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## Welcome Note from Program Chair

Dear Colleagues –

On behalf of the Board, we welcome you to WDSI 2022 on the beautiful Big Island of Hawaii.

This year is very special to us as we celebrate our Golden Anniversary. We are excited and grateful to have you joining us for this milestone celebration. We would like to take this opportunity to thank all the members who have been on this journey with us and welcome our new members who will hopefully continue to be part of our organization in the future. I am privileged to be the Program Chair of this auspicious occasion.

Over the last 50 years, WDSI members have made significant contributions in research, teaching, and practice, impacting many disciplines. For this landmark year, let us celebrate not only what we have achieved as a professional community, but also the life-long relationships we have forged on this journey. WDSI is unique in that the contribution of every individual is voluntary. We are here to create genuine connections, create a community, and focus on the experience. Our vision is to continue to foster these relationships and create value for our current and future members. To that end, this conference will be one for us to share our thoughts and exchange ideas on how to chart our journey forward to reach new heights.

Another reason this year is even more exciting is that we are gathering after a two-year hiatus caused by the Covid-19 pandemic. As we put the worst of the pandemic behind us, we hope this occasion allows our members to reflect upon and celebrate their past accomplishments, renew friendships, and extend their networks. We hope that you will have a productive and fun-filled time at this very special conference.

To put a conference of this magnitude together is not a small task. In Spring of 2019, we selected this beautiful location with the help of Past President, John Davies, Immediate Past President, Omer Benli, and current President, Theodore Byrne. I want to thank them for their help and specifically acknowledge the continued mentorship of Omer since then. I have lost count of the number of times I have reached out to him for his advice. I would like to thank our Treasurer Sheldon Smith, for not only his invaluable guidance on monetary matters, but also his insights into best practices on many other issues. I am also indebted to WDSI Director of Information Systems, Khosrow Moshirvaziri, who went above and beyond his responsibilities to assist me throughout the process. My heartfelt gratitude goes to Yuanjie He, our Program Chair elect, and his colleague from California State Polytechnic University, Pomona, Shuo Zeng, who were instrumental in putting together the conference program. Additionally, I would like to thank my colleague, Nupur Shah, for his exceptional technical expertise and work during the conference.

I would like to extend my appreciation to all the Track Chairs, without whose assistance we would not be here; the members of the Awards committee, who went out of their way to deliver on time; Vivian Landrum, Executive Director of DSI, our parent organization, who assisted with the registration process; and our financial sponsors who have supported us not just this year but every

year. Lastly, I would like to thank all of you, our conference participants, for your contributions which are the foundation of this conference.

Sincerely,

Pia Gupta, Ph.D.  
California State University, Long Beach  
WDSI 2022 Vice-President, Program Chair  
<https://wdsi2022.org/>

## 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. The conference allows 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://decisionssciences.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

2019-2020 Omer Benli, California State University Long Beach  
2018-2019 Albert Huang, University of the Pacific  
2017-2018 Natasa Christodoulidou, California State University Dominguez Hills  
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, Texas Southern University  
2012-2013 Sheldon R. Smith, Utah Valley University  
2011-2012 John Davies, Victoria University, Wellington  
2010-2011 Nafisseh Heiat, Montana State University-Billings  
2009-2010 Mahyar Amouzegar, California State University, Long Beach  
2008-2009 G. Keong Leong, University of Nevada, Las Vegas  
2007-2008 Vijay R. Kannan, Utah State University  
2006-2007 Bruce Raymond, Montana State University  
2005-2006 Cynthia Pavett, University of San Diego  
2004-2005 Miles G. Nicholls, RMIT University  
2003-2004 Krishna S. Dhir, Berry College  
2002-2003 Eldon Y. Li, California Polytechnic State University, San Luis Obispo  
2001-2002 Paul Mallette, Colorado State University  
2000-2001 Marc Massoud, Claremont McKenna College  
1999-2000 Karen L. Fowler, University of Northern Colorado  
1998-1999 Richard L. Jenson, Utah State University  
1997-1998 Thomas E. Callarman, Arizona State University  
1996-1997 George A. Marcoulides, California State University, Fullerton  
1995-1996 Joseph R. Biggs, California Polytechnic State University, San Luis Obispo  
1994-1995 Kathy L. Pettitt-O'Malley, University of Idaho  
1993-1994 Howard R. Toole, San Diego State University  
1992-1993 Terrel G. Williams, Western Washington University  
1991-1992 V. V. "Kris" Bellur (deceased), California State University, Bakersfield  
1990-1991 John C. Rogers (deceased), California Polytechnic State University, San Luis Obispo  
1989-1990 V. Lyman Gallup, Boise State University  
1988-1989 Shannon V. Taylor, Montana State University  
1987-1988 Patrick W. Shannon, Boise State University  
1986-1987 Michael F. O'Neil, California State University, Chico  
1985-1986 Bert M. Steece, University of Southern California  
1984-1985 John P. Dickson, University of Puget Sound  
1983-1984 Daniel Brooks, Arizona State University  
1982-1983 Michael Geurts, Brigham Young University  
1981-1982 Pieter Vandenburg, San Diego State University  
1980-1981 C. R. Michael Parent, Utah State University  
1979-1980 Steven D. Wood, Arizona State University  
1978-1979 Jim D. Barnes (deceased), California State University, Bakersfield  
1977-1978 Paul Baum, California State University, Bakersfield

1976-1977 James E. Reinmuth, University of Oregon  
1975-1976 William T. Newell, University of Washington  
1974-1975 Charles P. Bonini, Stanford University  
1973-1974 William R. Sherrard, San Diego State University  
1972-1973 Robert Childress, University of Southern California  
1971-1972 Manfred W. Hopfe, California State University, Sacramento

## Tracks, Track Legend, and Track Chairs

- **[ACC]** Accounting: Salem Boumediene, University of Illinois Springfield.
- **[BES]** Business Environment - Strategy, Policy, Law & Ethics: Mark Washburn, California State University, Long Beach.
- **[FIN]** Finance and Investment: K.C. Chen and Jennifer Miele, California State University, Fresno.
- **[HOS]** Hospitality Management and Marketing: Natasa Christodoulidou and Orié Berezan, California State University, Dominguez Hills.
- **[EDU]** Innovative Education: Rita Kumar and Larisa Preiser-Houy, California State Polytechnic University, Pomona.
- **[IEB]** Internet and eBusiness: Albert Huang, University of the Pacific; David C. Yen, Texas Southern University.
- **[MBA]** Management Information System and Business Analytics: Salma Boumediene, Naval Postgraduate School.
- **[MSQ]** Management Science and Quantitative Methods: Seong-Jong Joo, Air Force Institute of Technology.
- **[MEO]** Management, Entrepreneurship and Organizations: Cindy Sutton and Debora Gilliard, Metropolitan State University of Denver.
- **[MKT]** Marketing: Sally Baalbaki-Yassine, Metropolitan State University of Denver.
- **[MIL]** Military Applications: Pia Gupta, California State University, Long Beach.
- **[MOS]** Modeling and Simulation: Khosrow Moshirvaziri, California State University Long Beach; Mahyar Amouzegar, University of New Orleans.
- **[OLS]** Operations, Logistics and Supply Chain Management: Stanley Griffis, Michigan State University; John Bell, University of Tennessee.
- **[PPA]** Public Policy and Administration: Rui Sun and Theodore Byrne, California State University, Dominguez Hills.
- **[SPS]** Sustainability Issues in Decision Making: Yuanjie He and Shuo Zeng, California State Polytechnic University, Pomona.
- **[SSS]** Special Session: Pia Gupta, California State University, Long Beach.

## **Award Committee**

- Mahyar Amouzegar, The University of New Orleans
- Omer Benli, California State University, Long Beach
- Albert Huang, University of the Pacific

## **Proceedings and Program Editor**

- Pia Gupta, 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**

- College of Business, California State University Long Beach
- College of Business, California State Polytechnic University, Pomona
- College of Business, Montana State University Billings
- Cengage Learning
- The University of New Orleans
- Accounting Department, Utah Valley University
- Department of Management, Metropolitan State University of Denver
- Department of Marketing, Metropolitan State University of Denver
- Alpha Iota Delta, sponsor of Best Paper Awards

## **Conference Photographs**

- Laurence Bernstein

'ANAEOHOMALU BAY

KAHĀPAPA ANCIENT FISH POND

KU'UALI'I ANCIENT FISH POND

OCEAN SPORTS ACTIVITY DESK

COCONUT GROVE

HISTORICAL SITES/  
LINDSEY BEACH

CHILDREN'S SAND BOTTOM POOL

LU'AU GROUNDS

KING'S KNOLL

NA HALE SUITES

TOWEL SHACK  
JACUZZI

POOL

WATER SLIDE

INFINITY POOL

JACUZZI

KA'AHUMANU WING  
VACATION CLUB SUITES

PANILOLO

PANILOLO OCEAN TERRACE

FOYER

FOYER

KAMEHAMEHA WING  
HOTEL ROOMS

INDOOR GARDEN

|     |         |     |
|-----|---------|-----|
| VII | NAUPAKA | I   |
| VI  | IV      | II  |
| V   |         | III |

TO KINGS' SHOPS  
AND QUEENS' MARKETPLACE

TENNIS COURT  
AND GUEST PARKING

- Restrooms
- Elevators
- ATM
- Designated Smoking Areas
- Guest Laundry

- A** Front Desk
- B** Guest Services
- C** Hawaii Calls Restaurant
- D** Japanese Guest Services
- E** Welcome Desk/Marketing Desk
- F** Aka'ula Lanai
- G** Mandara Spa
- H** Concierge/Activity Desk
- I** Enterprise Rental Car
- J** Fitness Center
- K** Business Center
- L** Sales Gallery
- M** Travel Traders Sundry
- N** Gas Grills

**WAIKOLOA BEACH MARRIOTT RESORT & SPA**  
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808.886.6789, MARRIOTT.COM/KOAMC



# Schedule of Events

## Tuesday, April 5, 2022

|         |    |         |   |                       |
|---------|----|---------|---|-----------------------|
| 3:00 PM | -- | 6:00 PM | Conference Registration   | Paniolo Ocean Terrace |
| 6:00 PM | -- | 7:30 PM | Welcome Reception (Sponsored by: College of Business Administration, California State Polytechnic University, Pomona) | Paniolo Ocean Terrace |
| 7:30 PM | -- |         | Dinner on your own  | Others                |

## Wednesday, April 6, 2022

|          |    |          |   |                         |
|----------|----|----------|---|-------------------------|
|          | -- | 7:45 AM  | Breakfast on your own (buffet at \$25/person)   | Hawaii Calls Restaurant |
| 7:45 AM  | -- | 4:00 PM  | Conference Registration   | Paniolo Ocean Terrace   |
| 8:00 AM  | -- | 9:40 AM  | Concurrent Sessions   | Naupaka Ballroom 1-7    |
| 9:40 AM  | -- | 10:00 AM | Coffee Break 1 (Sponsored by: College of Business, Montana State University Billings) | Naupaka Lanai/Lawn      |
| 10:00 AM | -- | 11:40 AM | Concurrent Sessions   | Naupaka Ballroom 1-7    |
| 11:45 AM | -- | 1:00 PM  | BOD Meeting and Luncheon (By invitation only)   | Paniolo I               |
| 11:45 AM | -- | 1:00 PM  | Lunch on your own   | Others                  |
| 1:00 PM  | -- | 2:40 PM  | Concurrent Sessions   | Naupaka Ballroom 1-7    |
| 2:40 PM  | -- | 3:00 PM  | Coffee Break 2 (Sponsored by: Cengage Learning)                                       | Naupaka Lanai/Lawn      |
| 3:00 PM  | -- | 4:40 PM  | Concurrent Sessions   | Naupaka Ballroom 1-7    |
| 5:30 PM  | -- | 8:30 PM  | Golden Anniversary Banquet  | Luau Grounds            |

## Thursday, April 7, 2022

|          |    |          |  |                         |
|----------|----|----------|--|-------------------------|
|          | -- | 7:45 AM  | Breakfast on your own (buffet at \$25/person)                                | Hawaii Calls Restaurant |
| 7:45 AM  | -- | 4:00 PM  | Conference Registration  | Paniolo Ocean Terrace   |
| 8:00 AM  | -- | 9:40 AM  | Concurrent Sessions  | Naupaka Ballroom 1-7    |
| 9:40 AM  | -- | 10:00 AM | Coffee Break 3 (Sponsored by: Accounting Department, Utah Valley University) | Naupaka Lanai/Lawn      |
| 10:00 AM | -- | 11:40 AM | Concurrent Sessions  | Naupaka Ballroom 1-7    |
| 11:45 AM | -- | 1:00 PM  | WDSI 2023 Planning Meeting and Luncheon (By invitation only)                 | Paniolo I               |
| 11:45 AM | -- | 1:00 PM  | Lunch on your own  | Others                  |
| 1:00 PM  | -- | 2:40 PM  | Concurrent Sessions  | Naupaka Ballroom 1-7    |
| 2:40 PM  | -- | 3:00 PM  | Coffee Break 4 (Sponsored by: The University of New Orleans)                 | Naupaka Lanai/Lawn      |
| 3:00 PM  | -- | 4:40 PM  | Concurrent Sessions  | Naupaka Ballroom 1-7    |

|                              |    |          |  |                         |
|------------------------------|----|----------|--|-------------------------|
| 6:00 PM                      | -- | 7:30 PM  | President's Farewell Reception (Sponsored by: College of Business, California State University, Long Beach)                  | Paniolo Ocean Terrace   |
| 7:30 PM                      | -- |          | Dinner on your own   | Others                  |
| <b>Friday, April 8, 2022</b> |    |          |  |                         |
|                              | -- | 7:45 AM  | Breakfast on your own (buffet at \$25/person)  | Hawaii Calls Restaurant |
| 7:45 AM                      | -- | 10:00 AM | Conference Registration  | Paniolo Ocean Terrace   |
| 8:00 AM                      | -- | 9:40 AM  | Concurrent Sessions  | Naupaka Ballroom 1-7    |
| 9:40 AM                      | -- | 10:00 AM | Coffee Break 5 (Sponsored by: Department of Management and Department of Marketing, Metropolitan State University of Denver) | Naupaka Lanai/Lawn      |
| 10:00 AM                     | -- | 11:40 AM | Concurrent Sessions  | Naupaka Ballroom 1-7    |
| 11:45 AM                     | -- | 1:15 PM  | WDSI 2022 Business Luncheon  | Naupaka Salon 4         |

## Session Lookup by Author Name

| Last Name         | First Name  |                       |                    |      |
|-------------------|-------------|-----------------------|--------------------|------|
| Aboolian          | Robert      | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Adams             | Yaquarri    | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Ainam             | Jean Paul   | Thursday 1:00:00 PM   | Naupaka Ballroom 4 | MSQ3 |
| Akdeniz           | Levent      | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Alhabash          | Saleem      | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Alvarago          | Alex        | Thursday 1:00:00 PM   | Naupaka Ballroom 5 | EDU5 |
| Amaddio           | Christopher | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Amaddio           | Peter       | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Amaddio           | Peter       | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Ammermann         | Peter       | Thursday 1:00:00 PM   | Naupaka Ballroom 3 | FIN2 |
| Amoozegar Montero | Xuxu        | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Amoozegar-Montero | Aida        | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Amouzegar         | Mahyar      | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| Araujo Maciel     | Fernanda    | Wednesday 3:00:00 PM  | Naupaka Ballroom 2 | PPA1 |
| Asef-vaziri       | Ardavan     | Wednesday 8:00:00 AM  | Naupaka Ballroom 7 | MOS1 |
| Asef-vaziri       | Ardavan     | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Asencio           | Hugo        | Wednesday 3:00:00 PM  | Naupaka Ballroom 2 | PPA1 |
| Baalbaki-Yassine  | Sally       | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |
| Baalbaki-Yassine  | Sally       | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |
| Baalbaki-Yassine  | Sally       | Wednesday 3:00:00 PM  | Naupaka Ballroom 4 | MKT3 |
| Baalbaki-Yassine  | Sally       | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| Baghaei Lakeh     | Reza        | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| Bahl              | Angelica    | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Bahl              | Angelica    | Wednesday 3:00:00 PM  | Naupaka Ballroom 4 | MKT3 |
| Bahr              | Behnam      | Wednesday 8:00:00 AM  | Naupaka Ballroom 7 | MOS1 |
| Baker             | Biff        | Friday 10:00:00 AM    | Naupaka Ballroom 2 | MEO4 |
| Baloglu           | Seyhmus     | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Bardhan           | Indranil    | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Baynard           | Christopher | Wednesday 3:00:00 PM  | Naupaka Ballroom 1 | OLS3 |
| Bechtold          | David       | Friday 8:00:00 AM     | Naupaka Ballroom 2 | MEO3 |
| Behe              | Bridget     | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Beheshti          | Mohammadali | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Behzad            | Banafsheh   | Thursday 3:00:00 PM   | Naupaka Ballroom 2 | MSQ1 |
| Bell              | John        | Wednesday 3:00:00 PM  | Naupaka Ballroom 3 | OLS4 |
| Benli             | Omer        | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Beruchashvili     | Mariam      | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| Binesh            | Nasim       | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Bishop            | Sharonda    | Thursday 1:00:00 PM   | Naupaka Ballroom 5 | EDU5 |
| Black             | Greg        | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| Boumediene        | Salem L     | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Boumediene        | Salem L     | Friday 10:00:00 AM    | Naupaka Ballroom 3 | MBA3 |
| Boumediene        | Salma       | Friday 10:00:00 AM    | Naupaka Ballroom 3 | MBA3 |
| Bovee             | Brian       | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Brands            | Andrew      | Thursday 1:00:00 PM   | Naupaka Ballroom 3 | FIN2 |
| Brannon           | Daniel      | Wednesday 8:00:00 AM  | Naupaka Ballroom 5 | BES1 |
| Brannon           | Daniel      | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| Brannon           | Daniel      | Thursday 1:00:00 PM   | Naupaka Ballroom 5 | EDU5 |
| Braziel           | Carlos      | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |



| Last Name       | First Name      |                       |                    |      |
|-----------------|-----------------|-----------------------|--------------------|------|
| Bui             | Mai             | Friday 10:00:00 AM    | Naupaka Ballroom 3 | MBA3 |
| Busser          | James           | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Caliskan        | Cenk            | Thursday 1:00:00 PM   | Naupaka Ballroom 2 | OLS7 |
| Campos Y Campos | John            | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Cao             | Yiting          | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Chaffin         | Daniel          | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| CHATTERJEE      | DORA            | Wednesday 1:00:00 PM  | Naupaka Ballroom 2 | MBA1 |
| CHATTERJEE      | DORA            | Wednesday 3:00:00 PM  | Naupaka Ballroom 2 | PPA1 |
| CHATTERJEE      | SHUKTIKA        | Wednesday 1:00:00 PM  | Naupaka Ballroom 2 | MBA1 |
| CHATTERJEE      | SHUKTIKA        | Wednesday 3:00:00 PM  | Naupaka Ballroom 2 | PPA1 |
| CHATTERJEE      | SHUKTIKA        | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| CHATTERJEE      | Sutirtha        | Wednesday 1:00:00 PM  | Naupaka Ballroom 2 | MBA1 |
| CHATTERJEE      | Sutirtha        | Wednesday 3:00:00 PM  | Naupaka Ballroom 2 | PPA1 |
| CHATTERJEE      | Sutirtha        | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| CHATTERJEE      | Sutirtha        | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Chen            | Cindy           | Thursday 3:00:00 PM   | Naupaka Ballroom 4 | EDU2 |
| Chen            | Hongyu          | Thursday 8:00:00 AM   | Naupaka Ballroom 5 | MBA2 |
| Chen            | Jim             | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Chen            | Liang           | Wednesday 8:00:00 AM  | Naupaka Ballroom 4 | EDU1 |
| Chen            | Liang           | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |
| Chen            | Xiaofeng        | Friday 8:00:00 AM     | Naupaka Ballroom 6 | BES3 |
| Cheng           | Wen             | Wednesday 8:00:00 AM  | Naupaka Ballroom 7 | MOS1 |
| Cheng           | Wen             | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Cheng           | Wen             | Friday 10:00:00 AM    | Naupaka Ballroom 1 | EDU6 |
| Chini           | Christopher     | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Choi            | Yong            | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Choi            | Yoonhee         | Wednesday 8:00:00 AM  | Naupaka Ballroom 5 | BES1 |
| Choi            | Yoonhee         | Friday 10:00:00 AM    | Naupaka Ballroom 2 | MEO4 |
| Christodoulidou | Natasa          | Thursday 8:00:00 AM   | Naupaka Ballroom 4 | SSS3 |
| Christodoulidou | Natasa          | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Chung           | Hyeesoo (Sally) | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Cooper          | John            | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Cross           | Jeremy          | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Cunningham      | William         | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Curry           | Jacqui          | Wednesday 8:00:00 AM  | Naupaka Ballroom 4 | EDU1 |
| Czerwinski      | David           | Friday 8:00:00 AM     | Naupaka Ballroom 3 | EDU4 |
| Daughtrey       | Clay            | Wednesday 3:00:00 PM  | Naupaka Ballroom 4 | MKT3 |
| Deng            | Honghui         | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Deng            | Tao             | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Deogracias      | Elline          | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| DePaolo         | Concetta        | Wednesday 8:00:00 AM  | Naupaka Ballroom 4 | EDU1 |
| Desai           | Alpana          | Friday 8:00:00 AM     | Naupaka Ballroom 3 | EDU4 |
| Dhanda          | Kathy           | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Diaz            | Violeta         | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Didham          | Paul            | Thursday 3:00:00 PM   | Naupaka Ballroom 5 | BES2 |
| Didham          | Paul            | Friday 8:00:00 AM     | Naupaka Ballroom 6 | BES3 |
| Dong            | Micheal         | Wednesday 10:00:00 AM | Naupaka Ballroom 1 | FIN1 |
| Dorrance        | Bryce           | Friday 10:00:00 AM    | Naupaka Ballroom 3 | MBA3 |
| Du              | Hongwei         | Wednesday 1:00:00 PM  | Naupaka Ballroom 1 | IEB1 |
| El-Gayar        | Omar            | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Ellis           | Scott           | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |

