharing service utilizing a smartphone to connect partner-drivers and riders in major cities throughout America. As Uber looks to new directions, founding member Travis is forced to step aside, while a new CEO steps in to repair the damage. Can Uber survive the negative press, the litigation and a CEO that may not have had the company's best interest at heart? ...

UNDERSTANDING NEWCOMER ADJUSTMENT AT ORGANIZATIONAL ENTRY

3/6/2019

10:00 AM

Conference Center (Port)

When new employees enter an organization, they go through a challenging adjustment process, whereby they must learn about and adapt to new jobs, roles, and organizational culture. Historically, there have been two research traditions in studying newcomer adjustment at organization entry (Louis, 1980). The first tradition, known as the socialization tradition, is rooted in organizational and occupational sociology, and focuses primarily on socialization processes, while utilizing predominantly co ...

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Marketing

EXPLORING THE MARKETING EFFECT OF TRACEABILITY LABELED PRODUCT– AN EXPERIMENTAL DESIGN APPROACH

3/6/2019

8:00 AM

Adagio Bar

The purpose of this paper aims to demonstrate the marketing effect of fruit traceability. Drawing on certification significance supplementary with signaling theory, the research procedure involves experimental design in terms of consumer's prior purchase experience with products associated to certified fruit traceability. The focus is on whether traceability label stimulates consumers' awareness of traceability technology and connection to support and purchase of a high priced traceability assoc ...

INTERNATIONAL GROWTH STRATEGIES – A CASE STUDY APPROACH

3/6/2019

8:00 AM

Adagio Bar

The study "Mondeléz International, Inc. – Identifying the Keys to Growth" is a descriptive case providing an overview of the real situation in the development of a select company at its current stage of growth. There is a specific focus on Mondeléz International Inc's (MI) growth strategies, presented as milestones in its development. The company's development is combined with an overview of the theoretical background related to growth strategies, and it challenges students to critically assess ...

MARKOV CHAIN MONTE CARLO APPROACH TO THE ANALYSIS OF RESPONSE RATE AND SPEED IN DIRECT MARKETING

3/6/2019

10:00 AM

Adagio Bar

Survey research such as mail or online questionnaires is considered one of the most important tools for empirical research. Various curve-fitting methods have been proposed to predict the number of responses that have been received during a given time period. Some of those response models are based on simplifying assumptions that are not valid in many practical situations. In this paper, we first propose a probabilistic response model that has many desirable properties. Our response model has th ...

PHILIP MORRIS AND IQOS – GROWTH STRATEGY OR INNOVATION?

3/6/2019

8:00 AM

Adagio Bar

The study "Responsible Innovation or Necessity for Further Growth of Philip Morris?" is a descriptive case providing an overview of the real situation in the tobacco industry, its current challenges, and competitive landscape. There is a specific focus on PMI's introduction of a new product into the market and its coherency with the organization's corporate social responsibility strategy. It challenges students to critically assess and evaluate the situation, discuss the consistency of potential ...

POSITIONING OF AN ECONOMY NATIONAL BRAND TO LOCAL AFFLUENT CUSTOMERS

3/6/2019

10:00 AM

Adagio Bar

This case focuses on brand positioning of a value-based fitness GYM in a high-end neighborhood in Southern California. The case embodies secondary and primary collected data and requires comparing the available census demographic data for the general area with primary data collected from membership to decide on a segmentation, targeting and positioning strategy for Crunch Fitness brand, nationally known for its affordable price, casual service and younger customers in a premium, family-oriented ...

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TRANSFORMATION OF THE SELF AND OTHERS IN THE AGE OF RAPID URBANIZATION – TALES OF VIETNAMESE HOME GARDENERS

3/6/2019

10:00 AM

Adagio Bar

Motivated by food safety concerns, some urban consumers in Hanoi, Vietnam, started home gardening using available resources. Although constrained by physical ability, space and experience, home gardeners nonetheless pursue their goals and, in the process, discover multiple transformative benefits of home gardening. Not only do home gardeners transform themselves physiologically, psychologically, emotionally and cognitively, they also transform surrounding spaces and communities. ...