| Last Name    | First Name    |                       |                    |      |
|--------------|---------------|-----------------------|--------------------|------|
| Ellram       | Lisa          | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Eom          | Sean          | Thursday 3:00:00 PM   | Naupaka Ballroom 4 | EDU2 |
| Fallah-Fini  | Saeideh       | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Fang         | Shunlan       | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Farag        | Magdy         | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Farrell      | Scott         | Thursday 1:00:00 PM   | Naupaka Ballroom 2 | OLS7 |
| Fini         | Elham         | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Flores       | Felix A.      | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Fox          | Marilyn       | Friday 8:00:00 AM     | Naupaka Ballroom 2 | MEO3 |
| Gaukler      | Gary          | Wednesday 1:00:00 PM  | Naupaka Ballroom 1 | IEB1 |
| Gaynor       | Greg          | Wednesday 8:00:00 AM  | Naupaka Ballroom 1 | ACC2 |
| Gaynor       | Greg          | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Gaytan       | Luis          | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Gehret       | Greg          | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Ghasemi      | Yasaman       | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Ghomi        | Vahid         | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| Ghomi        | Vahid         | Thursday 3:00:00 PM   | Naupaka Ballroom 2 | MSQ1 |
| Ghosh        | Subhadip      | Thursday 3:00:00 PM   | Naupaka Ballroom 2 | MSQ1 |
| Ghosh        | Subhadip      | Friday 8:00:00 AM     | Naupaka Ballroom 6 | BES3 |
| Giannantonio | Cristina M.   | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Giannantonio | Cristina M.   | Friday 8:00:00 AM     | Naupaka Ballroom 3 | EDU4 |
| Gibson       | Brian         | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Giese        | Joan          | Wednesday 3:00:00 PM  | Naupaka Ballroom 3 | OLS4 |
| Gilliard     | Debora        | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |
| Gilliard     | Debora        | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |
| Gilliard     | Debora        | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |
| Gligor       | David         | Wednesday 3:00:00 PM  | Naupaka Ballroom 3 | OLS4 |
| Golding      | James         | Thursday 1:00:00 PM   | Naupaka Ballroom 5 | EDU5 |
| Golicic      | Susan         | Wednesday 3:00:00 PM  | Naupaka Ballroom 3 | OLS4 |
| Golicic      | Susan         | Thursday 10:00:00 AM  | Naupaka Ballroom 2 | OLS6 |
| Gomaa        | Ahmed         | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Gomaa        | Mohamed       | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Gonzalez     | Maria         | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Graft        | Vivian        | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| Griffis      | Stanley       | Wednesday 3:00:00 PM  | Naupaka Ballroom 3 | OLS4 |
| Griffiths    | Amy Jane      | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Haddad       | Kamal         | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Hamidi       | Maryam        | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| Hao          | Jong-Yu Paula | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Hardcastle   | Valerie       | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| Harrison     | Emily         | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| He           | Haihong       | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| He           | Jing          | Wednesday 10:00:00 AM | Naupaka Ballroom 1 | FIN1 |
| He           | Yuanjie       | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| He           | Yuanjie       | Thursday 10:00:00 AM  | Naupaka Ballroom 4 | SSS2 |
| Hilend       | Rowan         | Wednesday 3:00:00 PM  | Naupaka Ballroom 3 | OLS4 |
| Ho           | Thuong        | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| Hoffman      | David Lynn    | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |
| Hoffman      | David Lynn    | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |
| Hoffman      | David Lynn    | Friday 8:00:00 AM     | Naupaka Ballroom 2 | MEO3 |
| Hogelucht    | Kim           | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |

| Last Name     | First Name     |                       |                    |      |
|---------------|----------------|-----------------------|--------------------|------|
| Hollingworth  | David          | Thursday 3:00:00 PM   | Naupaka Ballroom 5 | BES2 |
| Holsapple     | Clyde          | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |
| Hong          | Jae-Dong       | Thursday 10:00:00 AM  | Naupaka Ballroom 2 | OLS6 |
| Hoque         | Lamiya         | Wednesday 3:00:00 PM  | Naupaka Ballroom 2 | PPA1 |
| Howard        | Jennifer       | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Hsu           | Hui-Mei        | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| Hsu           | Jeffrey        | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Hsu           | Shih-Chieh     | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| Hu            | Tao            | Wednesday 1:00:00 PM  | Naupaka Ballroom 1 | IEB1 |
| Huang         | Feigao (Kelly) | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |
| Huang         | Hallie         | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Huang         | Wei-Hao        | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| Huang         | Xuan           | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Huddleston    | Patricia       | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Huddleston    | Patricia       | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Hur           | Mansik         | Thursday 1:00:00 PM   | Naupaka Ballroom 2 | OLS7 |
| Hurley-Hanson | Amy E.         | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Hurley-Hanson | Amy E.         | Friday 8:00:00 AM     | Naupaka Ballroom 3 | EDU4 |
| Hussain       | Mahmood        | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Huynh         | Candice        | Thursday 10:00:00 AM  | Naupaka Ballroom 2 | OLS6 |
| Hwang         | Drew           | Thursday 10:00:00 AM  | Naupaka Ballroom 4 | SSS2 |
| Hwang         | Drew           | Friday 8:00:00 AM     | Naupaka Ballroom 3 | EDU4 |
| Idiagbon-Oke  | Moronke        | Wednesday 8:00:00 AM  | Naupaka Ballroom 5 | BES1 |
| Idug          | Yavuz          | Wednesday 3:00:00 PM  | Naupaka Ballroom 3 | OLS4 |
| Illia         | Abdou          | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| In            | Joonhwan       | Wednesday 3:00:00 PM  | Naupaka Ballroom 1 | OLS3 |
| In            | Joonhwan       | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |
| Iqbal         | Muhammad Sabee | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Isaak         | Valerie        | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Islam         | Shahidul       | Friday 8:00:00 AM     | Naupaka Ballroom 6 | BES3 |
| Iyer          | Vish           | Wednesday 8:00:00 AM  | Naupaka Ballroom 5 | BES1 |
| Iyer          | Vish           | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| Iyer          | Vish           | Thursday 1:00:00 PM   | Naupaka Ballroom 5 | EDU5 |
| Jackowski     | Mick           | Wednesday 3:00:00 PM  | Naupaka Ballroom 4 | MKT3 |
| Jackowski     | Mick           | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| Jacobs        | Aimee          | Wednesday 8:00:00 AM  | Naupaka Ballroom 4 | EDU1 |
| Jafari Gorizi | Amirsalar      | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| Jafarnejad    | Mohammad       | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Jalili        | Monir          | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Jeong         | Kiyoung        | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Jeong         | Kiyoung        | Thursday 10:00:00 AM  | Naupaka Ballroom 2 | OLS6 |
| Jiang         | Haoqiang       | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Jin           | Qiyuan (Roger) | Thursday 8:00:00 AM   | Naupaka Ballroom 2 | PPA2 |
| Johnson       | Richard        | Wednesday 8:00:00 AM  | Naupaka Ballroom 7 | MOS1 |
| Joo           | Hye-Young      | Thursday 1:00:00 PM   | Naupaka Ballroom 4 | MSQ3 |
| Joo           | Seong-Jong     | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Joo           | Seong-Jong     | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Joo           | Seong-Jong     | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Jung          | Jae Min        | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| Jung          | Jae Min        | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Jung          | Jae Min        | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |

| Last Name       | First Name     |                       |                    |      |
|-----------------|----------------|-----------------------|--------------------|------|
| Kanathanavanich | Chokdee        | Wednesday 1:00:00 PM  | Naupaka Ballroom 1 | IEB1 |
| Kang            | Christine      | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| Karimi          | Majid          | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Keane           | Michael        | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Khanna          | Varun          | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Kim             | Ben            | Friday 10:00:00 AM    | Naupaka Ballroom 3 | MBA3 |
| Kim             | Chinkyung      | Thursday 3:00:00 PM   | Naupaka Ballroom 5 | BES2 |
| Kim             | Esther         | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Kim             | Eun Joo        | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Kim             | Hyejin         | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Kim             | Minji          | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Ko              | Ken            | Thursday 3:00:00 PM   | Naupaka Ballroom 2 | MSQ1 |
| koffi           | Dumor          | Thursday 1:00:00 PM   | Naupaka Ballroom 4 | MSQ3 |
| Kononova        | Anastasia      | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Krishnamurthy   | Sandeep        | Wednesday 10:00:00 AM | Naupaka Ballroom 4 | SSS1 |
| Krishnan        | Sudha          | Wednesday 8:00:00 AM  | Naupaka Ballroom 1 | ACC2 |
| Krishnan        | Sudha          | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Krishnan        | Sudha          | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Krishnan        | Sudha          | Thursday 10:00:00 AM  | Naupaka Ballroom 4 | SSS2 |
| Krishnan        | Sudha          | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Kulikov         | Elena          | Thursday 8:00:00 AM   | Naupaka Ballroom 4 | SSS3 |
| Kumar           | Rita           | Wednesday 8:00:00 AM  | Naupaka Ballroom 4 | EDU1 |
| Kunz            | Nathan         | Wednesday 3:00:00 PM  | Naupaka Ballroom 1 | OLS3 |
| Kwak            | Dong-Heon      | Friday 8:00:00 AM     | Naupaka Ballroom 2 | MEO3 |
| Kwan            | Chang Yee      | Thursday 8:00:00 AM   | Naupaka Ballroom 2 | PPA2 |
| Kwon            | Maria          | Thursday 3:00:00 PM   | Naupaka Ballroom 5 | BES2 |
| Kwon            | Ojung          | Thursday 3:00:00 PM   | Naupaka Ballroom 5 | BES2 |
| Lai             | Lei            | Friday 10:00:00 AM    | Naupaka Ballroom 2 | MEO4 |
| Landa           | Sabrina        | Wednesday 8:00:00 AM  | Naupaka Ballroom 1 | ACC2 |
| Landa           | Sabrina        | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Landa           | Sabrina        | Thursday 3:00:00 PM   | Naupaka Ballroom 4 | EDU2 |
| Lane            | Laurel         | Wednesday 8:00:00 AM  | Naupaka Ballroom 3 | MKT1 |
| Larisa Segrest  | Sharon         | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Larisa Segrest  | Sharon         | Friday 8:00:00 AM     | Naupaka Ballroom 3 | EDU4 |
| LAVI            | ORNA STEINER   | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Le              | Steven         | Thursday 10:00:00 AM  | Naupaka Ballroom 1 | FIN4 |
| Lee             | C. Christopher | Friday 8:00:00 AM     | Naupaka Ballroom 2 | MEO3 |
| Lee             | Chan Hwan      | Thursday 8:00:00 AM   | Naupaka Ballroom 1 | SUS2 |
| Lee             | Justin         | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| Lee             | Simon          | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| Lee             | Yung-Jae       | Wednesday 8:00:00 AM  | Naupaka Ballroom 3 | MKT1 |
| Lei             | Ming           | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Li              | Chien-Nan      | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| Li              | Hui            | Thursday 8:00:00 AM   | Naupaka Ballroom 2 | PPA2 |
| Li              | Juanjuan       | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Li              | Shuo           | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Liang           | Weimin         | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| Lin             | Ingrid         | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Lin             | Ping           | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Lin             | Ping           | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Lin             | Shu            | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |

| Last Name    | First Name     |                       |                    |      |
|--------------|----------------|-----------------------|--------------------|------|
| Liu          | Chin-Yen Alice | Thursday 1:00:00 PM   | Naupaka Ballroom 5 | EDU5 |
| Liu          | Fang-Chun      | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| Lohr         | Derrick        | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Loranger     | David          | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Lu-Andrews   | Ran            | Wednesday 10:00:00 AM | Naupaka Ballroom 1 | FIN1 |
| Lunday       | Brian          | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Lunday       | Brian          | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Luthans      | Brett          | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Luthans      | Kyle           | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Ly           | Britney        | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| M. Romanova  | Irina          | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Macaulay     | Craig          | Thursday 3:00:00 PM   | Naupaka Ballroom 5 | BES2 |
| Macdonald    | John           | Wednesday 3:00:00 PM  | Naupaka Ballroom 3 | OLS4 |
| Mackelprang  | Alan           | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Mahoney      | Christine      | Friday 8:00:00 AM     | Naupaka Ballroom 2 | MEO3 |
| malhotra     | manoj          | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Manshad      | Moe            | Wednesday 8:00:00 AM  | Naupaka Ballroom 5 | BES1 |
| Manshad      | Moe            | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| Manshad      | Moe            | Thursday 1:00:00 PM   | Naupaka Ballroom 5 | EDU5 |
| Martinez     | Jose           | Thursday 8:00:00 AM   | Naupaka Ballroom 4 | SSS3 |
| Martinez     | Jose           | Thursday 8:00:00 AM   | Naupaka Ballroom 2 | PPA2 |
| McAlister    | Anna           | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| McEnulty     | Frank          | Wednesday 10:00:00 AM | Naupaka Ballroom 4 | SSS1 |
| McGrady      | Pavlina        | Thursday 10:00:00 AM  | Naupaka Ballroom 2 | OLS6 |
| Miele        | Jennifer       | Thursday 1:00:00 PM   | Naupaka Ballroom 3 | FIN2 |
| Min          | Hokey          | Thursday 1:00:00 PM   | Naupaka Ballroom 4 | MSQ3 |
| Min          | Kyeong Sam     | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| Mishra       | Suchismita     | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Mobtahej     | Pooyan         | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| MOHANTY      | SUNIL          | Thursday 10:00:00 AM  | Naupaka Ballroom 1 | FIN4 |
| Moisio       | Risto          | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| Moshirvaziri | Khosrow        | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| MUN          | KWON GI        | Thursday 8:00:00 AM   | Naupaka Ballroom 1 | SUS2 |
| Mundel       | Juan           | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Mundel       | Juan           | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Murphy       | Kenneth E.     | Friday 8:00:00 AM     | Naupaka Ballroom 3 | EDU4 |
| Murray       | Noel           | Wednesday 3:00:00 PM  | Naupaka Ballroom 4 | MKT3 |
| Murthy       | Nagesh         | Thursday 8:00:00 AM   | Naupaka Ballroom 1 | SUS2 |
| Nadkarni     | Sanjay         | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Nag          | Barin          | Thursday 1:00:00 PM   | Naupaka Ballroom 2 | OLS7 |
| Nair         | Anand          | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |
| Nalbandian   | Rozina         | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| Nath         | Anupam         | Thursday 10:00:00 AM  | Naupaka Ballroom 5 | IEB2 |
| Nguyen       | Anh            | Wednesday 10:00:00 AM | Naupaka Ballroom 1 | FIN1 |
| Nguyen       | Vinh Huy       | Thursday 1:00:00 PM   | Naupaka Ballroom 3 | FIN2 |
| Nguyen       | Vinh Huy       | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Norman       | Benjamin       | Thursday 3:00:00 PM   | Naupaka Ballroom 4 | EDU2 |
| Norman       | Thomas         | Thursday 8:00:00 AM   | Naupaka Ballroom 4 | SSS3 |
| Norman       | Thomas         | Thursday 1:00:00 PM   | Naupaka Ballroom 5 | EDU5 |
| Norman       | Thomas         | Thursday 3:00:00 PM   | Naupaka Ballroom 4 | EDU2 |
| Norman       | Thomas         | Friday 10:00:00 AM    | Naupaka Ballroom 1 | EDU6 |

| Last Name          | First Name       |                       |                    |      |
|--------------------|------------------|-----------------------|--------------------|------|
| Noteboom           | Cherie           | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Oestreich          | Nathan           | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Oestreich          | Nathan           | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Ogden              | Jeff             | Wednesday 3:00:00 PM  | Naupaka Ballroom 3 | OLS4 |
| Oh                 | Jaeyoung         | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |
| Oh                 | Jae-Young        | Wednesday 3:00:00 PM  | Naupaka Ballroom 1 | OLS3 |
| Oke                | Adegoke          | Wednesday 8:00:00 AM  | Naupaka Ballroom 5 | BES1 |
| Oke                | Adegoke          | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |
| Oxman              | Jeffrey          | Thursday 10:00:00 AM  | Naupaka Ballroom 1 | FIN4 |
| Ozanich            | Gary             | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| Padilla            | Aivanna          | Thursday 3:00:00 PM   | Naupaka Ballroom 4 | EDU2 |
| Palmer             | John             | Wednesday 8:00:00 AM  | Naupaka Ballroom 1 | ACC2 |
| Palmer             | John             | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Pan                | Wenting          | Thursday 10:00:00 AM  | Naupaka Ballroom 2 | OLS6 |
| Pangburn           | Michael          | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Parast             | Mahour           | Wednesday 1:00:00 PM  | Naupaka Ballroom 4 | MEO2 |
| Park               | Samantha Seayoun | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Parkhill           | Daniel           | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Patil              | Vivek            | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Phan               | Jonathan         | Thursday 3:00:00 PM   | Naupaka Ballroom 5 | BES2 |
| Phan               | Jonathan         | Friday 8:00:00 AM     | Naupaka Ballroom 6 | BES3 |
| Phengpis           | Chanwit          | Thursday 10:00:00 AM  | Naupaka Ballroom 1 | FIN4 |
| Pike               | Ron              | Wednesday 8:00:00 AM  | Naupaka Ballroom 4 | EDU1 |
| Podder             | Mohua            | Thursday 3:00:00 PM   | Naupaka Ballroom 2 | MSQ1 |
| Prager             | Fynnwin          | Thursday 8:00:00 AM   | Naupaka Ballroom 2 | PPA2 |
| Preiser-Houy       | Larisa           | Wednesday 8:00:00 AM  | Naupaka Ballroom 4 | EDU1 |
| Price              | Willard          | Thursday 1:00:00 PM   | Naupaka Ballroom 4 | MSQ3 |
| Prombutr           | Wikrom           | Thursday 10:00:00 AM  | Naupaka Ballroom 1 | FIN4 |
| Qian               | Zhuang           | Thursday 8:00:00 AM   | Naupaka Ballroom 1 | SUS2 |
| Raafat             | Feraidoon (Fred) | Wednesday 8:00:00 AM  | Naupaka Ballroom 3 | MKT1 |
| Raafat             | Feraidoon (Fred) | Wednesday 8:00:00 AM  | Naupaka Ballroom 3 | MKT1 |
| Rafique            | Raza             | Thursday 8:00:00 AM   | Naupaka Ballroom 1 | SUS2 |
| Rajasekaran        | Rohith           | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| Raju               | Sudhakar         | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Rawls              | Krystal          | Friday 10:00:00 AM    | Naupaka Ballroom 1 | EDU6 |
| Razi               | Muhammad         | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Reineck            | Thomas           | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Rhoads             | Mohja            | Thursday 8:00:00 AM   | Naupaka Ballroom 2 | PPA2 |
| Richards           | Jef              | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Richardson         | Robert           | Wednesday 3:00:00 PM  | Naupaka Ballroom 1 | OLS3 |
| Rikhtehgar Berenji | Hossein          | Thursday 8:00:00 AM   | Naupaka Ballroom 1 | SUS2 |
| Rodriguez          | Sofia            | Friday 10:00:00 AM    | Naupaka Ballroom 3 | MBA3 |
| Rodriguez Ramirez  | Edgar            | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Rolland            | Erik             | Wednesday 10:00:00 AM | Naupaka Ballroom 4 | SSS1 |
| Rothenberger       | Marcus           | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Ryu                | Kisang           | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| S. Vowles          | Nicole           | Wednesday 8:00:00 AM  | Naupaka Ballroom 3 | MKT1 |
| S. Vowles          | Nicole           | Wednesday 3:00:00 PM  | Naupaka Ballroom 4 | MKT3 |
| Saboori-Deilami    | Vafa             | Wednesday 8:00:00 AM  | Naupaka Ballroom 3 | MKT1 |
| Sage               | Judith           | Wednesday 8:00:00 AM  | Naupaka Ballroom 1 | ACC2 |
| Sage               | Lloyd            | Wednesday 8:00:00 AM  | Naupaka Ballroom 1 | ACC2 |

| Last Name      | First Name  |                       |                    |      |
|----------------|-------------|-----------------------|--------------------|------|
| Saghafi        | Massoud     | Wednesday 8:00:00 AM  | Naupaka Ballroom 3 | MKT1 |
| Salehan        | Mohammad    | Friday 10:00:00 AM    | Naupaka Ballroom 3 | MBA3 |
| Salerno        | Christopher | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| Salhi          | Hamoud      | Thursday 8:00:00 AM   | Naupaka Ballroom 4 | SSS3 |
| Salih          | Aslihan     | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Sarican        | Funda       | Thursday 8:00:00 AM   | Naupaka Ballroom 5 | MBA2 |
| Schofield      | April       | Wednesday 3:00:00 PM  | Naupaka Ballroom 4 | MKT3 |
| Schofield      | April       | Wednesday 3:00:00 PM  | Naupaka Ballroom 4 | MKT3 |
| Schofield      | April       | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| Scigliompaglia | Donald      | Wednesday 8:00:00 AM  | Naupaka Ballroom 3 | MKT1 |
| Seo            | Yong Won    | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Serrano        | Krystal     | Thursday 8:00:00 AM   | Naupaka Ballroom 7 | MKT4 |
| Shafer         | Dominic     | Thursday 3:00:00 PM   | Naupaka Ballroom 5 | BES2 |
| Shafer         | Dominic     | Friday 8:00:00 AM     | Naupaka Ballroom 6 | BES3 |
| Shah           | Nupur       | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Shan           | Gene        | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Shang          | Shari S. C. | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Shen           | Qiansan     | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| Shi            | Hui         | Friday 8:00:00 AM     | Naupaka Ballroom 3 | EDU4 |
| Shi            | Ruixia      | Thursday 8:00:00 AM   | Naupaka Ballroom 5 | MBA2 |
| Shin           | Ho Wook     | Friday 8:00:00 AM     | Naupaka Ballroom 6 | BES3 |
| SHIRANI        | ASHRAF      | Wednesday 1:00:00 PM  | Naupaka Ballroom 2 | MBA1 |
| Shokoohyar     | Sina        | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| Shokoohyar     | Sina        | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Shokoohyar     | Sina        | Thursday 3:00:00 PM   | Naupaka Ballroom 2 | MSQ1 |
| Shulga         | Lenna       | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Shulga         | Lenna       | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Shulga         | Lenna       | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Sinclair       | Andrew      | Wednesday 1:00:00 PM  | Naupaka Ballroom 3 | MSQ2 |
| Singhal        | Cherry      | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Smith          | Kevin       | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Smith          | Sheldon     | Wednesday 8:00:00 AM  | Naupaka Ballroom 1 | ACC2 |
| Smith          | Wayne W.    | Wednesday 10:00:00 AM | Naupaka Ballroom 6 | EDU3 |
| Snyman         | Johannes    | Friday 10:00:00 AM    | Naupaka Ballroom 2 | MEO4 |
| Sobhani        | Ahmad       | Thursday 3:00:00 PM   | Naupaka Ballroom 2 | MSQ1 |
| Sobhani        | Anae        | Thursday 3:00:00 PM   | Naupaka Ballroom 2 | MSQ1 |
| Solt           | Michael     | Wednesday 10:00:00 AM | Naupaka Ballroom 4 | SSS1 |
| Son            | Myungsoo    | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Song           | Hakjoon     | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Sordi          | Andrea      | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |
| Spencer        | Daniel      | Wednesday 10:00:00 AM | Naupaka Ballroom 5 | HOS1 |
| Stanny         | Elizabeth   | Friday 8:00:00 AM     | Naupaka Ballroom 2 | MEO3 |
| Stanny         | Elizabeth   | Friday 10:00:00 AM    | Naupaka Ballroom 1 | EDU6 |
| Stantz         | Juliet      | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Stasio         | Joe         | Thursday 3:00:00 PM   | Naupaka Ballroom 4 | EDU2 |
| Stewart        | Christopher | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |
| Stratton       | Micheal     | Wednesday 10:00:00 AM | Naupaka Ballroom 4 | SSS1 |
| Su             | Xuemei      | Thursday 8:00:00 AM   | Naupaka Ballroom 5 | MBA2 |
| Sun            | Alice       | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Sun            | Rui         | Wednesday 3:00:00 PM  | Naupaka Ballroom 2 | PPA1 |
| Sun            | Rui         | Thursday 8:00:00 AM   | Naupaka Ballroom 2 | PPA2 |

| Last Name    | First Name         |                       |                    |      |
|--------------|--------------------|-----------------------|--------------------|------|
| Survase      | Sheetal            | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| Swanson      | David              | Wednesday 3:00:00 PM  | Naupaka Ballroom 1 | OLS3 |
| Swierczek    | Artur              | Wednesday 3:00:00 PM  | Naupaka Ballroom 1 | OLS3 |
| Swierczek    | Artur              | Wednesday 3:00:00 PM  | Naupaka Ballroom 1 | OLS3 |
| Szidarovszky | Ferenc             | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| Tahsin       | Salman             | Thursday 1:00:00 PM   | Naupaka Ballroom 3 | FIN2 |
| Tang         | Zhenya             | Wednesday 1:00:00 PM  | Naupaka Ballroom 1 | IEB1 |
| Tao          | Zhi                | Thursday 8:00:00 AM   | Naupaka Ballroom 1 | SUS2 |
| Tarn         | J. Michael         | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Tate         | Wendy              | Thursday 8:00:00 AM   | Naupaka Ballroom 3 | OLS5 |
| Tate         | Wendy              | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Taylor       | David              | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Thai         | Trang              | Wednesday 10:00:00 AM | Naupaka Ballroom 1 | FIN1 |
| Thal         | Al                 | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Thal         | Al                 | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Torne        | Joan               | Friday 10:00:00 AM    | Naupaka Ballroom 1 | EDU6 |
| Tran         | Trang              | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Tsai         | Min-Jen            | Wednesday 8:00:00 AM  | Naupaka Ballroom 5 | BES1 |
| Tseng        | Cheng-Te           | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Tung         | Tracie             | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Urbanski     | John               | Friday 8:00:00 AM     | Naupaka Ballroom 2 | MEO3 |
| Urbanski     | John               | Friday 10:00:00 AM    | Naupaka Ballroom 1 | EDU6 |
| V. Noskova   | Elena              | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Valentnie    | Sean               | Thursday 3:00:00 PM   | Naupaka Ballroom 5 | BES2 |
| Valluri      | Chandrasekhar (Cha | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Villareal    | Rolando            | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Wagoner      | Marty Van          | Wednesday 8:00:00 AM  | Naupaka Ballroom 1 | ACC2 |
| Wang         | Honggang           | Thursday 8:00:00 AM   | Naupaka Ballroom 5 | MBA2 |
| Wang         | Honggang           | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Wang         | Ming               | Thursday 3:00:00 PM   | Naupaka Ballroom 1 | MOS3 |
| Wang         | Yu                 | Thursday 10:00:00 AM  | Naupaka Ballroom 4 | SSS2 |
| Wang2        | Ying               | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Wardell      | Don                | Thursday 1:00:00 PM   | Naupaka Ballroom 4 | MSQ3 |
| Warkentin    | Merrill            | Wednesday 1:00:00 PM  | Naupaka Ballroom 1 | IEB1 |
| Washburn     | Mark               | Wednesday 8:00:00 AM  | Naupaka Ballroom 5 | BES1 |
| Washburn     | Mark               | Wednesday 10:00:00 AM | Naupaka Ballroom 4 | SSS1 |
| Waynick      | Randall            | Wednesday 8:00:00 AM  | Naupaka Ballroom 6 | MEO1 |
| Weir         | Jeff               | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Wen          | Chao               | Thursday 10:00:00 AM  | Naupaka Ballroom 3 | MKT5 |
| Wie          | Seunghee           | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Williamson   | James              | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Winter       | Marc               | Friday 10:00:00 AM    | Naupaka Ballroom 3 | MBA3 |
| Wong         | Christina          | Wednesday 1:00:00 PM  | Naupaka Ballroom 5 | MKT2 |
| Wynn         | Jinyoung P.        | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Wyrick       | Cheryl             | Thursday 1:00:00 PM   | Naupaka Ballroom 5 | EDU5 |
| Xia          | Harry              | Friday 8:00:00 AM     | Naupaka Ballroom 5 | ACC4 |
| Xie          | Peng               | Wednesday 1:00:00 PM  | Naupaka Ballroom 1 | IEB1 |
| Xu           | Bing               | Thursday 8:00:00 AM   | Naupaka Ballroom 2 | PPA2 |
| Yang         | Steve              | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| Yang         | Yeongling          | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| Yang         | ZHIBIN (BEN)       | Thursday 8:00:00 AM   | Naupaka Ballroom 1 | SUS2 |



| Last Name  | First Name |                       |                    |      |
|------------|------------|-----------------------|--------------------|------|
| Yao        | Xinyan     | Friday 8:00:00 AM     | Naupaka Ballroom 1 | OLS1 |
| Yazdani    | Alireza    | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Yeo        | Chang Seob | Wednesday 8:00:00 AM  | Naupaka Ballroom 3 | MKT1 |
| Yu         | Wei        | Thursday 1:00:00 PM   | Naupaka Ballroom 3 | FIN2 |
| Yur-Austin | Jasmine    | Wednesday 10:00:00 AM | Naupaka Ballroom 1 | FIN1 |
| Yur-Austin | Jasmine    | Thursday 3:00:00 PM   | Naupaka Ballroom 4 | EDU2 |
| YuThompson | Yin        | Wednesday 10:00:00 AM | Naupaka Ballroom 1 | FIN1 |
| Zacharia   | Zach       | Thursday 10:00:00 AM  | Naupaka Ballroom 2 | OLS6 |
| Zappia     | Natale     | Thursday 1:00:00 PM   | Naupaka Ballroom 1 | SUS3 |
| Zare       | Sina       | Wednesday 1:00:00 PM  | Naupaka Ballroom 2 | MBA1 |
| Zawadzki   | Marcelo    | Wednesday 1:00:00 PM  | Naupaka Ballroom 6 | MIL1 |
| Zeng       | Shuo       | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| Zhang      | Gaiyan     | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Zhang      | Ruidong    | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Zhang      | Ruoqing    | Friday 8:00:00 AM     | Naupaka Ballroom 2 | MEO3 |
| Zhang      | Sanjian    | Wednesday 10:00:00 AM | Naupaka Ballroom 2 | ACC3 |
| Zhang      | Sonya      | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| Zhang      | Xiaoni     | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |
| Zhang      | Xiaoni     | Thursday 8:00:00 AM   | Naupaka Ballroom 6 | IEB4 |
| Zhang      | Ying       | Thursday 10:00:00 AM  | Naupaka Ballroom 1 | FIN4 |
| Zhao       | Le         | Thursday 3:00:00 PM   | Naupaka Ballroom 3 | FIN3 |
| Zhao       | Lijuan     | Thursday 3:00:00 PM   | Naupaka Ballroom 6 | ACC1 |
| Zhao       | Meng       | Thursday 1:00:00 PM   | Naupaka Ballroom 6 | HOS2 |
| Zhao       | Ran        | Wednesday 10:00:00 AM | Naupaka Ballroom 1 | FIN1 |
| Zhao       | Xia        | Thursday 8:00:00 AM   | Naupaka Ballroom 4 | SSS3 |
| Zhao       | Yabing     | Thursday 8:00:00 AM   | Naupaka Ballroom 1 | SUS2 |
| Zhou       | Yuan       | Wednesday 10:00:00 AM | Naupaka Ballroom 7 | MOS2 |
| Zhou       | Zhong-guo  | Thursday 10:00:00 AM  | Naupaka Ballroom 1 | FIN4 |
| Zhu        | Lu         | Wednesday 10:00:00 AM | Naupaka Ballroom 1 | FIN1 |
| Zhu        | Wenge      | Wednesday 8:00:00 AM  | Naupaka Ballroom 2 | SUS1 |
| Zhu        | Xiaodi     | Wednesday 3:00:00 PM  | Naupaka Ballroom 5 | IEB3 |

## Session Chair Schedule (by Last Name)

### Session Chair Name

|                        |           |          |      |                    |
|------------------------|-----------|----------|------|--------------------|
| Ardavan Asef-vaziri    | Wednesday | 8:00 AM  | MOS1 | Naupaka Ballroom 7 |
| Sally Baalbaki-Yassine | Thursday  | 8:00 AM  | MKT4 | Naupaka Ballroom 7 |
| Biff Baker             | Friday    | 10:00 AM | MEO4 | Naupaka Ballroom 2 |
| Seyhmus Baloglu        | Thursday  | 1:00 PM  | HOS2 | Naupaka Ballroom 6 |
| David Bechtold         | Friday    | 8:00 AM  | MEO3 | Naupaka Ballroom 2 |
| Theodore Byrne         | Wednesday | 3:00 PM  | PPA1 | Naupaka Ballroom 2 |
| SHUKTIKA CHATTERJEE    | Wednesday | 1:00 PM  | MBA1 | Naupaka Ballroom 2 |
| SHUKTIKA CHATTERJEE    | Wednesday | 3:00 PM  | IEB3 | Naupaka Ballroom 5 |
| Xiaofeng Chen          | Friday    | 8:00 AM  | BES3 | Naupaka Ballroom 6 |
| David Czerwinski       | Friday    | 8:00 AM  | EDU4 | Naupaka Ballroom 3 |
| Sean Eom               | Thursday  | 3:00 PM  | EDU2 | Naupaka Ballroom 4 |
| Saeideh Fallah-Fini    | Wednesday | 10:00 AM | MOS2 | Naupaka Ballroom 7 |
| Shunlan Fang           | Wednesday | 8:00 AM  | ACC2 | Naupaka Ballroom 1 |
| Felix Flores           | Wednesday | 1:00 PM  | MKT2 | Naupaka Ballroom 5 |
| Gary Gaukler           | Wednesday | 1:00 PM  | IEB1 | Naupaka Ballroom 1 |
| Debora Gilliard        | Wednesday | 8:00 AM  | MEO1 | Naupaka Ballroom 6 |
| Susan Golicic          | Thursday  | 10:00 AM | OLS6 | Naupaka Ballroom 2 |
| Stanley Griffis        | Wednesday | 3:00 PM  | OLS4 | Naupaka Ballroom 3 |
| Maryam Hamidi          | Thursday  | 3:00 PM  | MOS3 | Naupaka Ballroom 1 |
| Yuanjie He             | Thursday  | 10:00 AM | SSS2 | Naupaka Ballroom 4 |
| Mansik Hur             | Thursday  | 1:00 PM  | OLS7 | Naupaka Ballroom 2 |
| Moronke Idiagbon-Oke   | Wednesday | 8:00 AM  | BES1 | Naupaka Ballroom 5 |
| Vish Iyer              | Thursday  | 1:00 PM  | EDU5 | Naupaka Ballroom 5 |
| Mick Jackowski         | Wednesday | 3:00 PM  | MKT3 | Naupaka Ballroom 4 |
| Aimee Jacobs           | Wednesday | 8:00 AM  | EDU1 | Naupaka Ballroom 4 |
| Ken Ko                 | Thursday  | 3:00 PM  | MSQ1 | Naupaka Ballroom 2 |
| Sudha Krishnan         | Wednesday | 10:00 AM | ACC3 | Naupaka Ballroom 2 |
| Ojoung Kwon            | Thursday  | 3:00 PM  | BES2 | Naupaka Ballroom 5 |
| Sabrina Landa          | Friday    | 8:00 AM  | ACC4 | Naupaka Ballroom 5 |
| Simon Lee              | Thursday  | 10:00 AM | IEB2 | Naupaka Ballroom 5 |
| Kyle Luthans           | Wednesday | 1:00 PM  | MEO2 | Naupaka Ballroom 4 |
| Jennifer Miele         | Thursday  | 1:00 PM  | FIN2 | Naupaka Ballroom 3 |
| Vinh Huy Nguyen        | Thursday  | 3:00 PM  | FIN3 | Naupaka Ballroom 3 |
| Nathan Oestreich       | Thursday  | 3:00 PM  | ACC1 | Naupaka Ballroom 6 |
| Larisa Preiser-Houy    | Friday    | 10:00 AM | EDU6 | Naupaka Ballroom 1 |
| Wikrom Prombutr        | Thursday  | 10:00 AM | FIN4 | Naupaka Ballroom 1 |
| Erik Rolland           | Wednesday | 10:00 AM | SSS1 | Naupaka Ballroom 4 |
| Nicole S. Vowles       | Wednesday | 8:00 AM  | MKT1 | Naupaka Ballroom 3 |
| Mohammad Salehan       | Friday    | 10:00 AM | MBA3 | Naupaka Ballroom 3 |
| Gene Shan              | Wednesday | 10:00 AM | EDU3 | Naupaka Ballroom 6 |
| Sina Shokoohyar        | Wednesday | 8:00 AM  | SUS1 | Naupaka Ballroom 2 |
| Sina Shokoohyar        | Wednesday | 1:00 PM  | MSQ2 | Naupaka Ballroom 3 |
| Lenna Shulga           | Wednesday | 10:00 AM | HOS1 | Naupaka Ballroom 5 |
| Cherry Singhal         | Friday    | 8:00 AM  | OLS1 | Naupaka Ballroom 1 |
| Rui Sun                | Thursday  | 8:00 AM  | PPA2 | Naupaka Ballroom 2 |
| Artur Swierczek        | Wednesday | 3:00 PM  | OLS3 | Naupaka Ballroom 1 |
| Wendy Tate             | Thursday  | 8:00 AM  | OLS5 | Naupaka Ballroom 3 |

Session Chair Name

|                    |           |          |      |                    |
|--------------------|-----------|----------|------|--------------------|
| Trang Tran         | Thursday  | 10:00 AM | MKT5 | Naupaka Ballroom 3 |
| Don Wardell        | Thursday  | 1:00 PM  | MSQ3 | Naupaka Ballroom 4 |
| Jeff Weir          | Wednesday | 1:00 PM  | MIL1 | Naupaka Ballroom 6 |
| Jasmine Yur-Austin | Wednesday | 10:00 AM | FIN1 | Naupaka Ballroom 1 |
| Natale Zappia      | Thursday  | 1:00 PM  | SUS3 | Naupaka Ballroom 1 |
| Sina Zare          | Thursday  | 8:00 AM  | MBA2 | Naupaka Ballroom 5 |
| Ruidong Zhang      | Thursday  | 8:00 AM  | IEB4 | Naupaka Ballroom 6 |
| Xia Zhao           | Thursday  | 8:00 AM  | SSS3 | Naupaka Ballroom 4 |
| Yabing Zhao        | Thursday  | 8:00 AM  | SUS2 | Naupaka Ballroom 1 |