Military Applications

TEMPORAL UPDATES WITH DECISION THEORY FOR MILITARY DECISION MAKING WITH RISK CONSIDERATIONS

3/6/2019

1:00 PM

Conference Center (Port)

This research quantifies the military decision-making process using game theoretic techniques where optimal decision policies update as new information becomes available during conflict. The approach captures change in a perceived optimal strategy of a decision-maker based on the information known at the time of the decision. Furthermore, we incorporate a utility function to model the different risk behaviors of a decision-maker which allows for the examination of optimal decision-making while a ...

THE AVIATION TECHNICAL TRACK: A CURE TO THE AIR FORCE PILOT SHORTAGE?

3/6/2019

1:00 PM

Conference Center (Port)

The Air Force is currently battling a pilot retention crisis which has resulted in a 2,000-pilot shortage with no end in sight (Woody, 2017). This shortage is a direct result of force shaping mechanisms and a healthy civilian economic market. In addition, the commercial aviation market is in a hiring boom. To replace the aging commercial pilot inventory and account for future growth, the commercial aviation industry is estimated to hire up to 4,000 pilots per year for the next 10 – 15 years (Woo ...

XICH LO: ECONOMIES IN TRANSITION AND THE APPROPRIATION OF PEOPLE, PRODUCTS AND SITUATIONS IN THE SERVICE OF THE SHADOW MARKETS OF POST DOI MOI HO CHI MINH CITY.

3/6/2019

1:00 PM

Conference Center (Port)

To understand the role of consumer cultural values in the context of contemporary globalization, marketing scholars need to address the interplay of competing cultural values at the societal level. This article develops textual analysis of a Vietnamese film to examine the effects of globalization of markets on culture during the post Doi Moi Vietnam period. Text analysis is employed to establish micro-macro linkages between societal value systems and personal and consumption related values. Film ...

Modeling and Simulation

A CONFIDENTIALITY, INTEGRITY, ACCESSIBILITY PRODUCTION FUNCTION FOR INFOSEC EVALUATION USING COBB DOUGLAS

3/6/2019

8:00 AM

Conference Center (Port)

A production function is offered to describe the impact of changes in “production factors” (confidentiality, integrity, and accessibility) of an information system. Marginal analysis is conducted on several scenarios which suggests that the marginal value of the factors may behave very differently from one factor to another, and from one scenario to another. The model allows for concave and convex production functions consistent with the cases. ...

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ARE INNOVATION AND ECONOMIC LIBERALIZATION DETERMINANTS OF EUROPEAN ECONOMIC GROWTH?

3/9/2019 3:00 PM Conference Center (Starboard)

Intensive investments in Research and Development by both private and public institutions in innovative and international products, services or processes lead to increasing high technology exports, creating new employment and boosting economic growth consequently. Moreover, economic freedom and access to capital market are important to facilitate the spread of innovation and technology globally. This paper provides new evidence on the impact of Research and Development (R&D), high technology (hi ...

ASSESSING NETWORKS RESILIENCY USING CENTRALITY TECHNIQUES

3/9/2019 3:00 PM Conference Center (Starboard)

We apply various graph theoretical methods to show resiliency of communication networks under directed or random attack. We illustrate these methods with two illustrative examples, based on military communication system and terrorism network. ...

EVALUATING ENERGY SAVINGS FROM COMMUNITY SCALE SOLAR WATER HEATING (CSSWH) IN LOS ANGELES COUNTY

3/9/2019 3:00 PM Conference Center (Starboard)

This paper examines the potential of community scale solar water heating (CSSWH) to reduce natural gas consumption in Los Angeles County via geospatial analysis and system simulations. Properties suitable for CSSWH were identified using a set of criteria developed using data from UCLA's Energy Atlas. Performance of these case study properties were then simulated using RETSCREEN Clean Energy Management Software. The cost of energy provided by community scale was then calculated using a costbenefi ...