# Program Schedule by Date and Time

## Wednesday, April 6, 2022

**Wednesday, April 6, 2022**

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

|             |   |                  |                |  |
|-------------|---|------------------|----------------|--|
| <b>ACC2</b> | <b>Teaching &amp; Learning in Accounting</b>  | <b>Wednesday</b> | <b>8:00 AM</b> | <b>Naupaka Ballroom 1</b>                              |
|             | Chair: Shunlan Fang   |                  |                | Kent State University                                  |
|             | BOND REPURCHASES: A TEACHING CASE (PAPER ID: 170)   |                  |                |  |
|             | Sheldon Smith   |                  |                | Utah Valley University                                 |
|             | Marty Van Wagoner   |                  |                | Utah Valley University                                 |
|             | TEACHING INTERMEDIATE ACCOUNTING I USING PROBLEM-BASED LEARNING (PBL) CONTINUUM AND TEAM-BASED LEARNING (TBL) (PAPER ID: 278)                   |                  |                |  |
|             | Judith Sage   |                  |                | Sage & Sage  |
|             | Lloyd Sage  |                  |                | Sage and Sage  |
|             | THE BUCK DOES NOT STOP HERE: DEVELOPING A FRAMEWORK FOR LIFE-LONG LEARNING AFTER GRADUATION (PAPER ID: 293)                                     |                  |                |  |
|             | Sabrina Landa   |                  |                | California State Univ. Long Beach                      |
|             | Sudha Krishnan  |                  |                | California State Univ. Long Beach                      |
|             | Greg Gaynor   |                  |                | California State Univ. Long Beach                      |
|             | John Palmer   |                  |                | California State Univ. Long Beach                      |
| <b>SUS1</b> | <b>Sustainability Issues in Decision Making I</b>   | <b>Wednesday</b> | <b>8:00 AM</b> | <b>Naupaka Ballroom 2</b>                              |
|             | Chair: Sina Shokoohyar  |                  |                | Saint Joseph's University                              |
|             | SUSTAINABILITY VS PROFITABILITY: A DECISION-MAKING MODEL (PAPER ID: 89)   |                  |                |  |
|             | Wenge Zhu   |                  |                | California State Polytechnic University, Pomona        |
|             | TRANSPORTATION IN THE PATH OF SUSTAINABILITY: A SYSTEMATIC QUANTITATIVE REVIEW OF CASE STUDIES (PAPER ID: 248)                                  |                  |                |  |
|             | Sina Shokoohyar   |                  |                | Saint Joseph's University                              |
|             | Amirsalar Jafari Gorizi   |                  |                | American University                                    |
|             | Vahid Ghomi   |                  |                | Penn State Mont Alto                                   |
|             | Weimin Liang  |                  |                | Saint Joseph's University                              |
|             | CROSS-CULTURAL COMPARISONS OF CONSUMER RESPONSES TO COVID-19 PROTOCOLS AND TOURISM ACTIVITIES: FROM THE TEXT ANALYSIS OF TWEETS (PAPER ID: 287) |                  |                |  |
|             | Jae Min Jung  |                  |                | California State Polytechnic University Pomona         |
|             | Shuo Zeng   |                  |                | California State Polytechnic University, Pomona        |
|             | Kyeong Sam Min  |                  |                | University of New Orleans                              |
|             | Yuanjie He  |                  |                | California State Polytechnic University, Pomona        |
|             | Kisang Ryu  |                  |                | Sejong University                                      |
|             | ANALYSIS OF THE FINANCIAL PERFORMANCE OF FOOD MANUFACTURERS DURING THE PANDEMIC (PAPER ID: 375)   |                  |                |  |
|             | Yeongling Yang  |                  |                | San Diego State University, Fowler College of Business |

**MKT1 Marketing Case Studies Wednesday 8:00 AM Naupaka Ballroom 3**

Chair: Nicole S. Vowles Metropolitan State University of Denver

DEMAND-SIDE RESEARCH AND IMPLEMENTATION OF FREEMIUM BUSINESS MODELS: CASE STUDY OF HP PHOTO CREATIONS (PAPER ID: 61)

|                         |   |
|-------------------------|---|
| Feraidoon (Fred) Raafat | San Diego State University, Fowler College of Business          |
| Donald Sciglimpaglia    | California State University San Marcos, Department of Marketing |

TURNING PANDEMIC CHALLENGES INTO OPPORTUNITIES THROUGH DIVERSIFYING CUSTOMER BASE: CASE STUDY OF A LABORATORY EQUIPMENT SUPPLIER (PAPER ID: 309)

|                      |                                    |
|----------------------|------------------------------------|
| Vafa Saboori-Deilami | Dominican University of California |
| Chang Seob Yeo       | Dominican University of California |
| Yung-Jae Lee         | Dominican University of California |

FITNESS CENTR: A CASE STUDY OF ADAPTING STRATEGY TO A DIVERSE ENVIRONMENT (PAPER ID: 328)

|                         |  |
|-------------------------|--|
| Massoud Saghafi         | San Diego State University, Fowler College of Business |
| Feraidoon (Fred) Raafat | San Diego State University, Fowler College of Business |

CAREER DEVELOPMENT IN DIGITAL MARKETING: ANALYSIS OF A PARTNERSHIP APPROACH AND PRACTICAL LEARNING (PAPER ID: 224)

|                  |   |
|------------------|---|
| Laurel Lane      | Metropolitan State University of Denver |
| Nicole S. Vowles | Metropolitan State University of Denver |

**EDU1 Contemporary Issues in Business Wednesday 8:00 AM Naupaka Ballroom 4 Analytics Education**

Chair: Aimee Jacobs California State University, Fresno

INNOVATION IN EDUCATION THROUGH HOLISTIC ASSESSMENT (PAPER ID: 212)

|          |                 |
|----------|-----------------|
| Ron Pike | Cal Poly Pomona |
|----------|-----------------|

THE ROLE OF DIGITAL BADGING IN BUSINESS ANALYTICS EDUCATION (PAPER ID: 244)

|                     |  |
|---------------------|--|
| Rita Kumar          | California State Polytechnic University Pomona |
| Larisa Preiser-Houy | California State Polytechnic University Pomona |

DESIGNING AN INTRODUCTORY ANALYTICS COURSE FOR GRADUATE BUSINESS STUDENTS (PAPER ID: 297)

|            |                           |
|------------|---------------------------|
| Liang Chen | West Texas A&M University |
|------------|---------------------------|

TEACHING CASE: CALIFORNIA DREAMIN' HOUSING MARKET VISUALIZATIONS & PREDICTIONS (PAPER ID: 28)

|                  |                                     |
|------------------|-------------------------------------|
| Aimee Jacobs     | California State University, Fresno |
| Jacqui Curry     | California State University, Fresno |
| Concetta DePaolo | Indiana State University            |

**BES1 Perceptions and Innovations Wednesday 8:00 AM Naupaka Ballroom 5**

Chair: Moronke Idiagbon-Oke Grand Canyon University

THE IMPACT OF AN INNOVATION AWARDS ON ORGANIZATIONS (PAPER ID: 338)

|               |  |
|---------------|--|
| Mark Washburn | California State Univ. Long Beach      |
| Yoonhee Choi  | California State University Long Beach |

RELATIONSHIPS BETWEEN ENVIRONMENTAL PRESSURES, FIRMS' ACTIONS AND INNOVATION PERFORMANCE (PAPER ID: 304)

|                      |                          |
|----------------------|--------------------------|
| Moronke Idiagbon-Oke | Grand Canyon University  |
| Adegoke Oke          | Arizona State University |

EXPLORING THE CONSUMER BEHAVIOR IN MOBILE GAMES (PAPER ID: 270)

|              |  |
|--------------|--|
| Min-Jen Tsai | National Yang Ming Chiao Tung University |
|--------------|--|

THE EFFECT OF ONLINE INDIVIDUAL ETHICS CASES ON MORAL REASONING IN BUSINESS NEGOTIATION: AN EXPERIMENTAL STUDY (PAPER ID: 126)

Daniel Brannon  
Moe Manshad  
Vish Iyer

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

**MEO1 Classroom techniques to enhance learning** **Wednesday 8:00 AM Naupaka Ballroom 6**

Chair: Debora Gilliard Metropolitan State University - Denver

NEW BELGIUM BREWING: WHAT DOES TOMORROW HOLD? (PAPER ID: 24)

David Lynn Hoffman Metropolitan State University - Denver  
Debora Gilliard Metropolitan State University - Denver  
Sally Baalbaki-Yassine Metropolitan State University - Denver

PATAGONIA, INC.: A SOCIALLY CONSCIOUS COMPANY (PAPER ID: 25)

David Lynn Hoffman Metropolitan State University - Denver  
Debora Gilliard Metropolitan State University - Denver  
Sally Baalbaki-Yassine Metropolitan State University - Denver

EXXON MOBIL IN 2021: ACTIVIST SHAREHOLDERS IN ACTION (PAPER ID: 184)

Christopher Stewart Metropolitan State University of Denver  
Debora Gilliard Metropolitan State University - Denver

LEADING THROUGH THE PANDEMIC AND INTO THE "NEW NORMAL": REFLECTIONS FROM C-LEVEL EXECUTIVES OF MULTI-MILLION TO BILLION DOLLAR TECHNOLOGY COMPANIES (PAPER ID: 329)

Randall Waynick Point Loma Nazarene University  
Kim Hogelucht Point Loma Nazarene University

**MOS1 Modeling and Simulation I** **Wednesday 8:00 AM Naupaka Ballroom 7**

Chair: Ardavan Asef-vaziri California State University Northridge

COMPARATIVE EVALUATION OF DISTINCT TREE-BASED MODELS FOR PEDESTRIAN-RELATED CRASH INJURY SEVERITY ANALYSIS (PAPER ID: 251)

Wen Cheng California state polytechnic univ, Pomona

IDENTITY UTILITY, THE RATIONALITY OF "LABOR," AND THE FUNDAMENTAL PRINCIPLE OF ENGAGEMENT (PAPER ID: 324)

Richard Johnson CIAM

ANALYSIS OF CAR-TRAILER COMBINATION SYSTEMS TO REDUCE FISHTAILING (PAPER ID: 393)

Behnam Bahr California State Polytechnic University, Pomona

TEACHING COMPLEX OM-SCM FORMULAS BY USING SIMULATION AND MODELING IN EXCEL (PAPER ID: 73)

Ardavan Asef-vaziri California State University Northridge

**Wednesday, April 6, 2022**

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

**FIN1 Corporate Governance** **Wednesday 10:00 AM Naupaka Ballroom 1**

Chair: Jasmine Yur-Austin California State Univ. Long Beach

GOVERNANCE BY INSTITUTIONAL INVESTORS AND FINANCIAL ANALYSTS (PAPER ID: 357)

Micheal Dong California State Univ. Long Beach

CEO NETWORK CENTRALITY, INSIDE DEBT, AND THE RISKINESS OF CORPORATE POLICIES (PAPER ID: 120)

|                |                                |
|----------------|--------------------------------|
| Jing He        | University of Delaware         |
| Ran Lu-Andrews | California Lutheran University |
| Yin YuThompson | Oakland University             |

CFO GENDER AND LONG-TERM CREDIT RATINGS (PAPER ID: 398)

|            |                               |
|------------|-------------------------------|
| Trang Thai | SUNY Brockport                |
| Anh Nguyen | University of Texas Arlington |

EXECUTIVE GENDER DIVERSITY AND CORPORATE BOND MARKETS (PAPER ID: 139)

|                    |                                   |
|--------------------|-----------------------------------|
| Jasmine Yur-Austin | California State Univ. Long Beach |
| Ran Zhao           | Claremont Graduate University     |
| Lu Zhu             | California State Univ. Long Beach |

**ACC3 Financial Accounting** **Wednesday 10:00 AM Naupaka Ballroom 2**

Chair: Sudha Krishnan California State Univ. Long Beach

THE PUZZLE OF NEW LOAN ISSUANCE (PAPER ID: 109)

|              |                       |
|--------------|-----------------------|
| Shunlan Fang | Kent State University |
|--------------|-----------------------|

HOW CEO GENDER AND COMPENSATION AFFECT EARNINGS MANAGEMENT (PAPER ID: 220)

|            |                                   |
|------------|-----------------------------------|
| Ying Wang2 | Montana State University-Billings |
|------------|-----------------------------------|

THE EFFECT OF THE NEW REVENUE RECOGNITION STANDARDS (TOPIC 606) ON LONG-TERM CONTRACTS (PAPER ID: 271)

|                |                                   |
|----------------|-----------------------------------|
| Greg Gaynor    | California State Univ. Long Beach |
| John Palmer    | California State Univ. Long Beach |
| Sudha Krishnan | California State Univ. Long Beach |
| Sabrina Landa  | California State Univ. Long Beach |

INVENTORY ACCOUNTING CHOICE AND BOND ISSUE PREMIUM: EVIDENCE FROM THE U.S. CORPORATE BOND MARKET (PAPER ID: 391)

|                |   |
|----------------|---|
| Sudha Krishnan | California State Univ. Long Beach       |
| Ping Lin       | California State Univ. Long Beach       |
| Gaiyan Zhang   | University of Missouri, St. Louis       |
| Sanjian Zhang  | California State University, Long Beach |

**SSS1 Teaching Innovations in Light of Major Disruptions: What have we learned from the past 2 years and what does the future look like for universities? A Panel Discussion** **Wednesday 10:00 AM Naupaka Ballroom 4**

Chair: Erik Rolland California State Polytechnic University, Pomona

PANEL DISCUSSION (PAPER ID: 1001)

|                       |   |
|-----------------------|---|
| Erik Rolland          | California State Polytechnic University, Pomona |
| Frank McEnulty        | California State University, Long Beach         |
| Mark Washburn         | California State Univ. Long Beach               |
| Sandeep Krishnamurthy | University of Washington                        |
| Micheal Stratton      | Georgia College & State University              |
| Michael Solt          | California State University, Long Beach         |

**HOS1 Hospitality Pricing and Value****Wednesday****10:00 AM****Naupaka Ballroom 5**

Chair: Lenna Shulga

University of Hawaii at Manoa, School of Travel I

**ONLINE CUSTOMER REVIEWS OF HOTELS/RESORTS AND SPAS (PAPER ID: 217)**

Ingrid Lin

University of Hawaii at Manoa, School of Travel Industry Management, Shidler College of Business

Lenna Shulga

University of Hawaii at Manoa, School of Travel Industry Management, Shidler College of Business

**DYNAMICS OF AN EMERGENT, FAMILY OWNED AND OPERATED PRIVATE TOUR COMPANY (PAPER ID: 343)**

Daniel Spencer

University of Hawaii at Manoa, School of Travel Industry Management, Shidler College of Business

Lenna Shulga

University of Hawaii at Manoa, School of Travel Industry Management, Shidler College of Business

**CUSTOMER MOTIVATION TO PARTICIPATE IN VALUE PROPOSITIONS (PAPER ID: 159)**

Lenna Shulga

University of Hawaii at Manoa, School of Travel Industry Management, Shidler College of Business

James Busser

University of Nevada, Las Vegas, William F. Harrah College of Hospitality

**HOW DO CONSUMERS FORM THEIR INTENTIONS TO WEAR A MASK DURING THEIR STAY IN COFFEE SHOPS? (PAPER ID: 235)**

Jeffrey Hsu

California State Polytechnic University Pomona

Emily Harrison

California State Polytechnic University Pomona

Hallie Huang

California State Polytechnic University Pomona

Luis Gaytan

California State Polytechnic University Pomona

Jae Min Jung

California State Polytechnic University Pomona

**EDU3 Student Engagement and Assessment****Wednesday****10:00 AM****Naupaka Ballroom 6**

Chair: Gene Shan

University of Houston Clear Lake

**LEADERBOARD DESIGN PRINCIPLES INFLUENCING USER ENGAGEMENT IN AN ONLINE DISCUSSION (PAPER ID: 129)**

Brian Bovee

Dakota State University

Cherie Noteboom

Dakota State University

Omar El-Gayar

Dakota State University

Kevin Smith

Dakota State University

**EXPLORING THE DIFFERENCE OF STUDENTS' LEARNING OUTCOME EVALUATION BETWEEN INDUSTRIAL PROFESSIONALS AND STUDENTS (PAPER ID: 142)**

Wen Cheng

California state polytechnic univ, Pomona

**BUSINESS ANALYTICS IN STATE-FUNDED TEACHING-FOCUSED BUSINESS-SCHOOLS; MARKET-ORIENTED VS CAPABILITY-CENTERED STRATEGIES (PAPER ID: 17)**

Ardavan Asef-vaziri

California State University Northridge

Wayne W. Smith

California State University Northridge

**THE IMPACT OF COVID-19 PANDEMIC ON U.S. STUDENTS' ACADEMIC PERFORMANCE (PAPER ID: 205)**

Mohammadali Beheshti

University of Houston Clear Lake

Gene Shan

University of Houston Clear Lake

Kiyoung Jeong

University of Houston Clear Lake

**MOS2 Modeling and Simulation II****Wednesday****10:00 AM****Naupaka Ballroom 7**

Chair: Saeideh Fallah-Fini

Cal Poly Pomona

**AGENT-BASED MODELING FOR DECISION ANALYTICS IN POLICE PATROL OPERATIONS (PAPER ID: 334)**

Yasaman Ghasemi

Loyola Marymount University

Yuan Zhou

University of Texas at Arlington



|   |                         |   |
|---|-------------------------|---|
| EXPERIMENTAL BRA DESIGN MODEL FOR POST BREAST RECONSTRUCTION (PAPER ID: 325)          | Aida Amoozegar-Montero  | Victoria University of Wellington       |
|   | Xuxu Amoozegar Montero  | Victoria University of Wellington       |
|   | Edgar Rodriguez Ramirez | Victoria University of Wellington       |
| BENEFIT MAXIMIZING NETWORK DESIGN IN THE PUBLIC SECTOR (PAPER ID: 403)                | Robert Aboolian         | California State University, San Marcos |
|   | Majid Karimi            | California State University, San Marcos |
| DATA CUSTOMIZATION IN EXCEL-BASED TAKE-HOME EXAMS (PAPER ID: 341)                     | Omer Benli              | California State University, Long Beach |
|   | Nupur Shah              | California State University, Long Beach |
| A MICROSIMULATION MODEL: DO OBESE ADOLESCENCE GROW INTO OBESE ADULTS? (PAPER ID: 390) | Saeideh Fallah-Fini     | Cal Poly Pomona                         |

**Wednesday, April 6, 2022**

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

**IEB1 Internet and eBusiness I Wednesday 1:00 PM Naupaka Ballroom 1**

Chair: Gary Gaukler Claremont Graduate University

QUANTIFYING THE BENEFITS AND COSTS OF GROCERY CLICK-AND-COLLECT SERVICE (PAPER ID: 39)

|                         |                               |
|-------------------------|-------------------------------|
| Gary Gaukler            | Claremont Graduate University |
| Chokdee Kanathanavanich | Claremont Graduate University |

M-COMMERCE AND THE FUTURE OF SHOPPING (PAPER ID: 194)

|            |  |
|------------|--|
| Hongwei Du | California State University, East Bay  |
| Peng Xie   | California State University - East Bay |

SMILE, YOU'RE ON CAMERA: A MULTI-METHOD STUDY OF GIFT-GIVING MOTIVATIONS IN SOCIAL LIVE STREAMING SERVICES (PAPER ID: 123)

|                   |   |
|-------------------|---|
| Zhenya Tang       | Mississippi State University              |
| Tao Hu            | California State University at Northridge |
| Merrill Warkentin | Mississippi State University              |

**MBA1 Information Technology and Innovation Wednesday 1:00 PM Naupaka Ballroom 2**

Chair: SHUKTIKA CHATTERJEE University of Nevada, Las Vegas

THE ROLE OF INFORMATION TECHNOLOGY IN INNOVATION IN PUBLIC ORGANIZATIONS (PAPER ID: 158)

|                     |                                     |
|---------------------|-------------------------------------|
| SHUKTIKA CHATTERJEE | University of Nevada, Las Vegas     |
| DORA CHATTERJEE     | Coral Academy of Science, Las Vegas |
| Sutirtha Chatterjee | University of Nevada, Las Vegas     |

TEAM ALLIANCE STRATEGIES IN CROWDSOURCING PLATFORMS (PAPER ID: 358)

|           |                           |
|-----------|---------------------------|
| Sina Zare | Arkansas State University |
|-----------|---------------------------|

DATA ENGINEERING SKILLS AND COMPETENCIES BASED ON INDUSTRY DEMAND (PAPER ID: 363)

|                |                           |
|----------------|---------------------------|
| ASHRAF SHIRANI | San Jose State University |
|----------------|---------------------------|

**MSQ2 Issues in Logistics****Wednesday****1:00 PM****Naupaka Ballroom 3**

Chair: Sina Shokoohyar

Saint Joseph's University

THE AUTO REPOSSESSION INDUSTRY: TOUGH CHALLENGES IN THE CURRENT ECONOMIC LANDSCAPE (PAPER ID: 320)

Sina Shokoohyar

Saint Joseph's University

Jeremy Cross

International Recovery Systems

Andrew Sinclair

International Recovery Systems

ANALYZING SEAPORT PERFORMANCE TO AVOID SHIPPING DELAYS (PAPER ID: 331)

Derrick Lohr

Air Force Institute of Technology

Seong-Jong Joo

Air Force Institute of Technology

Brian Lunday

Air Force Institute of Technology

ANALYSIS OF CONTAINER DELIVERY RECORDS PER CONTAINER AND DESTINATION (PAPER ID: 335)

John Campos Y Campos

Air Force Institute of Technology

Seong-Jong Joo

Air Force Institute of Technology

Brian Lunday

Air Force Institute of Technology

EXAMINING THE IMPACT OF AGING WORKFORCE ON AIRCRAFT AVAILABILITY (PAPER ID: 349)

Daniel Parkhill

Air Force Institute of Technology

Seong-Jong Joo

Air Force Institute of Technology

William Cunningham

Air Force Institute of Technology

**MEO2 The role of Universities & Academia in student career choices****Wednesday****1:00 PM****Naupaka Ballroom 4**

Chair: Kyle Luthans

University of Nebraska at Kearney

THE ROLE OF IMAGE NORMS IN THE CAREER DECISIONS OF INDIVIDUALS WITH ASD (PAPER ID: 13)

Amy Jane Griffiths

Chapman University

Amy E. Hurley-Hanson

Chapman University

Cristina M. Giannantonio

Chapman University

Sharon Larisa Segrest

University of South Florida

SCHOOL AS A SOCIAL AGENT FACTOR IN WOMEN'S CAREER DECISION TO CONTINUED PARTICIPATION IN SPORTS AS A CAREER (PAPER ID: 93)

Valerie Isaak

university of Haifa

ORNA STEINER LAVI

Ruppin Academic center

INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM IN THE CONSTRUCTION INDUSTRY (PAPER ID: 330)

Mahour Parast

Arizona State University

Elham Fini

Arizona State University

THE RELATIONSHIP BETWEEN PSYCAP &amp; INTEGRITY: IMPLICATIONS FOR BUSINESS STUDENTS (PAPER ID: 175)

Kyle Luthans

University of Nebraska at Kearney

Brett Luthans

Missouri Western State University

Daniel Chaffin

University of Nebraska at Kearney

**MKT2 Cultural differences in Marketing****Wednesday****1:00 PM****Naupaka Ballroom 5**

Chair: Felix Flores

United States Navy

HOW DOES ETHNIC SELF-AWARENESS MODERATE TARGET MARKET'S RESPONSES TO COMMUNICATION? (PAPER ID: 116)

Mahmood Hussain

San Francisco State University

Christina Wong

San Francisco State University

THE EFFECT OF PRICE, BRAND, AND OTHER FACTORS ON ONLINE PURCHASE DECISION-MAKING PROCESS IN THE CONTEXT OF RUSSIAN AND CHINESE CONSUMERS (PAPER ID: 153)

|                   |   |
|-------------------|---|
| Angelica Bahl     | Metropolitan State University of Denver |
| Elena V. Noskova  | Far Eastern Federal University          |
| Irina M. Romanova | Far Eastern Federal University          |

WHEN "MADE IN USA" IS OR ISN'T (PAPER ID: 291)

|                     |                           |
|---------------------|---------------------------|
| Patricia Huddleston | Michigan State University |
| Saleem Alhabash     | Michigan State University |
| Anastasia Kononova  | Michigan State University |
| Juan Mundel         | Arizona State University  |
| Anna McAlister      | Endicott University       |
| Jef Richards        | Michigan State University |

VIRTUALITY, THE GLOBAL NATURE OF TEAMS, AND NEW PRODUCT DEVELOPMENT TEAM CREATIVITY (PAPER ID: 348)

|                 |  |
|-----------------|--|
| Felix A. Flores | Metropolitan State University - Denver |
|-----------------|--|

**MIL1 Military Applications** **Wednesday 1:00 PM Naupaka Ballroom 6**

Chair: Jeff Weir Air Force Institute of Technology

ADVANCING STOCK POLICY ON REPAIRABLE, INTERMITTENTLY-DEMANDED SERVICE PARTS (PAPER ID: 234)

|             |  |
|-------------|--|
| Jeff Weir   | Air Force Institute of Technology      |
| Greg Gehret | Air Force Life Cycle Management Center |

HAZARD MAPPING FOR INFRASTRUCTURE PLANNING IN THE ARCTIC (PAPER ID: 315)

|                     |                                   |
|---------------------|-----------------------------------|
| Christopher Amaddio | Air Force Institute of Technology |
| Al Thal             | Air Force Institute of Technology |
| Christopher Chini   | Air Force Institute of Technology |
| Peter Amaddio       | United States Air Force Academy   |

CUSTOMER SATISFACTION AND CULTURE IN INTERNATIONAL CONSTRUCTION PROJECTS (PAPER ID: 318)

|                  |   |
|------------------|---|
| Yaquarri Adams   | Air Force Institute of Technology                       |
| Al Thal          | Air Force Institute of Technology                       |
| Carlos Braziel   | Air Force Security Assistance & Cooperation Directorate |
| Marcelo Zawadzki | Air Force Institute of Technology                       |
| Peter Amaddio    | United States Air Force Academy                         |

**Wednesday, April 6, 2022**

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

**OLS3 Supply Chain Technology 2** **Wednesday 3:00 PM Naupaka Ballroom 1**

Chair: Artur Swierczek University of Economics in Katowice

A CONCEPTUAL FRAMEWORK FOR SUPPLY CHAIN STRATEGY (PAPER ID: 199)

|              |                               |
|--------------|-------------------------------|
| Joonhwan In  | UNIST                         |
| Jae-Young Oh | Central Washington University |

THE SIGNIFICANCE OF BLOCKCHAIN TECHNOLOGY IN THE FORMAL AND SHADOW SYSTEMS OF SUPPLY CHAINS. THE COMPARATIVE ANALYSIS (PAPER ID: 156)

|                 |                                     |
|-----------------|-------------------------------------|
| Artur Swierczek | University of Economics in Katowice |
|-----------------|-------------------------------------|

INTERNAL AND RELATIONAL PERFORMANCE OF SUPPLY CHAINS IN THE TRANSITIVE SERVICE TRIADS (PAPER ID: 157)

|                 |                                     |
|-----------------|-------------------------------------|
| Artur Swierczek | University of Economics in Katowice |
|-----------------|-------------------------------------|

USING CIRCUITY TO INFORM BETTER TRANSPORTATION DECISIONS (PAPER ID: 272)

|                     |                             |
|---------------------|-----------------------------|
| David Swanson       | UNF                         |
| Nathan Kunz         | UNF                         |
| Christopher Baynard | University of North Florida |
| Robert Richardson   | UNF                         |

**PPA1 Leadership, Innovation, and Organizational Outcomes** **Wednesday 3:00 PM Naupaka Ballroom 2**

Chair: Theodore Byrne California State University, Dominguez Hills

AN EMPIRICAL INVESTIGATION OF THE INFLUENCE OF SERVANT LEADERSHIP AND ORGANIZATIONAL VIRTUES ON INNOVATION IN PUBLIC ORGANIZATIONS (PAPER ID: 21)

|                     |                                     |
|---------------------|-------------------------------------|
| SHUKTIKA CHATTERJEE | University of Nevada, Las Vegas     |
| DORA CHATTERJEE     | Coral Academy of Science, Las Vegas |
| Sutirtha Chatterjee | University of Nevada, Las Vegas     |

PUBLIC SCHOOL LEADERSHIP DURING A PANDEMIC: THREE CASE STUDIES (PAPER ID: 146)

|              |  |
|--------------|--|
| Lamiya Hoque | California State University, Dominguez Hills |
| Rui Sun      | California State University, Dominguez Hills |
| Hugo Asencio | California State University, Dominguez Hills |

UNINTENDED CONSEQUENCES OF WELFARE PROGRAMS IN SCHOOLING OUTCOMES: EVIDENCE FROM BRAZIL (PAPER ID: 228)

|                        |  |
|------------------------|--|
| Fernanda Araujo Maciel | California State University Sacramento |
|------------------------|--|

**OLS4 People in the Supply Chain** **Wednesday 3:00 PM Naupaka Ballroom 3**

Chair: Stanley Griffis Michigan State University

EXPLORING THE IMPACT OF RIDER-DRIVER ETHNICITY MATCH/MISMATCH IN RIDEHALING (PAPER ID: 290)

|              |                           |
|--------------|---------------------------|
| Yavuz Idug   | University of North Texas |
| David Gligor | University of North Texas |
| Jeff Ogden   | University of North Texas |

THE ROLE OF THE SUPPLY CHAIN IN IMPROVING INDIVIDUAL WELL-BEING IN THE WAKE OF LIFE DISRUPTION (PAPER ID: 57)

|              |                             |
|--------------|-----------------------------|
| Susan Golcic | Colorado State University   |
| Joan Giese   | Washington State University |

NATURAL RESOURCE SCARCITY & ILLICIT SUPPLY CHAINS (PAPER ID: 83)

|                 |   |
|-----------------|---|
| Stanley Griffis | Michigan State University                           |
| John Bell       | University of Tennessee, Haslam College of Business |
| Rowan Hilend    | Michigan State University                           |
| John Macdonald  | Colorado State University                           |

**MKT3 Pedagogical Marketing** **Wednesday 3:00 PM Naupaka Ballroom 4**

Chair: Mick Jackowski Metropolitan State University - Denver

LOWER-DIVISION COURSES: EFFECTIVENESS AS A RECRUITMENT TOOL IN MARKETING EDUCATION (PAPER ID: 152)

|                  |   |
|------------------|---|
| Nicole S. Vowles | Metropolitan State University of Denver |
| Angelica Bahl    | Metropolitan State University of Denver |
| April Schofield  | Metropolitan State University of Denver |

THE SEARCH FOR SPONTANEITY: ADAPTIVE SELLING IN THE SALES PROCESS AND CORPORATE TRAINING (PAPER ID: 264)

|                        |   |
|------------------------|---|
| Mick Jackowski         | Metropolitan State University - Denver  |
| April Schofield        | Metropolitan State University of Denver |
| Clay Daughtrey         | Metropolitan State University of Denver |
| Sally Baalbaki-Yassine | Metropolitan State University - Denver  |

CROSSOVER ADVERTISING: A NETNOGRAPHY OF A HBO/ AB INBEV MARKETING ALLIANCE (PAPER ID: 300)

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

**IEB3 Internet and eBusiness III Wednesday 3:00 PM Naupaka Ballroom 5**

Chair: SHUKTIKA CHATTERJEE University of Nevada, Las Vegas

THE EFFECT OF MORAL IDEOLOGY ON ACCEPTANCE OF E-GOVERNMENT SERVICES (PAPER ID: 257)

|                     |                                 |
|---------------------|---------------------------------|
| SHUKTIKA CHATTERJEE | University of Nevada, Las Vegas |
| Sutirtha Chatterjee | University of Nevada, Las Vegas |
| Sheetal Survase     | University of Nevada, Las Vegas |

EXAMINING THE RELATIONSHIP BETWEEN USER ENGAGEMENT AND E-COMMERCE REVENUE USING EXPLORATIVE DATA ANALYSIS ON WEB ANALYTICS DATA (PAPER ID: 6)

|                    |                 |
|--------------------|-----------------|
| Sonya Zhang        | Cal Poly Pomona |
| Rohith Rajasekaran | Cal Poly Pomona |

LITERATURE REVIEWS OF TELEMEDICINE ON OPIOID TREATMENT IN RURAL AREAS (PAPER ID: 4)

|                    |                              |
|--------------------|------------------------------|
| Thuong Ho          | Northern Kentucky University |
| Xiaoni Zhang       | Northern Kentucky University |
| Valerie Hardcastle | Northern Kentucky University |
| Gary Ozanich       | Northern Kentucky University |

CYBERSECURITY DISCLOSURE AND CONSERVATIVE REPORTING BEHAVIOR (PAPER ID: 172)

|               |                                 |
|---------------|---------------------------------|
| Fang-Chun Liu | University of South Florida     |
| Steve Yang    | Stevens Institute of Technology |
| Xiaodi Zhu    | New Jersey City University      |

## Thursday, April 7, 2022

**Thursday, April 7, 2022**

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

**SUS2 Sustainability Issues in Decision Making II Thursday 8:00 AM Naupaka Ballroom 1**

Chair: Yabing Zhao San Francisco State University

A GROCERY CHAIN LOCATION SELECTION IN ALASKA (PAPER ID: 256)

|         |                                |
|---------|--------------------------------|
| Zhi Tao | University of Alaska Anchorage |
|---------|--------------------------------|

THE EFFECT OF SUSTAINABILITY INITIATIVES ON OPERATIONAL SLACKS AND BUSINESS PERFORMANCE (PAPER ID: 311)

|             |   |
|-------------|---|
| Yabing Zhao | San Francisco State University                    |
| Zhuang Qian | The Pennsylvania State University Scranton Campus |

USING AUDITING AND COMMITMENT FOR ENGAGING THE SUPPLIER FOR SUPPLY CHAIN SUSTAINABILITY (PAPER ID: 314)

Hossein Rikhtehgar Berenji  
Nagesh Murthy  
ZHIBIN (BEN) YANG

College of Business, Pacific University  
Lundquist College of Business, University of Oregon  
Lundquist College of Business, University of Oregon

DESIGNING AND MANAGING SUSTAINABLE ENERGY MIX: HOW OPTIMAL ENERGY MIX IMPACTS ON ECONOMY AND POLICY FRAMEWORK (PAPER ID: 154)

KWON GI MUN  
Chan Hwan Lee  
Raza Rafique

California State Polytechnic University Pomona  
Ajou University  
Kean University

**PPA2 Social Media and Policy Response to COVID-19 Thursday 8:00 AM Naupaka Ballroom 2**

Chair: Rui Sun California State University, Dominguez Hills

1 THE COVID-19 ECONOMIC SHUTDOWN AND THE FUTURE OF FLEXIBLE WORKPLACE PRACTICES IN THE SOUTH BAY REGION OF LOS ANGELES COUNTY (PAPER ID: 43)

Fynnwin Prager  
Jose Martinez  
Mohja Rhoads

CSU Dominguez Hills  
CSU Dominguez Hills  
CSU Dominguez Hills

EMPOWERMENT THROUGH SOCIAL MEDIA: A STUDY OF HEALTHCARE NONPROFIT ORGANIZATIONS (PAPER ID: 150)

Rui Sun  
Bing Xu

California State University, Dominguez Hills  
California State University, Dominguez Hills

HOW DO GOVERNMENT AGENCIES RESPOND TO MULTIPLE DISASTERS THROUGH SOCIAL MEDIA? -- EVIDENCE FROM SOUTHERN CALIFORNIA (PAPER ID: 380)

Qiyuan (Roger) Jin

California State University, Dominguez Hills

MANAGING FISCAL POLICY RESPONSE TO COVID-19: A CASE STUDY OF SINGAPORE (PAPER ID: 400)

Chang Yee Kwan  
Hui Li

National Chengchi University  
California State University, Dominguez Hills

**OLS5 Supply Chain Suppliers, Purchasing & Procurement Thursday 8:00 AM Naupaka Ballroom 3**

Chair: Wendy Tate University of Tennessee

THE EFFECTS OF SUPPLIER'S SALESPEOPLE IN SUPPLIER INVOLVEMENT (SI) FOR NEW PRODUCT DEVELOPMENT (NPD) (PAPER ID: 240)

Jaeyoung Oh  
Joonhwan In

Central Washington University  
UNIST

UNDERSTANDING SUPPLIER DEVELOPMENT FROM THE KNOWLEDGE CHAIN PERSPECTIVE (PAPER ID: 298)

Liang Chen  
Scott Ellis  
Clyde Holsapple

West Texas A&M University  
GEORGIA SOUTHERN UNIVERSITY  
University of Kentucky

IMPLEMENTING EMERGING TECHNOLOGIES IN PROCUREMENT AND SUPPLY CHAINS (PAPER ID: 295)

Adegoke Oke  
Anand Nair

Arizona State University  
Michigan State University

ECONOMIC INCLUSION: HOW PROCUREMENT CAN UNLOCK SOCIAL AND BUSINESS VALUE THROUGH SUPPLIER DIVERSITY (PAPER ID: 79)

Andrea Sordi  
Wendy Tate  
Feigao (Kelly) Huang

University of Tennessee, Haslam College of Business  
University of Tennessee  
University of Tennessee, Haslam College of Business

|             |   |                 |                |   |
|-------------|---|-----------------|----------------|---|
| <b>SSS3</b> | <b>The Department Chair: Challenges and Strategies</b>  | <b>Thursday</b> | <b>8:00 AM</b> | <b>Naupaka Ballroom 4</b>   |
|             | Chair: Xia Zhao   |                 |                | California State University, Dominguez Hills                                  |
|             | PANEL DISCUSSION (PAPER ID: 1003)   |                 |                |   |
|             | Xia Zhao  |                 |                | California State University, Dominguez Hills                                  |
|             | Natasa Christodoulidou  |                 |                | California State University DH  |
|             | Elena Kulikov   |                 |                | California State University, Dominguez Hills                                  |
|             | Jose Martinez   |                 |                | CSU Dominguez Hills   |
|             | Thomas Norman   |                 |                | CSU Dominguez Hills   |
|             | Hamoud Salhi  |                 |                | California State University, Dominguez Hills                                  |
| <br>        |   |                 |                |   |
| <b>MBA2</b> | <b>Business Analytics</b>   | <b>Thursday</b> | <b>8:00 AM</b> | <b>Naupaka Ballroom 5</b>   |
|             | Chair: Sina Zare  |                 |                | Arkansas State University   |
|             | UNLOCKING REPUTATION MECHANISMS IMPACT ON COLLABORATIVE CONSUMPTION PRICING: TOWARDS A BETTER UNDERSTANDING OF DIRECT AND INDIRECT EFFECTS OF RATINGS (PAPER ID: 359) |                 |                |   |
|             | Funda Sarican   |                 |                | Bentley University  |
|             | GAUSSIAN MIXTURE MODELS FOR SECURING INDUSTRIAL CYBER-PHYSICAL SYSTEMS (PAPER ID: 165)  |                 |                |   |
|             | Honggang Wang   |                 |                | California State Poly   |
|             | PREDICTING REPEAT PURCHASES WHEN CUSTOMERS' HETEROGENEITIES FOLLOW ANY DISTRIBUTIONS (PAPER ID: 82)   |                 |                |   |
|             | Hongyu Chen   |                 |                | California State University, Long Beach                                       |
|             | Ruixia Shi  |                 |                | University of San Diego   |
|             | Xuemei Su   |                 |                | California State University, Long Beach                                       |
| <br>        |   |                 |                |   |
| <b>IEB4</b> | <b>Internet and eBusiness IV</b>  | <b>Thursday</b> | <b>8:00 AM</b> | <b>Naupaka Ballroom 6</b>   |
|             | Chair: Ruidong Zhang  |                 |                | University of Wisconsin – Eau Claire  |
|             | FINTECH REGULATIONS: WHAT WE CAN LEARN FROM THE COLLAPSE OF WIRECARD (PAPER ID: 354)  |                 |                |   |
|             | Ruidong Zhang   |                 |                | University of Wisconsin – Eau Claire  |
|             | Thomas Reineck  |                 |                | University of Wisconsin – Eau Claire  |
|             | Jim Chen  |                 |                | St. Cloud State University  |
|             | TRANSFORMATION OF TRUSTED INTERMEDIARIES IN THE AGE OF BLOCKCHAIN (PAPER ID: 97)  |                 |                |   |
|             | Cheng-Te Tseng  |                 |                | Department of Management Information Systems,<br>National Chengchi University |
|             | Shari S. C. Shang   |                 |                | Department of Management Information Systems,<br>National Chengchi University |
|             | DIGITAL TRANSFORMATION IN PATIENT CARE: EXPLORING NURSES ATTITUDES TOWARDS NURSING DOCUMENTATION SYSTEM (PAPER ID: 206)   |                 |                |   |
|             | Haoqiang Jiang  |                 |                | Northern Kentucky University  |
|             | Xiaoni Zhang  |                 |                | Northern Kentucky University  |
|             | Juanjuan Li   |                 |                | Florida International University  |
|             | THE INFLUENCE OF E-CRM ON THE CRM OBJECTIVES: A TIMELINE OF CHANGES (PAPER ID: 176)   |                 |                |   |
|             | Muhammad Razi   |                 |                | Western Michigan University   |
|             | J. Michael Tarn   |                 |                | Western Michigan University   |