IDENTITY, RATIONALITY, AND CHARITY: BRIDGING THE CHASM

3/6/2019 8:00 AM Conference Center (Port)

The phenomenon of charity has long troubled orthodox economics, the problem being how to characterize it as "rational." With the concept of "identity utility," introduced by George A. Akerlof and Rachel E. Kranton, it is possible to subsume the phenomenon of charity under the rubric of a rational action model. In this paper, a connection is established between their concept and sociological treatments of "identity." Then a model of charitable giving is developed that involves both a "residual we ...

ON 3-DIMENSIONAL CAPACITATED TRANSPORTATION PROBLEM

3/6/2019 8:00 AM Conference Center (Port)

We consider a 3-dimensional capacitated transportation problem (CTP) with upper and lower bounds on source availabilities, destination requirements, and types of commodities having axial constraints. Transportation models may have capacity constraints on the flow between pairs of origins and destinations. We develop a method to find an optimal solution of the 3-dimensional CTP with impaired flow. The CTP is transformed into a transportation problem by adding a source, a destination, and an extra ...

OVERVIEW OF CONSENSUS-BASED GROUP DECISION MAKING MODELING

3/6/2019 8:00 AM Conference Center (Port)

In a democratic sphere, making decisions involving the allocation of resources call for decision makers to make compromises to come to some common accord. Traditional group decision making, however, is based on majority rule (cf. Robert's Rule of Order). The majority rule can be unfair if the viewpoints of the minority are not considered. The ideal group decision model is one in which the consensus that is arrived at is sustainable over a period of time. The alternative is consensus decision makin ...

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SIMULATION MODELING AND PRODUCTIVITY IMPROVEMENT IN FAST FOOD RESTAURANT

3/9/2019

3:00 PM

Conference Center (Starboard)

In highly dynamic and competitive environment of today's market, companies attempt to improve their productivity in order to be more responsive to customer demand. This research made attempts to find the existed processes in the fast food restaurant then modeled it in Arena simulation software. After simulation modeling, found the existed problem in the system. Fish-bone diagram helped to clarify the causes of the problem. By considering the causes, researcher tried to get rid of the problem in ...

Operations, Logistics and Supply Chain Management

CONTAINER TOWERS: A SOLUTION FOR FUTURE CONTAINER TERMINALS

3/9/2019

10:00 AM

Conference Center (Port)

Container terminals play a major role in the growth of international trade. They need to accommodate the increasing number of containers while their space is limited, particularly close to major cities. One approach, often used in practice, is horizontal expansion through expensive land reclamation projects. In contrast, vertical expansion uses the available land more efficiently by storing containers in high-bay warehouses. In this paper, we study a next generation container terminal consisting ...

EVALUATING COMPONENTS OF GLOBAL SUPPLY CHAIN SOCIAL SUSTAINABILITY

3/9/2019

10:00 AM

Conference Center (Port)

Supply chains are the lifeblood of any economy, and thus are ideal to tackle social issues. Unfortunately, companies struggle to implement supply chain social sustainability (SCSS), and one reason for this could be that it has not been universally understood. To complicate this, most research in this area takes a Western, first-world perspective and does not necessarily reflect the nature of global supply chains and the societies that sustain them. However, more than 85% of the world's populatio ...

FORECASTING GOODS VOLUMES OF SIXTEEN LARGE LOGISTICS PROVIDERS OVER THE WORLD

3/7/2019

10:00 AM

Conference Center (Port)

Logistics providers (LPs) propose a service to support delivering products via ocean, air, road, i.e that demands for exchanging trade process. In recent years, totals goods join into trade operation being increasing. For presenting the amount of product volumes by air and sea mode in the future time, the study uses holt's linear trend models in Tableau for predicting goods volumes of sixteen large logistics providers over the world in the period of term 2018-2022. Based on the indicator of mean ...