**MKT4 Gender in Marketing Thursday 8:00 AM Naupaka Ballroom 7**

Chair: Sally Baalbaki-Yassine Metropolitan State University - Denver

MASCULINE SERVICESCAPES: MEN'S IDENTITY CONSTRUCTION IN BUILT COMMERCIAL ENVIRONMENTS (PAPER ID: 112)

Risto Moisis California State University Long Beach  
Mariam Beruchashvili California State University, Northridge

FEMININITY, MASCULINITY, AND ANDROGYNY: AN ASSESSMENT OF TOXIC AND POSITIVE CONSUMER CHARACTERISTICS (PAPER ID: 174)

Sally Baalbaki-Yassine Metropolitan State University - Denver  
Greg Black Metropolitan State University - Denver  
Mick Jackowski Metropolitan State University - Denver  
April Schofield Metropolitan State University of Denver

HOW ARE WOMEN'S PREFERENCES FOR REALISTIC ADVERTISEMENTS SHAPED? THROUGH THE LENS OF THEORY OF PLANNED BEHAVIOR (PAPER ID: 266)

Vivian Graft California State Polytechnic University Pomona  
Britney Ly California State Polytechnic University Pomona  
Krystal Serrano California State Polytechnic University Pomona  
Jae Min Jung California State Polytechnic University Pomona

WHEN SAYING "THANK YOU" CAN BACKFIRE – THE EFFECT OF GRATITUDE EXPRESSION ON W-O-M INTENTIONS (PAPER ID: 327)

Christine Kang California State Univ. Long Beach

**Thursday, April 7, 2022**

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

**FIN4 Investments Thursday 10:00 AM Naupaka Ballroom 1**

Chair: Wikrom Prombutr California State University, Long Beach

DO DEEP VALUE INVESTORS EARN EXCESS RETURNS? (PAPER ID: 160)

SUNIL MOHANTY Brooklyn College -CUNY  
Jeffrey Oxman Canisius College

DOES INFORMATION DISCLOSURE OF CAPITAL USE IN PROSPECTUSES AFFECT IPO INITIAL RETURNS? (PAPER ID: 91)

Zhong-guo Zhou California State University Northridge

SEEKING ALPHA WITH MULTI-FACTORS INVESTMENT MODEL (PAPER ID: 379)

Steven Le California State University, Long Beach

ANOMALIES IN REIT RETURNS: EVIDENCE FOR AND AGAINST THE Q-THEORY (PAPER ID: 26)

Wikrom Prombutr California State University, Long Beach  
Chanwit Phengpis California State University, Long Beach  
Ying Zhang Fairfield University

**OLS6 Supply Chain Risk Thursday 10:00 AM Naupaka Ballroom 2**

Chair: Susan Golobic Colorado State University

IDENTIFYING AND RANKING SUPPLY CHAIN RISKS (PAPER ID: 135)

Zach Zacharia Lehigh University

DESIGN OF RESILIENT SUPPLY CHAINS NETWORK WITH AN EMERGENCY BACKUP SUPPLY (PAPER ID: 69)

Kiyoun Jeong University of Houston Clear Lake  
Jae-Dong Hong South Carolina State University



BARRIERS TO SUSTAINABILITY IN THE SUPPLY CHAIN AND THE ADDED IMPACT OF THE COVID-19 PANDEMIC  
(PAPER ID: 75)

Susan Golicic  
Pavlina McGrady

Colorado State University  
Southern Oregon University

OPTIMAL OPERATIONAL STRATEGIES FOR ONLINE RETAILERS WITH DEMAND AND RETURN UNCERTAINTY (PAPER  
ID: 241)

Wenting Pan  
Candice Huynh

Saint Mary's College of California  
California State Polytechnic University Pomona

**MKT5 Marketing and Branding Thursday 10:00 AM Naupaka Ballroom 3**

Chair: Trang Tran

East Carolina University

MARIJUANA GOES MAINSTREAM: ADOPTING TRADITIONAL MARKETING PRINCIPLES (PAPER ID: 23)

Juan Mundel  
Tao Deng  
Hyejin Kim  
Juliet Stantz

Arizona State University  
DePaul University  
DePaul University  
DePaul University

IN-PERSON VS. ONLINE: ANALYSIS OF SHOPPING MOTIVATIONS DURING COVID-19 (PAPER ID: 173)

Patricia Huddleston  
Bridget Behe

Michigan State University  
Michigan State University

ENHANCING PERCEIVED QUALITY AND BRAND LOYALTY THROUGH BRAND CO-CREATION: A STUDY OF BRANDED  
APPS (PAPER ID: 242)

Trang Tran  
David Taylor  
Chao Wen

East Carolina University  
Sacred Heart University  
Ohio Northern University

A CONCEPTUAL REVIEW OF CHURN IN BUSINESS (PAPER ID: 336)

Chandrasekhar (Chandu) Valluri  
Vivek Patil  
Sudhakar Raju

Minnesota State Mankato  
Gonzaga University  
Rockhurst University

**SSS2 The Role of Department Chair Branding Efforts: A Panel Discussion Thursday 10:00 AM Naupaka Ballroom 4**

Chair: Yuanjie He

California State Polytechnic University, Pomona

PANEL DISCUSSION (PAPER ID: 1002)

Yuanjie He  
Drew Hwang  
Sudha Krishnan  
Yu Wang

California State Polytechnic University, Pomona  
Cal Poly Pomona  
California State Univ. Long Beach  
California State University, Long Beach

**IEB2 Internet and eBusiness II Thursday 10:00 AM Naupaka Ballroom 5**

Chair: Simon Lee

Eastern Illinois University

UNDERSTANDING THE ROLE OF CONTEXT VARIABLES IN THE EFFECTIVE USE OF SOCIAL COMPUTING IN  
ORGANIZATIONS FOR KNOWLEDGE MANAGEMENT IN GROUPS (PAPER ID: 367)

Anupam Nath

Georgia Gwinnett College

EXPLORING THE EFFECTIVENESS OF ANTHROPOMORPHISM ON ONLINE RECOMMENDATIONS ACCEPTANCE  
(PAPER ID: 189)

Chien-Nan Li  
Wei-Hao Huang  
Hui-Mei Hsu  
Shih-Chieh Hsu

National Sun Yat-sen University  
National Sun Yat-sen University  
National Kaohsiung Normal University  
National Sun Yat-sen University

EXPLORING GENDER-BASED CONVERSATIONAL INTERFACE PREFERENCES IN MODERN LIVE CHAT SYSTEMS  
(PAPER ID: 125)

|                |                                 |
|----------------|---------------------------------|
| Moe Manshad    | University of North             |
| Daniel Brannon | University of Northern Colorado |
| Vish Iyer      | University of Northern Colorado |

THE EFFECTS OF CULTURAL DIFFERENCE ON INTERNET SEARCH ENGINE CHOICES (PAPER ID: 68)

|             |                             |
|-------------|-----------------------------|
| Simon Lee   | Eastern Illinois University |
| Abdou Illia | Eastern Illinois University |

**Thursday, April 7, 2022**

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

**SUS3 Sustainability Issues in Decision Making III Thursday 1:00 PM Naupaka Ballroom 1**

Chair: Natale Zappia California State University, Northridge

OPTIMAL DEVELOPMENT OF WIND FARM WITH SIMULATION MODELS AND OPTIMIZATION (PAPER ID: 164)

|               |                       |
|---------------|-----------------------|
| Honggang Wang | California State Poly |
|---------------|-----------------------|

SUSTAINABLE FASHION: MEASURING CORPORATE SOCIAL RESPONSIBILITY FOR DECISION MAKING AND CONSUMER HABITS (PAPER ID: 47)

|                   |   |
|-------------------|---|
| Natale Zappia     | California State University, Northridge |
| Tracie Tung       | California State University Northridge  |
| Elline Deogracias | California State University Northridge  |

SELLING FEWER BETTER THINGS: SERVING VARIETY WITH SLOW FASHION (PAPER ID: 211)

|                  |   |
|------------------|---|
| Monir Jalili     | Bentley University                              |
| Michael Pangburn | University of Oregon                            |
| Alireza Yazdani  | California State Polytechnic University, Pomona |

SUSTAINABLE CONSUMPTION IN FASHION & APPAREL (PAPER ID: 284)

|                |                         |
|----------------|-------------------------|
| Kathy Dhanda   | Sacred Heart University |
| David Loranger | Sacred Heart University |

FREIGHT TRANSPORTATION EMISSIONS: HIDING IN PLAIN SIGHT (PAPER ID: 63)

|             |                         |
|-------------|-------------------------|
| Wendy Tate  | University of Tennessee |
| Lisa Ellram | Miami University Ohio   |

**OLS7 Supply Chain Assets Thursday 1:00 PM Naupaka Ballroom 2**

Chair: Mansik Hur California State University, Bakersfield

AN ASSESSMENT OF THE REQUIREMENTS FOR A PHARMACEUTICAL STORAGE FACILITY (PROJECT GIRAFFE) IN SOUTH AFRICA (PAPER ID: 136)

|               |  |
|---------------|--|
| Barin Nag     | Towson University                        |
| Scott Farrell | UGSM-Monarch Graduate School of Business |

A TEACHING APPROACH FOR THE ECONOMIC PRODUCTION QUANTITY MODEL USING ONLY ALGEBRA AND ANALYTIC GEOMETRY (PAPER ID: 373)

|               |                        |
|---------------|------------------------|
| Cenk Caliskan | Utah Valley University |
|---------------|------------------------|

SIX SIGMA APPROACH TO FIGHTER FLEET'S HEALTH MANAGEMENT (PAPER ID: 276)

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

**FIN2 Borrowing and Effects of the COVID-19 Pandemic Thursday 1:00 PM Naupaka Ballroom 3**

Chair: Jennifer Miele California State University, Fresno

HOME PRICE GROWTH AND MINORITY ACCESS TO MORTGAGE CREDIT (PAPER ID: 347)

Salman Tahsin San Jose State University

FINANCIAL LITERACY AND BORROWING BEHAVIOR IN DIFFERENT AGE GROUPS (PAPER ID: 313)

Wei Yu California State Polytechnic University Pomona  
Andrew Brands California State Polytechnic University Pomona

MANAGING THROUGH THE STORM: THE MULTIPLE CHALLENGES OF THE COVID PANDEMIC AND THE MANAGEMENT OF A STUDENT-MANAGED INVESTMENT FUND (PAPER ID: 377)

Peter Ammermann California State University, Long Beach

ACTUAL AND SELF-REPORTED RISK-TAKING BEHAVIOR OF UNIVERSITY STUDENTS DURING THE COVID-19 PANDEMIC (PAPER ID: 299)

Jennifer Miele California State University, Fresno  
Vinh Huy Nguyen California State University, Fresno

**MSQ3 Applications in Business Analytics Thursday 1:00 PM Naupaka Ballroom 4**

Chair: Don Wardell University of Utah

ANALYSIS AND PREDICTION OF BILATERAL EXPORT BETWEEN CHINA AND BRI ECONOMIES (PAPER ID: 54)

Dumor koffi University of Electronic Science and Technology of China  
Jean Paul Ainam Rensselaer Polytechnic Institute, 110 Eighth Street Troy, NY USA 12180

ALGEBRAIC EXPRESSIONS FOR RANGE CONTROL CHART CONSTANTS (PAPER ID: 145)

Don Wardell University of Utah

INFLUENCING FACTORS FOR THE BUSINESS ANALYTICS ADOPTION FROM A CROSS-CULTURAL PERSPECTIVE (PAPER ID: 148)

Hokey Min Bowling Green State University  
Hye-Young Joo Chung-Ang University

PREVENTING WAIT: A METHODOLOGY FOR AVOIDING THE PREVALENT WASTE OF QUEUING (PAPER ID: 250)

Willard Price University of the Pacific

**EDU5 Active Learning and Discussion-based Pedagogies Thursday 1:00 PM Naupaka Ballroom 5**

Chair: Vish Iyer University of Northern Colorado

EVIDENCE ON STUDENT ONLINE LEARNING OUTCOMES IN HIGHER EDUCATION DURING THE COVID-19 PANDEMIC (PAPER ID: 233)

Chin-Yen Alice Liu Texas A&M University - San Antonio

INDUSTRY AND SERVICE-LEARNING COLLABORATIONS IN THE CLASSROOM – MAKING IT WORK (PAPER ID: 273)

Sharonda Bishop Cal Poly Pomona  
Cheryl Wyrick Cal Poly Pomona

LIVE REGALLY - COAT OF ARMS: AN INTRODUCTION FOR STUDENTS TO LIFE DESIGN (PAPER ID: 361)

Alex Alvarago CSU Dominguez Hills  
Thomas Norman CSU Dominguez Hills  
James Golding Live Regally

IMPLEMENTOING LEARNING ECOSYSTEM IN OUR CLASSROOMS: A PRAGMATIC PROPOSAL (PAPER ID: 294)

Vish Iyer University of Northern Colorado  
Moe Manshad University of Norther  
Daniel Brannon University of Northern Colorado

**HOS2 Current Issues in Hospitality Thursday 1:00 PM Naupaka Ballroom 6**

Chair: Seyhmus Baloglu University of Nevada Las Vegas

AN INVESTIGATION OF THE IMPACT OF MOTIVATIONS, INVOLVEMENT, AND ATTITUDE ON THE INTENT TO USE SERVICE ROBOTS IN HOTELS (PAPER ID: 11)

Nasim Binesh University of Nevada Las Vegas  
Seyhmus Baloglu University of Nevada Las Vegas

IS AI BENEFICIAL FOR FOOD WASTE MANAGEMENT IN FIVE STAR HOTELS? (PAPER ID: 229)

Varun Khanna Emirates Academy Hospitality Management  
Sanjay Nadkarni Emirates Academy Hospitality Management  
Natasa Christodoulidou California State University DH  
Marcus Rothenberger University of Nevada Las Vegas  
Meng Zhao CSU Dominguez Hills

TRAVELERS' RISK PERCEPTION AND CHOICE OF CANCELLATION POLICY: THE STIMULATING EFFECT OF RISK TRIGGERS (PAPER ID: 402)

Minji Kim University of Nevada, Las Vegas  
Eun Joo Kim Dong-A University  
Esther Kim Montclair State University

FOOD FACILITY INSPECTION DURING THE COVID-19 PANDEMIC: CASE STUDY (PAPER ID: 261)

Seunghee Wie California State University, Sacramento  
Yong Choi California State University, Bakersfield  
Rolando Villareal Sacramento County

**Thursday, April 7, 2022**

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

**MOS3 Modeling and Simulation III Thursday 3:00 PM Naupaka Ballroom 1**

Chair: Maryam Hamidi Lamar University

SIMULATION OF CHARGE AND DISCHARGE CYCLE OF A CONCENTRATE-BASED THERMAL ENERGY STORAGE SYSTEM. (PAPER ID: 388)

Christopher Salerno Cal Poly Pomona  
Justin Lee Cal Poly Pomona  
Rozina Nalbandian Cal Poly Pomona  
Reza Baghaei Lakeh California State Polytechnic University, Pomona

A CIVILIAN EVACUATION MODEL UNDER A DEGRADED ENVIRONMENT (PAPER ID: 101)

Mahyar Amouzegar The University of New Orleans  
Khosrow Moshirvaziri California State University, Long Beach

DECISION MAKING ON STOCK TRANSFERS IN PUSH AND PULL MODES IN ERPSIM LOGISTICS GAME (PAPER ID: 376)

Ming Wang California State University - Los Angeles  
Qiansan Shen Florida International University

A SPECIAL MODEL FOR DETERMINING EXPECTED NUMBER OF FUTURE FAILURES (PAPER ID: 209)

Maryam Hamidi Lamar University  
Ferenc Szidarovszky Corvinus University of Budapest  
Pooyan Mobtahej Lamar University

**MSQ1 Optimal Pricing Strategies Thursday 3:00 PM Naupaka Ballroom 2**

Chair: Ken Ko Pepperdine University

THE OPTIMAL PRICING OF GRADUATE ACADEMIC PROGRAMS (PAPER ID: 130)

Ken Ko Pepperdine University

PRICING THE COVID-19 VACCINE: A MATHEMATICAL APPROACH (PAPER ID: 108)

Banafsheh Behzad California State University, Long Beach

A ROSE BY ANY OTHER NAME (PAPER ID: 204)

Mohua Podder University of Alberta

Subhadip Ghosh MacEwan University

OPTIMAL RENTAL STRATEGY: SHORT-TERM VS. LONG-TERM RENTALS (PAPER ID: 45)

Sina Shokoohyar Saint Joseph's University

Vahid Ghomi Penn State Mont Alto

Anae Sobhani University of Hartford

Ahmad Sobhani Oakland University

**FIN3 Investments and Banking Thursday 3:00 PM Naupaka Ballroom 3**

Chair: Vinh Huy Nguyen California State University, Fresno

FAILED BANK ASSET RECOVERY: THE INFLUENCE OF DEPOSITS AND LOAN EXPOSURE (PAPER ID: 350)

Alice Sun California State Polytechnic University, Pomona

INSTITUTIONAL OWNERSHIP AND BANK LIQUIDITY CREATION (PAPER ID: 267)

Maria Gonzalez University of Texas at San Antonio

Violeta Diaz St. Mary's University

Mohammad Jafarinejad University of Wisconsin Whitewater

INSTITUTIONS AND BOOK-TO-MARKET EFFECT: THE ROLE OF INVESTMENT HORIZON (PAPER ID: 255)

Aslihan Salih California State University Long Beach

Muhammad Sabeeh Iqbal Bilkent University

Levent Akdeniz Bilkent University

TRADING VENUE PREFERENCE: CRITICAL ROLE OF INSTITUTIONAL OWNERSHIP (PAPER ID: 19)

Le Zhao Florida International University

Vinh Huy Nguyen California State University, Fresno

Suchismita Mishra Florida International University

**EDU2 Effectiveness of Online Learning Thursday 3:00 PM Naupaka Ballroom 4**

Chair: Sean Eom southeast missouri state university

APPLYING STRUCTURAL EQUATIONS TO EVALUATE ONLINE INSTRUCTIONAL MODALITIES IN HIGHER BUSINESS EDUCATION (PAPER ID: 59)

Cindy Chen California State Univ. Long Beach

Sabrina Landa California State Univ. Long Beach

Aivanna Padilla California State Univ. Long Beach

Jasmine Yur-Austin California State Univ. Long Beach

THE INTEGRATION OF PRACTICAL BUSINESS TOPICS AND ISSUES WITH PEDAGOGICAL OVERTONES FOR CLASSROOM DISCUSSIONS (PAPER ID: 230)

Joe Stasio Merrimack College

ONLINE COURSES: HEALTHY MEAL OR JUNK FOOD? (PAPER ID: 364)

Benjamin Norman California Academy of Math and Sciences, High School

Thomas Norman CSU Dominguez Hills

THE USE OF MOBILE DEVICES IN UNIVERSITY DIGITAL DISTANCE LEARNING: ITS EFFECT ON THE PERCEIVED LEARNING OUTCOMES (PAPER ID: 95)

Sean Eom

southeast missouri state university

**BES2 Changing Perceptions of Value**

**Thursday**

**3:00 PM**

**Naupaka Ballroom 5**

Chair: Ojung Kwon

California State University, Fresno

THE MIRACLE BEGINNING TO THE FALL OF YANBIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY (YUST): IN-DEPTH ANALYSIS AND LESSONS LEARNED (PAPER ID: 392)

Ojung Kwon

California State University, Fresno

Maria Kwon

Yanbian University of Science and Technology

Chinkyung Kim

Yanbian University of Science and Technology

A STRUCTURAL ANALYSIS OF HOLLAND'S CIRCUMPLEX ACROSS WORKING AGES (PAPER ID: 96)

Dominic Shafer

California State Univ. Long Beach

Jonathan Phan

California State Univ. Long Beach

Paul Didham

California State Univ. Long Beach

EMPLOYEES' PERCEPTIONS OF CORPORATE SOCIAL RESPONSIBILITY, TOP MANAGEMENT SUPPORT FOR QUALITY, AND CUSTOMER INVOLVEMENT (PAPER ID: 74)

David Hollingworth

University of North Dakota

Sean Valentnie

University of North Dakota

FORCED RANKING: A GATEWAY TO DEVIANCE IN MANAGERIAL DECISION-MAKING? (PAPER ID: 62)

Craig Macaulay

California State Univ. Long Beach

**ACC1 Current Issues in Accounting**

**Thursday**

**3:00 PM**

**Naupaka Ballroom 6**

Chair: Nathan Oestreich

San Diego State University

PLANNING FOR THE MEDICARE PART B PREMIUM (PAPER ID: 29)

Nathan Oestreich

San Diego State University

Michael Keane

Michael S. Keane, CPA

John Cooper

California State University - Los Angeles

PLANNING FOR REQUIRED MINIMUM DISTRIBUTIONS WHEN ONE IS STILL WORKING AT AGE-72 AND BEYOND (PAPER ID: 117)

Nathan Oestreich

San Diego State University

James Williamson

San Diego State University

Kamal Haddad

San Diego State University

FIRM PERFORMANCE DURING COVID-19 PANDEMIC: THE EFFECT OF MANAGERIAL ABILITY (PAPER ID: 288)

Haihong He

California State University, Los Angeles

Yiting Cao

California State University, Los Angeles

Lijuan Zhao

California State University, Los Angeles

THE EFFECT OF REPUTATION ON READABILITY OF ANNUAL REPORTS FOR S&P100 FIRMS – A COMPARISON AMONG MEASURES (PAPER ID: 310)

Xuan Huang

California State Univ. Long Beach

Sudha Krishnan

California State Univ. Long Beach

Ping Lin

California State Univ. Long Beach

# Friday, April 8, 2022

**Friday, April 8, 2022**

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

**OLS1 Supply Chain Finances Friday 8:00 AM Naupaka Ballroom 1**

Chair: Cherry Singhal University of New Mexico

ACHIEVING OMNICHANNEL SUCCESS: ESSENTIAL SUPPLY CHAIN CAPABILITIES FOR NORDIC RETAILERS (PAPER ID: 405)

Brian Gibson Auburn University

OMNI-CHANNEL OPERATION MANAGEMENT BASED ON CONSUMER EMOTIONAL FEEDBACK (PAPER ID: 386)

Honghui Deng University of Nevada Las Vegas

Ming Lei Guanghua School of Management, Peking University

Xinyan Yao Guanghua School of Management, Peking University

Sutirtha Chatterjee University of Nevada, Las Vegas

MODELING FAIRNESS OF PROFIT DISTRIBUTION IN SUPPLY CHAINS (PAPER ID: 316)

Yong Won Seo Chung-Ang University

Samantha Seayoung Park Chung-Ang University

EXAMINING CONTEXTUAL FACTORS OF THE RELATIONSHIP BETWEEN OPERATIONAL KNOWLEDGE AND FINANCIAL PERFORMANCE OF MANUFACTURING FIRMS (PAPER ID: 399)

Cherry Singhal University of New Mexico

Alan Mackelprang GEORGIA SOUTHERN UNIVERSITY

manoj malhotra case western university

**MEO3 Leadership Decisions in the world of Covid Friday 8:00 AM Naupaka Ballroom 2**

Chair: David Bechtold Metro State University in Denver

COULD TECHNOLOGY AND UBER CHANGE GLOBAL SUPPLY CHAINS, HELP SMALL BUSINESS, AND EVEN IMPROVE THE ENVIRONMENT. (PAPER ID: 218)

David Bechtold Metro State University in Denver

David Lynn Hoffman Metropolitan State University - Denver

PROACTIVE PERSONALITY, RECOVERY EXPERIENCES, STRESS, AND TURNOVER INTENTION OF REGISTERED NURSES (PAPER ID: 322)

Christine Mahoney Minnesota State University, Mankato

Marilyn Fox Minnesota State University, Mankato

MEASURING DELAY OF GRATIFICATION CREATION OF A SELF-REPORT MEASURE: INTERIM FINDINGS (PAPER ID: 323)

John Urbanski Sonoma State University

Elizabeth Stanny Sonoma State University

A SIX FACTOR LEADERSHIP MODEL ON JOB SATISFACTION IN THE WORKPLACE DURING THE COVID-19 PANDEMIC (PAPER ID: 369)

C. Christopher Lee Central Connecticut State University

Dong-Heon Kwak Kent State University

Ruoqing Zhang Central Connecticut State University

**EDU4 Information Systems, Artificial Intelligence, and Related Areas in Education Friday 8:00 AM Naupaka Ballroom 3**

Chair: David Czerwinski San Jose State University

THE EFFICACY OF CODING BOOTCAMPS FOR REFUGEES (PAPER ID: 10)

|                          |                                 |
|--------------------------|---------------------------------|
| Sharon Larisa Segrest    | University of South Florida     |
| Kenneth E. Murphy        | University of California Irvine |
| Cristina M. Giannantonio | Chapman University              |
| Amy E. Hurley-Hanson     | Chapman University              |

THE STATE OF IS CURRICULA FOR DIGITAL TRANSFORMATION (PAPER ID: 56)

|            |                 |
|------------|-----------------|
| Drew Hwang | Cal Poly Pomona |
| Hui Shi    | Cal Poly Pomona |

ARTIFICIAL INTELLIGENCE IN EDUCATION (PAPER ID: 381)

|              |                                |
|--------------|--------------------------------|
| Alpana Desai | University of Alaska Anchorage |
|--------------|--------------------------------|

LESSONS FOR BUSINESS ANALYTICS STUDENTS FROM MEDIA COVERAGE OF MATHEMATICAL MODELS (PAPER ID: 333)

|                  |                           |
|------------------|---------------------------|
| David Czerwinski | San Jose State University |
|------------------|---------------------------|

**ACC4 Audit Friday 8:00 AM Naupaka Ballroom 5**

Chair: Sabrina Landa California State Univ. Long Beach

AUDIT COMMITTEE FINANCIAL EXPERTISE MANDATE AND EARNINGS MANAGEMENT MITIGATION (PAPER ID: 268)

|                  |                                     |
|------------------|-------------------------------------|
| Harry Xia        | California State University, Fresno |
| Shu Lin          | California State University, Fresno |
| Shuo Li          | Western Washington University       |
| Indranil Bardhan | University of Texas at Austin       |

CEO INSIDE DEBT AND INDUSTRY SPECIALIST AUDITOR (PAPER ID: 342)

|                       |   |
|-----------------------|---|
| Jong-Yu Paula Hao     | California State University, Long Beach |
| Hyeesoo (Sally) Chung | California State University, Long Beach |
| Jinyoung P. Wynn      | Louisiana Tech University               |

SHAREHOLDERS' PERCEPTION OF AUDITOR TYPE AND TIMING OF AUDITOR ENGAGEMENT: EVIDENCE FROM AUDITOR RATIFICATION (PAPER ID: 355)

|                 |   |
|-----------------|---|
| Jennifer Howard | California State University, Long Beach |
| Myungsoo Son    | California State University Fullerton   |
| Hakjoon Song    | California State University DH          |

THE CREATION OF ONE TRUTH: SINGLE-LEDGER ENTRIES FOR MULTIPLE STAKEHOLDERS USING BLOCKCHAIN TECHNOLOGY TO ADDRESS THE RECONCILIATION PROBLEM (PAPER ID: 356)

|                    |   |
|--------------------|---|
| Ahmed Gomaa        | University of Scranton                          |
| Salem L Boumediene | University of Illinois Springfield              |
| Mohamed Gomaa      | California State Polytechnic University, Pomona |
| Magdy Farag        | California State Polytechnic University, Pomona |

**BES3 Clarifying Theortic Boundaries Friday 8:00 AM Naupaka Ballroom 6**

Chair: Xiaofeng Chen Western Washington University

EXAMINING THE CONSTRUCT VALIDITY OF BOREDOM: A META-ANALYSIS (PAPER ID: 149)

|                |                                   |
|----------------|-----------------------------------|
| Paul Didham    | California State Univ. Long Beach |
| Jonathan Phan  | California State Univ. Long Beach |
| Dominic Shafer | California State Univ. Long Beach |



EXPECTANCY-VALENCE THEORIES OF MOTIVATION IN INFORMATION SYSTEMS RESEARCH (PAPER ID: 102)

Xiaofeng Chen

Western Washington University

THREE MISSING PUZZLE PIECES IN REAL OPTIONS RESEARCH AND SUGGESTIONS FOR CONCEPTUAL REINFORCEMENT (PAPER ID: 72)

Ho Wook Shin

California State Univ. Long Beach

AN ANALYSIS OF PATTERNS OF RETAIL GAS PRICE VARIATIONS IN CANADA (PAPER ID: 118)

Subhadip Ghosh

MacEwan University

Shahidul Islam

MacEwan University

**Friday, April 8, 2022**

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

**EDU6 Challenges and Opportunities in Higher Education**

**Friday**

**10:00 AM**

**Naupaka Ballroom 1**

Chair: Larisa Preiser-Houy

California State Polytechnic University Pomona

EXPLORATION OF RACIAL AND GENDER DIVERSITY WITHIN UNDERGRADUATE AND GRADUATE PROGRAMS ACROSS THE US (PAPER ID: 144)

Wen Cheng

California state polytechnic univ, Pomona

JOB SHADOWING WITHIN AN UNIVERSITY SYSTEM: A FACULTY AND ADMINISTRATION PARTNERSHIP (PAPER ID: 365)

Thomas Norman

CSU Dominguez Hills

Joan Torne

California State University Chancellor's Office

Krystal Rawls

California State U. Dominguez Hills

REDUCING AND DETECTING ON-LINE EXAM CHEATING: BUILDING A BETTER MOUSETRAP. PROTOCOLS FOR CANVAS AND OTHER LEARNING MANAGEMENT SYSTEMS (PAPER ID: 374)

Elizabeth Stanny

Sonoma State University

John Urbanski

Sonoma State University

**MEO4 Influencers of Business Management Decisions**

**Friday**

**10:00 AM**

**Naupaka Ballroom 2**

Chair: Biff Baker

Metropolitan State University of Denver

CHÁVEZ 'S COOPERATIVES: A PROJECT MANAGEMENT VIEW (PAPER ID: 15)

Biff Baker

Metropolitan State University of Denver

THE ART OF MANAGING INSTITUTIONAL COMPLEXITY (PAPER ID: 131)

Yoonhee Choi

California State University Long Beach

THE VIDEOPHONE (PAPER ID: 81)

Johannes Snyman

Metropolitan State

MITIGATING PSYCHOLOGICAL CONTRACT BREACH THROUGH COPING ORIENTATION (PAPER ID: 321)

Lei Lai

California State University - Dominguez Hills

**MBA3 Artificial Intelligence and Machine Learning**

**Friday**

**10:00 AM**

**Naupaka Ballroom 3**

Chair: Mohammad Salehan

Cal Poly Pomona

PREDICTIONS OF WINE RATINGS USING MACHINE LEARNING ALGORITHMS (PAPER ID: 78)

|                 |                    |
|-----------------|--------------------|
| Mai Bui         | Seattle University |
| Bryce Dorrance  | Seattle University |
| Sofia Rodriguez | Seattle University |
| Marc Winter     | Seattle University |
| Ben Kim         | Seattle University |

THE EFFECT OF DISCRETE EMOTIONS ON INFORMATION DIFFUSION IN SOCIAL MEDIA (PAPER ID: 58)

|                  |                 |
|------------------|-----------------|
| Mohammad Salehan | Cal Poly Pomona |
|------------------|-----------------|

EVOLUTIONARY APPROACH FOR THE DESIGN OF NEURAL NETWORKS (PAPER ID: 404)

|                    |                                    |
|--------------------|------------------------------------|
| Salma Boumediene   | Naval Postgraduate School          |
| Salem L Boumediene | University of Illinois Springfield |

# Papers Sorted by ID

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

**Paper ID: 4 LITERATURE REVIEWS OF TELEMEDICINE ON OPIOID TREATMENT IN RURAL AREAS**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 5

Opioid use disorder and substance use disorder (SUD) is an existing dilemma across North America, especially United States. Expanding treatment through telemedicine is highly encouraged to combat this epidemic. In this paper, we aim to perform a systematic literature review on the use of telemedicine in SUD. A systematic search was conducted across four following databases CINAHL, Academic Search Complete, MEDLINE, APAPsychInfo. Accompanying with opioid agonist medication, other therapeutic approaches to assist patients' in recovery are community support, family support, therapy, telehealth.

**Paper ID: 6 EXAMINING THE RELATIONSHIP BETWEEN USER ENGAGEMENT AND E-COMMERCE REVENUE USING EXPLORATIVE DATA ANALYSIS ON WEB ANALYTICS DATA**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 5

Online businesses have been using Web analytics to track where visitors come from and how they interact with the website. Analyzing this information drives marketing and website design improvements and optimizes traffic and conversion, which means more sales revenue for e-commerce. To examine the relationship between user engagement and E-commerce revenue, we performed an exploratory data analysis on Google Analytics data for the online Google Merchandise Store. The result showed that user engagement KPIs, including Returning Visitors (Users), Number of Visits (Sessions), Time on Site (Session Duration), Number of Pageviews, and Number of Hits, are positively associated with revenue.

**Paper ID: 10 THE EFFICACY OF CODING BOOTCAMPS FOR REFUGEES**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 3

Little is known about the career experiences of refugees and the ways that organizations, not for profits, and policymakers can assist refugees in preparing for work. There are over 26 million refugees worldwide. Immersive training programs, such as coding boot camps, may be one way of helping refugees learn marketable job skills. Distinct from four-year university degrees, coding boot camps are a type of vocational training program utilizing accelerated schedules, experiential learnings, and an immersive educational pedagogy. This paper will examine the efficacy of an immersive vocational training program to prepare refugees to gain job skills and find employment.

**Paper ID: 11 AN INVESTIGATION OF THE IMPACT OF MOTIVATIONS, INVOLVEMENT, AND ATTITUDE ON THE INTENT TO USE SERVICE ROBOTS IN HOTELS**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 6

This study proposes and tests a novel model to investigate the impact of extrinsic instrumentality, intrinsic instrumentality, and social status on customer's attitude towards robots in hotels and the consequent impact on customers' behavioral intention to use service robots in hotels were investigated. The moderating role of involvement with service robots on the proposed model was examined. The findings supported the proposed model. Furthermore, multi-group analysis of involvement showed that intrinsic instrumentality had a stronger effect on attitude and attitude had a stronger effect on behavior for the high involvement group. The paths from extrinsic instrumentality were not significantly different.

**Paper ID: 13 THE ROLE OF IMAGE NORMS IN THE CAREER DECISIONS OF INDIVIDUALS WITH ASD**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 4

The stigma attached to autism, as well as stereotypes and images of jobs, occupations, and careers for individuals with ASD, may play a role in understanding the career experiences of individuals with ASD. Images of individuals with ASD may influence the occupational choices of Generation A. Individuals with autism have recently been featured in literature, television shows, and movies. Including characters with ASD in popular media may help reduce the stigma associated with autism and create image norms that can change perceptions about the types of occupations that individuals with ASD can pursue.

**Paper ID: 15 CHÁVEZ 'S COOPERATIVES: A PROJECT MANAGEMENT VIEW**

Friday, April 8, 2022 10:00 AM Naupaka Ballroom 2

This case study examines agricultural cooperatives' results within the Bolivarian Republic of Venezuela (República Bolivariana de Venezuela). It compares the cooperative outcomes to a project management model to determine their reasons for failure. The Vuelta al Campo (VAC) program failed due to a lack of infrastructure, a lack of training, and a lack of experience. The study finds that proper implementation of project management could have supported Chávez 's cooperatives with emphasis upon scope, time, and cost management, and most importantly informational feedback loops.

**Paper ID: 17 BUSINESS ANALYTICS IN STATE-FUNDED TEACHING-FOCUSED BUSINESS-SCHOOLS; MARKET-ORIENTED VS CAPABILITY-CENTERED STRATEGIES**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 6

We recommend a student-faculty-centered incremental approach reinforcing the analytical foundations of the current network of resources and learning processes. We emphasize the importance of adding quantitative content to Marketing, Finance, and Operations core courses, and strengthening their analytical links. We then propose three Business Analytics Foundations, Data Visualization and Communication, and Data Mining and Programming elective courses. They form a seed to grow into a full-fledged major not by imitating other institutions, but on the foundations of the quantitative capabilities of the students in the institution under consideration as well as the faculties' understanding of these capabilities.

**Paper ID: 19 TRADING VENUE PREFERENCE: CRITICAL ROLE OF INSTITUTIONAL OWNERSHIP**

Thursday, April 7, 2022

3:00 PM Naupaka Ballroom 3

Using earnings announcements as the reoccurring, scheduled event and share repurchase announcements as the non-reoccurring, unscheduled event, we find that traders strategically choose off-exchange venues around scheduled events. We study and confirm that the scheduled events have higher information asymmetry, which appears to cause traders to route their orders to off-exchange venues. This preference is most prevalent for firms with high institutional ownership. We also find that traders do not show a preference for either venue around unscheduled events. Our findings are robust even during the COVID-19 pandemic.

**Paper ID: 21 AN EMPIRICAL INVESTIGATION OF THE INFLUENCE OF SERVANT LEADERSHIP AND ORGANIZATIONAL VIRTUES ON INNOVATION IN PUBLIC ORGANIZATIONS**

Wednesday, April 6, 2022

3:00 PM Naupaka Ballroom 2

This study investigates the effect of servant leadership and organizational virtues on innovation in public organizations. It is theorized that servant leadership influences four cardinal organizational virtues, namely, wisdom, courage, justice, and temperance. These virtues in turn will influence innovation. The hypotheses are tested with an empirical study of managers in public organizations. The results support all our hypotheses, with the exception of the effect of organizational courage on innovation. We discuss the contributions of this study, which provides two novel considerations – servant leadership and organizational virtues – to study innovation in public organizations.

**Paper ID: 23 MARIJUANA GOES MAINSTREAM: ADOPTING TRADITIONAL MARKETING PRINCIPLES**

Thursday, April 7, 2022

10:00 AM Naupaka Ballroom 3

As the legalization of marijuana products gains momentum in the United States, marijuana retailers and producers are turning to traditional marketing strategies to grab consumers' attention, differentiate their products from those of others, and shape consumer preference. We explore how brand identification, product trust, and past cannabis use influence product evaluation. Our results show brand cues resulted in stronger product evaluation and purchase intent for edibles, while unbranded packaging was favored for inhaled products.

**Paper ID: 24 NEW BELGIUM BREWING: WHAT DOES TOMORROW HOLD?**

Wednesday, April 6, 2022

8:00 AM Naupaka Ballroom 6

This case discusses the history of New Belgium Brewing, the environmental initiatives of the founders and employees, and the operations of the company. The company sold to Lion LittleWorld Beverages of Australia, which is a subsidiary of Kirin. Will new foreign owners maintain the CSR initiatives developed by the founders of New Belgium Brewing?

**Paper ID: 25 PATAGONIA, INC.: A SOCIALLY CONSCIOUS COMPANY**

Wednesday, April 6, 2022

8:00 AM Naupaka Ballroom 6

This case discusses the history of Patagonia, Inc. and the actions taken by company executives to support the values of being a socially conscious business and doing its part to preserve the environment. The case provides an excellent example of corporate social responsibility.

**Paper ID: 26 ANOMALIES IN REIT RETURNS: EVIDENCE FOR AND AGAINST THE Q-THEORY**

Thursday, April 7, 2022

10:00 AM Naupaka Ballroom 1

Among well-known asset pricing anomalies in U.S. common stocks, only investment and momentum premiums stand significant in the REIT industry. Consistent with the q-theory, the investment effect turns significant. However, we find that investment premium is not governed by investment frictions as predicted by Li and Zhang (2010). Moreover, we find that the profitability effect is insignificant in REITs disturbing q-theory's explanation that profitability is one of the two pillars that the theory relies on. However, we provide an evidence that profitability, in fact, controls the momentum phenomenon.

**Paper ID: 28 TEACHING CASE: CALIFORNIA DREAMIN' HOUSING MARKET VISUALIZATIONS & PREDICTIONS**

Wednesday, April 6, 2022

8:00 AM Naupaka Ballroom 4

This article describes two teaching cases that use a fictitious real-estate organization, Orchard Grove, with real data for teaching data analytics to university students. Students will relate theoretical concepts to a real-world business problem by applying their learned data analytics skills. The students take on the role of data analysts and will create visualizations and market value predictions of real estate properties in a California county. In these assignments, the students will use Tableau and JMP, statistical software. The students deliver a written report and present their findings to their manager, the instructor, to drive decisions.