INTERNET OF THINGS AND BLOCKCHAIN TECHNOLOGY: A COMPARISON OF SUPPLY CHAINS

3/8/2019

1:00 PM

Conference Center (Port)

The Internet of Things (IoT) and blockchain technology have been around for years now and are growing in use and application. However, while some companies have incorporated the use of IoT and blockchains into their operations, others have not. This presentation seeks to explore the potential benefits, drawbacks, costs, and futures of companies that are using versus not using these business practices in their supply chains. ...

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INTRODUCING AUTONOMOUS VEHICLES: FORMULATION AND ANALYSIS OF OPTIMAL POLICIES

3/9/2019

10:00 AM

Conference Center (Port)

Autonomous vehicles will enter the consumer market in the near future. The skeptics of vehicles automation predict increased congestion, whereas the advocates foresee smoother traffic with shorter travel times. We study this automation controversy using supply-demand analysis. We derive several managerial insights. First, we show that a sound judgment of automation relies on the occurrence of three possible cases for which full, null, or partial automation is recommended. Second, although traffi ...

LEVERAGING COMMERCIAL LOGISTICS RESOURCES FOR HUMANITARIAN AID

3/7/2019

10:00 AM

Conference Center (Port)

There is great need for humanitarian logistics to ensure that people affected have the supplies they need in order to survive. Numerous humanitarian organizations strive to coordinate the provision of humanitarian aid but often lack the logistics resources, expertise, or relationships necessary to efficiently and effectively move and deliver humanitarian aid products to the victims in need and other end beneficiaries. Commercial logistics companies can assist with logistics resources for humanit ...

PRODUCTION AND DISTRIBUTION PLANNING IN A GLOBAL SUPPLY CHAIN NETWORK

3/8/2019

1:00 PM

Conference Center (Port)

This paper addresses the horizontal coordination of production and distribution decisions between plants located in different countries to serve multiple international markets in a changing economic and political environment. Horizontal coordination gives the multinational firm the flexibility to shift production between plants within its global manufacturing network to take advantage of future changes in production and/or transportation costs, trade regulations, exchange rates, competitive move ...

SCHEDULING AN AUTOMATED STACKING CRANE IN AN AUTOMATED CONTAINER TERMINAL

3/7/2019

10:00 AM

Conference Center (Port)

Container blocks store large numbers of containers at container terminals. They decouple transport modes, like vessels, barges, trains, and trucks, in time. Selecting storage locations and sequencing containers that should be stacked or retrieved are instrumental in minimizing container throughput time, and consequently the berthing time of vessels. We study this operational problem in a block of containers with a single yard crane and multiple input/output (I/O) points located at the seaside an ...

SERVICE-DRIVEN SUPPLY CHAINS: A NEW PERSPECTIVE ON BUYING COMPLEX SERVICES

3/8/2019

1:00 PM

Conference Center (Port)

Defining and measuring value in a service-driven supply chain is complex, and little is known about the value-creation role of purchasing when buying complex services. This case study provides new insights into the customers' perspective on purchasing involvement and implications on the design and management of the supply chain. ...

SUPPLY CHAIN SOCIAL SUSTAINABILITY IMPLEMENTATION: A CONTINGENCY APPROACH

3/8/2019

1:00 PM

Conference Center (Port)

Efficient and effective supply chains keep the world's economies in motion. However, recent history has shown the negative impact supply chains can have on the environment and society. To address some of these issues, researchers and practitioners alike have studied the effects of supply chains on environmental systems, and to a much lesser extent, social systems. Overall, the application of socially sustainable practices has reduced some harm to society caused by supply chains, but harm has not ...

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THE EFFECTS OF HURRICANES ON PORT OPERATIONS

3/9/2019

10:00 AM

Conference Center (Port)

This paper studies the long-lasting effects of hurricanes on port operations. It focuses on the recent effect of hurricane Harvey on the Port of Houston. Hurricane Harvey pushed a large amount of sediment into the Houston Ship Channel, decreasing the depth of the port. As a result, larger vessels need to de-ballast the water from the ballast tanks in order to reduce their draft and enter the port. Arena simulation software is used to simulate the operations at the two main container terminals in ...

THE IMPACT OF RENEWABLE ENERGY FORECAST ERRORS ON ELECTRICITY SPOT PRICES AND IMBALANCE VOLUMES

3/9/2019

10:00 AM

Conference Center (Port)

Transmission system operators face the challenge of accurately forecasting electricity generation from renewable sources. This has resulted in environmentally friendly electricity coming at an economic cost and operational volatility. Using data from the German electricity market, we investigate the effect of wind and solar energy forecasts errors on intraday spot electricity prices and imbalance volumes. We use ordinary least square and quantile regression to identify this relationship using va ...

THE ROLE OF BAGGAGE FEES IN INFLUENCING ON-TIME DEPARTURE PERFORMANCE

3/8/2019

1:00 PM

Conference Center (Port)

US Airline companies have implemented baggage fees in the past 15 years. The impact of these fees have been multiple, ranging from consumer backlash to increased profitability. This session will present the results of ongoing research assessing the performance, financial, and consumer related outcomes of the implemented baggage fees. ...

UNDERSTANDING PRODUCT TRACEABILITY IN THE SUPPLY CHAIN

3/9/2019

10:00 AM

Conference Center (Port)

This research discusses the results of a systematic literature review of the supply chain literature that indicates a lack of clarity on the definition and the concept of traceability in the supply chain. Additionally, this early work identifies potential difficulties in measuring traceability of products as they move between firms and proposes data collection approaches based on inputs supply chain managers. ...

VENDOR MANAGED INVENTORY (VMI) UNDER A LEADER-FOLLOWER FRAMEWORK WITH HETEROGENEOUS RETAILERS

3/7/2019

10:00 AM

Conference Center (Port)

This paper studies the benefits of incentive-aligned vendor-managed inventory (VMI) system in a supply chain where the vendor supplies heterogeneous buyers under a sequential game theoretic framework. The vendor takes the role of a Stackelberg leader, while the multiple retailers act as followers. In such a setting, the paper investigates how shipping cost allocation, wholesaler price, and delivery frequency can be determined between the vendor and retailers using a Stackelberg game theoretic ap ...

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Public Policy and Administration

AN EMPIRICAL ANALYSIS OF THE IMPACT OF THE SERVICE SECTOR'S OPENNESS ON UPGRADING ITS INDUSTRIAL STRUCTURE IN JIANGSU PROVINCE

3/9/2019

1:00 PM

Conference Center (Port)

In 2015, the weight of service industry of Jiangsu province has exceeded the second industry for the first time, being the first of Jiangsu province's industry structure. At the same time, under the circumstance of the New Normal economic situation in China since 2010, Jiangsu province is in urgent need of improving and upgrading its industrial structure, which calls for the development of the service sector. So firstly this paper tries to analyze the opening level in Jiangsu province's service se ...

THE FAILURE OF MARKET REFORMS IN RUSSIA: COMPETING PARADIGMS OF INFORMATION ECONOMICS AND NEOCLASSICAL ECONOMICS

3/9/2019

1:00 PM

Conference Center (Port)

This manuscript is the second of two papers exploring the transition from centrally planned to market-based economies. The first paper published in the Journal of Applied Business and Economics investigated the new information paradigm applied in China. The current manuscript focuses on the failures of the "Washington Consensus" paradigm based on the old neoclassical paradigm and applied in Russia. As in the previous paper, this study supports the argument that markets cannot be efficient without ...

THE IMPACT OF CITIZEN ENGAGEMENT ON LOCAL FISCAL OUTCOMES

3/9/2019

1:00 PM

Conference Center (Port)

Public participation is an important component of the democratic decision-making process. This study examines the efforts of municipal governments in engaging their citizens in local budgeting processes and whether these efforts lead to improved fiscal health of the cities. Data are collected from an online survey of finance/budget directors in the 184 cities in the Greater Los Angeles area in 2018. The findings of this study will not only contribute to the literature of public budgeting and pub ...

THE ROLE OF LOCAL ECONOMIC DEVELOPMENT PROGRAMS IN THE LOCATION AND SUCCESS OF ENTREPRENEURIAL ACTIVITY IN CITIES

3/9/2019

1:00 PM

Conference Center (Port)

This paper investigates the role local economic development programs play in the location and success of entrepreneurial activity in cities. While the complex relationship between government programming and entrepreneurship is well understood with respect to countries and states, significant questions remain about the influence of local government development programs on entrepreneurial activity. This study uses content analysis of data from interviews conducted with economic development program ...

Special Sessions

ASSOCIATE DEANS PANELS: WHAT IS THE MAGIC ALL ABOUT?

3/7/2019

10:00 AM

Adagio Bar

...

PANEL: EXPERIENCES OF DEPARTMENT CHAIRS

3/7/2019

8:00 AM

Adagio Bar

...

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Sustainability Issues in Decision Making

AUDITING MECHANISM FOR ENTERPRISE OPERATION MANAGEMENT UNDER IOT ENVIRONMENT

3/9/2019

3:00 PM

Conference Center (Port)

The aim of this study is to develop the auditing mechanism for enterprise operation management and internal control in the IoT environment. With the guidance of Gowin's Vee knowledge map strategy, we first reviewed relevant literature to identify the enterprise risk audit items in the IoT environment. Second, we utilized the Delphi questionnaire operation to correct defined audit items. Third, we designed the audit items into an operation management audit table suitable for the IoT environment b ...

BLUE STAR RECYCLING: SERVING A PURPOSE, CHANGING AN INDUSTRY

3/9/2019

3:00 PM

Conference Center (Port)

The electronic waste recycling industry has seen many challenges over the past ten years. Shrinking revenues from cost sensitive customers and crashing commodity prices have created economic hardships that are exacerbated by a highly volatile labor force. Blue Star Recycling has overcome these obstacles by employing people with special needs, particularly people with autism, to be their primary labor source. This labor force has allowed the company to stabilize their labor turnover and change th ...

PRICE DISCRIMINATION IN SHARING ECONOMY – SOCIAL AND ECONOMIC IMPLICATIONS

3/9/2019

3:00 PM

Conference Center (Port)

With the rapid development in new information technologies, sharing economy platforms disrupt the traditional service markets by crowd sourcing services from individual providers and offer customers alternatives. Consumers are also more adapting to the trend on convenience-oriented service offerings utilizing new technologies. These changes together with innovative ways of sourcing service supply result in nonmonotonic demand curves that are different from those in neoclassical economic models u ...

THE IMPACT OF CONSUMER BEHAVIOR ON GREEN PRODUCT DESIGN

3/9/2019

3:00 PM

Conference Center (Port)

New product design for green products requires the decision-makings to deal with trade-offs in both demand and supply side. This paper focuses on the demand side of the green products to incorporate consumer behavior issues in the pricing and positioning of the green products. Previous literature assume that consumers are able to understand the benefits of the greenness in the green products and therefore are willing to pay a premium for green products. However, in our previous study we identifi ...

THE IMPACT ON ENVIRONMENTAL SUSTAINABILITY OF RAPID CHANGE IN PRODUCT DESIGN

3/9/2019

3:00 PM

Conference Center (Port)

Environmental sustainability concepts have now become one of the critical components of manufacturers' business strategies, and it has to be addressed to gain a competitive advantage. Manufacturers have implemented the Design for Manufacturability (DFM) approach in their product design to reduce the negative impact of products on the environment. First, this article briefly discusses the concepts of environmental sustainability and DFM. Second, it examines the impact on the environmental sustain ...