**Paper ID: 29 PLANNING FOR THE MEDICARE PART B PREMIUM**

Thursday, April 7, 2022

3:00 PM Naupaka Ballroom 6

Since Medicare Part B premiums are usually withheld from a person's monthly Social Security payments, beneficiaries of Medicare coverage may not be aware of the amount of their mandatory premiums that can range for \$148.50 to \$504.90 per month and how planning might be executed. Planning is complicated by the fact that the premium is based on the individual's income from two years prior. Furthermore, life-long penalties and appeals are possibilities. This research summarizes the applicable statutes and regulations and how planning may be effective.

**Paper ID: 39 QUANTIFYING THE BENEFITS AND COSTS OF GROCERY CLICK-AND-COLLECT SERVICE**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 1

To combat the rising fulfillment cost of online grocery, this paper investigates the benefits of receiving online orders from customers and taking advantage of the time difference between order placement and order fulfillment to optimize stock level. We describe methods to quantify the value of demand information and compare the benefits to the marginal labor cost of fulfilling online orders. Our numerical illustration shows the crucial role of the amount of short-life items in cart, item pick rate, and in-store fulfillment setup.

**Paper ID: 43 1 THE COVID-19 ECONOMIC SHUTDOWN AND THE FUTURE OF FLEXIBLE WORKPLACE PRACTICES IN THE SOUTH BAY REGION OF LOS ANGELES COUNTY**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 2

The COVID-19 lockdown has increased the use of flexible workplace practices (FWP) especially work from home, demonstrating their importance to the resilience of transportation systems and regional economies. This study compares experiences and perceptions of FWP and related policy interventions before and during the COVID-19 shutdown, focusing on the South Bay region of Los Angeles County, to inform projections about the use of FWP and policy implications post-COVID. Policy makers should focus on training programs and promotional campaigns tied to public health messaging, and the implications of reduced commuting for transportation system design and commercial zoning and land use.

**Paper ID: 45 OPTIMAL RENTAL STRATEGY: SHORT-TERM VS. LONG-TERM RENTALS**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 2

Considering two rental strategies (i.e., short-term and long-term), we searched for the optimal rental strategy in the City of Philadelphia using applied data mining methods. By analyzing 2163 properties, we showed that properties with more bedrooms, closer to the historic attractions, in neighborhoods with lower minority rates, and higher nightlife vibe are more likely to have a higher return if they are rented out through short-term rental contracts. Additionally, the property location is found out to have a significant impact on the optimal rental strategy which emphasizes the widely known term of "location, location, location" in the real estate market.

**Paper ID: 47 SUSTAINABLE FASHION: MEASURING CORPORATE SOCIAL RESPONSIBILITY FOR DECISION MAKING AND CONSUMER HABITS**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 1

Fast fashion relies on low prices, quick merchandise turnover, and various forms of exploitation. Alternatively, sustainable fashion leverages corporate social responsibility (CSR) activities to mitigate these damages while supporting rising trends in responsible consumerism. This study aims to determine the ease with which consumers can navigate sustainable fashion brand websites to detect CSR activities and to construct a framework that identifies CSR activities, CSR dimensions, and the business operation stages at which they occur. Altogether, this study attempts to explore the effectiveness of CSR web communication and offers decision-makers a tool to implement and identify CSR activities.

**Paper ID: 54 ANALYSIS AND PREDICTION OF BILATERAL EXPORT BETWEEN CHINA AND BRI ECONOMIES**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 4

This paper uses a gravity model and machine learning analysis techniques estimations to analyze the prediction of ex-post China's Bilateral Export flow under Belt and Road initiatives. The model includes 162 countries and is estimated in the panel over the period 1990-2017. This is shown as a function of geographical, cultural, historical observable, economic, and a host of unobservable transports infrastructure in an augmented gravity model of bilateral Export as a baseline model. Using a fully connected, feedforward neural network, we were able to successfully improve upon Gravity Model's prediction accuracy by an R2 score of .42.

**Paper ID: 56 THE STATE OF IS CURRICULA FOR DIGITAL TRANSFORMATION**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 3

Today's business world is being transformed by digital technologies characterized by the proliferation of constantly connected mobile devices and apps, the widespread usage of social media, the optimization of the data value through analytics, and the virtualization of computing resources in the cloud. The industry is in desperate need of IT professionals who know digital transformation right after graduation. This research developed a knowledge pool of keywords and conceptual constructs from a study on the sensitization, practice, and principle of digital transformation and use it to assess IS course's title and description.

**Paper ID: 57 THE ROLE OF THE SUPPLY CHAIN IN IMPROVING INDIVIDUAL WELL-BEING IN THE WAKE OF LIFE DISRUPTION**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 3

Disruptions are as much a part of maneuvering through life as they are in managing a supply chain. All individuals and supply chains globally have been experiencing a big disruption in 2020/21 due to the COVID-19 pandemic where individuals could not access products they needed or wanted due to the failure of supply chains to get them to market. Using grounded theory, we explored how supply chain management impacts individual well-being in the wake of a collective life disruption.

**Paper ID: 58 THE EFFECT OF DISCRETE EMOTIONS ON INFORMATION DIFFUSION IN SOCIAL MEDIA**

Friday, April 8, 2022 10:00 AM Naupaka Ballroom 3

Previous research shows that sentiment of text influences its diffusion in social media. Each emotion can be located on a three-dimensional space formed by dimensions of valence (positive-negative), arousal (passive / calm-active / excited), and tension (tense-relaxed). While previous research has investigated the effect of different dimensions of emotion on information diffusion in social media, the effect of discrete emotions, such as anger, sadness, and joy, remains unexplored. This study examines how discrete emotions influence information diffusion in social media using a sentiment mining approach. We propose a research model and test it using data collected from Twitter.

**Paper ID: 59 APPLYING STRUCTURAL EQUATIONS TO EVALUATE ONLINE INSTRUCTIONAL MODALITIES IN HIGHER BUSINESS EDUCATION**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 4

Academic institutions rapidly deployed virtual technologies and faculty training to minimize disruption following the Spring 2020 pandemic. The future of higher education in the “new normal” includes an assessment of the success and challenges of online course offerings. Therefore, administrators are tasked with determining optimal online modalities across various programs. Our findings demonstrate that beyond quality factors such as instruction and technology, curriculum rigor factors (graduate/undergraduate, upper/lower divisions) and field of study (quantitative/qualitative, MBA/MS) influence student satisfaction of online courses. To aid administrative decision-making, we provide a suggested model of structural equations incorporating these critical factors and their significance.

**Paper ID: 61 DEMAND-SIDE RESEARCH AND IMPLEMENTATION OF FREEMIUM BUSINESS MODELS: CASE STUDY OF HP PHOTO CREATIONS**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 3

Freemium business models have been widely used, including by major companies such as Survey Monkey, Dropbox and Spotify and many start-ups. Essentially, this model uses a strategy of no-cost entry pricing to generate down-stream revenue. This study, examines the demand side of freemium pricing, specifically looking at consumer response and segmentation. Keywords: Freemium Business Models, No-Cost Entry Pricing, Market Segmentation.

**Paper ID: 62 FORCED RANKING: A GATEWAY TO DEVIANCE IN MANAGERIAL DECISION-MAKING?**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 5

Forced ranking is common in many corporations today – estimates say the percentage of large firms using this method in the United States somewhere between 15 and 40 percent. Decision makers view it as a way to keep a company continuously lean. Is there a dark side, however? Frequently practitioners talk about subverting forced ranking systems. We suggest that there are substantial downsides to a forced ranking system overlooked in academic literature, but there is a potential upside as well. Several contributions are made, including a discussion of potential emerging legal implications of the practice.

**Paper ID: 63 FREIGHT TRANSPORTATION EMISSIONS: HIDING IN PLAIN SIGHT**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 1

Transportation is the fastest growing form of emissions in developing countries and is second to electricity emissions generation globally. Freight transportation is not a priority on the overall corporate sustainability agenda for many companies. This research uses in-depth interviews with twelve organizations to build mid-range theory with its foundation in legitimacy theory and explore the way that corporations measure and report on freight transportation emissions reductions as part of the overall organization’s environmental sustainability agenda. The context of this research takes the shipper’s perspective to understand the importance of tracking, reporting and reducing freight emissions within their outsourced logistics networks.

**Paper ID: 68 THE EFFECTS OF CULTURAL DIFFERENCE ON INTERNET SEARCH ENGINE CHOICES**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 5

Google occupies an overwhelming share in most countries, whereas in Korea, a native search engine takes the first place. One of the possible reasons might be found from the cultural differences. Cross-cultural variables have been developed to see the limited success of Google in Korea. This study investigates how the Internet search service providers in the U.S. and Korea have reflected their own cultural uniqueness and how they are different. The findings from this study will provide global companies or local companies with the guidelines to overcome cultural barriers in the Internet search services. Keywords: search engine, cross-cultural theory

**Paper ID: 69 DESIGN OF RESILIENT SUPPLY CHAINS NETWORK WITH AN EMERGENCY BACKUP SUPPLY**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 2

This paper aims to design a resilient supply chain network under facility disruptions. We consider the concept of an emergency backup supply (EBS) by deciding the second supply facilities (SSFs) when the primary supply facilities (PSFs) cannot satisfy the demand due to disruptions. In addition, we also identify the required extra storage capacity at each facility which provides resilience to the supply chain when any disruption occurs. For this, we propose the framework consisting of the traditional facility location-allocation (TFLA) model plus the scenario-based facility location-allocation (SBFLA) model. Using a case study, we demonstrate the applicability of the framework.

**Paper ID: 72 THREE MISSING PUZZLE PIECES IN REAL OPTIONS RESEARCH AND SUGGESTIONS FOR CONCEPTUAL REINFORCEMENT**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 6

Even though transferring real options theory from financial economics to strategy has inevitably generated non-trivial conceptual ambiguity in real options research, prior studies have given scant attention to resolving the conceptual ambiguity. Reinforcing the theoretical framework, our article points out three conceptual issues in real options research: 1) the lack of a clear conceptual boundary of real options; 2) the logical contradiction caused by considering the option to defer as a standalone real option; 3) the lack of a definition of uncertainty resolution. Then, we offer suggestions for solving those three problems.

**Paper ID: 73 TEACHING COMPLEX OM-SCM FORMULAS BY USING SIMULATION AND MODELING IN EXCEL**

Wednesday, April 6, 2022

8:00 AM Naupaka Ballroom 7

In this talk, we show that how teaching not-simple OM-SCM formulas, such as expected loss, fill rate, expected profit, and postponement can be simplified by basic simulation models in excel. We also discuss a simple extension of the LP-Product-Mix model to cover cross-training and mass-customization.

**Paper ID: 74 EMPLOYEES' PERCEPTIONS OF CORPORATE SOCIAL RESPONSIBILITY, TOP MANAGEMENT SUPPORT FOR QUALITY, AND CUSTOMER INVOLVEMENT**

Thursday, April 7, 2022

3:00 PM Naupaka Ballroom 5

Drawing upon the multiple-motives deontology theoretical perspective (e.g. Rupp et al. (2006); Rupp et al. (2013) and Glavas and Kelley (2014)), our novel approach (viewing Corporate Social Responsibility (CSR) and Customer involvement (CI) at the micro level) investigates how employee perceptions of CSR and top management support for quality (TMSQ) operate together to influence (CI). Results indicate that 1) perceived CSR is positively related to perceived TMSQ, 2) perceived TMSQ is positively related to employee perceptions of CI, and 3) perceived CSR is positively related to CI directly and indirectly through perceived TMSQ, indicating a partially mediated relationship.

**Paper ID: 75 BARRIERS TO SUSTAINABILITY IN THE SUPPLY CHAIN AND THE ADDED IMPACT OF THE COVID-19 PANDEMIC**

Thursday, April 7, 2022

10:00 AM Naupaka Ballroom 2

Many of the variables that can enable the implementation of sustainable practices in SCM can also be an obstacle if they are lacking in some way. We hypothesize that (a lack of) financial and human resources, firm governance, and leadership are barriers to implementing sustainability. To test our research hypotheses, we conducted a survey following standard procedures. The survey also asked if and how the COVID-19 pandemic impacted sustainability practices in the firms. Preliminary analysis shows that there is a significant negative impact from the proposed antecedents to the sustainability outcomes and that disruptions (pandemic) may moderate this effect.

**Paper ID: 78 PREDICTIONS OF WINE RATINGS USING MACHINE LEARNING ALGORITHMS**

Friday, April 8, 2022

10:00 AM Naupaka Ballroom 3

The goal of this paper is to build machine learning models to predict the wine rating scores. For this paper, we build the five models using the decision tree, random forest, neural network, gradient boosting, and clustering algorithms to predict the ratings using the data such as geographic locations, price, variety, temperature, longitude, latitude, country, and critics' textual reviews from the multiple datasets. The wine reviews required natural language processing (NLP). For evaluation of the models, the K-fold scores method was used. We found that the gradient boosting algorithm produced the highest performance for predictions.

**Paper ID: 79 ECONOMIC INCLUSION: HOW PROCUREMENT CAN UNLOCK SOCIAL AND BUSINESS VALUE THROUGH SUPPLIER DIVERSITY**

Thursday, April 7, 2022

8:00 AM Naupaka Ballroom 3

Companies have been launching supplier diversity programs for decades however without creating truly inclusive ecosystems. Companies are recognizing their programs' potential is not a choice any longer but a drive of sustainable competitive advantage. Procurement plays a strategic role in driving such initiatives to success but an upskill of organization is needed. Through interviews with companies and secondary data, we propose a process excellence model based on seven pillars of economic inclusion. A maturity and geographic expansion frameworks are also proposed based on the findings to help programs evolution. Finally, an ROI approach is suggested to show the value generated.

**Paper ID: 81 THE VIDEOPHONE**

Friday, April 8, 2022

10:00 AM Naupaka Ballroom 2

The videophone is a technological innovation that took a long time before it was accepted by consumers and organizations. Even though the videophone was the most widely expected innovation during the late 1800s, it did not become a regularly used technology until the Coronavirus Pandemic of 2020. The history of the videophone's development can be described in terms of eight eras, from the Science Fiction era of the late 1800s to the Post Pandemic era of what the state of the videophone might look like after the Pandemic is over.

**Paper ID: 82 PREDICTING REPEAT PURCHASES WHEN CUSTOMERS' HETEROGENEITIES FOLLOW ANY DISTRIBUTIONS**

Thursday, April 7, 2022

8:00 AM Naupaka Ballroom 5

To predict customers' repeat purchases, modelers need to effectively account for customers' heterogeneities on shopping frequencies and dropout probabilities. The BG/NBD model employs Gamma distributions to capture the heterogeneity on shopping frequencies and Beta distributions on dropout rate. The model is mathematically elegant and successful in practice. However, when underlying heterogeneities become complicated, deriving a closed-form solution becomes difficult. We model heterogeneities of customers' purchases and dropouts rates using general distributions. We introduce the Gaussian quadrature formula to express these distributions in numerical forms, retaining the elegance of BG/NBD framework. Our empirical results show it outperforms BG/NBD model in prediction.

**Paper ID: 83 NATURAL RESOURCE SCARCITY & ILLICIT SUPPLY CHAINS**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 3

Natural resources are the lifeblood of all supply chain system, be they product of service supply chains. Unfortunately, some natural resources are scarcer than others, and once recognized by those outside the norms of licit supply can cross over to becoming illicitly provided sources of supply. The proposed session will describe and delineate those factors that attract illicit actors to the supply chain space, as well as provide cautionary evidence to licit supply chains as to how they should endeavour to prevent such goods and services from becoming part of their licit supply chains.

**Paper ID: 89 SUSTAINABILITY VS PROFITABILITY: A DECISION-MAKING MODEL**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 2

Most of the analytical research of sustainability takes a simple approach of modeling, i.e., a profit-maximizing company or supply chain manages sustainability through the willingness-to-pay for "greenness" of the customers. Greenness is either independently considered or introduced as an attribute in conflict with product performance in the cost functions. The simplicity of this treatment, however, limits the managerial insight and the potential applicability of those research in the real world. In this paper, I am proposing a systematic view of the relationship between sustainability and profitability regarding the analytical model-based research, with potential application in the empirical research.

**Paper ID: 91 DOES INFORMATION DISCLOSURE OF CAPITAL USE IN PROSPECTUSES AFFECT IPO INITIAL RETURNS?**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 1

We study the impact of intended use of proceeds disclosed in prospectuses on ChiNext IPOs' initial returns. After controlling for regulatory changes, firm-level characteristics, and market conditions, we find the funds raised for firms' information platform and R&D over the entire- and 2nd sub-periods while the funds raised for marketing/sales and expanding existing products over the 1st sub-period are significantly and positively related to initial returns. Majority uses of proceeds are significantly and positively related to initial returns for IPOs with opportunities to change their use of funds but there is no such a relationship for IPOs with over-raised funds.

**Paper ID: 93 SCHOOL AS A SOCIAL AGENT FACTOR IN WOMEN'S CAREER DECISION TO CONTINUED PARTICIPATION IN SPORTS AS A CAREER**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 4

career in sports is unique in that it requires a commitment very early in life. This study investigates the factors that influence young sportswomen's decisions to continue participating in sports and launch a professional career. We conducted a quantitative study that surveyed 444. The results indicate differences between the genders regarding the role of support from the school in Career decision. Specifically, support from the school was a more significant factor in the decision to pursue a professional sports career for young women than men. Based on our findings, we recommend that policymakers collaborate with schools to support young athletes.

**Paper ID: 95 THE USE OF MOBILE DEVICES IN UNIVERSITY DIGITAL DISTANCE LEARNING: ITS EFFECT ON THE PERCEIVED LEARNING OUTCOMES**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 4

A total of 323 valid and unduplicated responses from students who have completed at least one online course at a Midwestern university in the U.S. were used to answer the research questions. The majority (62%) of distance learners using mobile devices believe that the quality of online classes is equal to that of face-to-face classes. Further they (61.7% of survey participants) agreed or strongly agreed with the notion that online students learned as much from the online class as they might have from face-to-face classes.

**Paper ID: 96 A STRUCTURAL ANALYSIS OF HOLLAND'S CIRCUMPLEX ACROSS WORKING AGES**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 5

We examined the structural stability of RIASEC interest across working ages (18 to 65, N = 42,693). At age 18, there is strong conformity to the circumplex and increases into the late twenties. Conversely, as workers near retirement, confirmation decreases. This study makes three contributions. First, we examine the structural stability of the RIASEC using typical working ages. Second, we show how work roles that people invest in or deinvest from (e.g., retirement) can influence perceptions of the world of work. Finally, our results highlight how age markers can influence the view of one's place in the world of work.

**Paper ID: 97 TRANSFORMATION OF TRUSTED INTERMEDIARIES IN THE AGE OF BLOCKCHAIN**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 6

Intermediaries have long played a crucial role in economic activities; they bridge asymmetry in information, enable parties to collaborate and overcome obstacles to transactions. Because of the recent development of the digital economy, the Internet has become an increasingly crucial platform for transactions, and the role of intermediaries must adjust within it. Through interviews of four cases, this study analyzes the effects of transaction cost theory on recent changes in the role of intermediaries. We conclude that the transformation of the role of intermediaries is facilitated by blockchain technology, which enables intermediaries to achieve cross-industry collaboration and value cocreation.

**Paper ID: 101 A CIVILIAN EVACUATION MODEL UNDER A DEGRADED ENVIRONMENT**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 1

We presents an analytical framework based on Discrete Event Simulation for evacuation of the civilian population under a degraded environment. The model's primary objective is to provide the initial care necessary to stabilize and triage the patient for transport out of the disaster environment and to a comprehensive medical facility. The mobility, logistics, and resources required to support such a system are complex and often subject to random events from an operational standpoint. This research proposes a new approach, focusing on using simulation methodology to determine a feasible level of parameters that must be incorporated into the corresponding simulated system.



**Paper ID: 102 EXPECTANCY-VALENCE THEORIES OF MOTIVATION IN INFORMATION SYSTEMS RESEARCH**

Friday, April 8, 2022

8:00 AM Naupaka Ballroom 6

Motivation has been employed to explore how and why information technology is used in information systems (IS) research. However, it also seems to be a confusing construct in IS research. We want to review and discuss how the concept has evolved in motivational psychology and human behavioral research and how it has been applied to IS research. This review and discussion will help clarify the construct conceptually and correctly operationalize the concept in empirical IS studies.

**Paper ID: 108 PRICING THE COVID-19 VACCINE: A MATHEMATICAL APPROACH**

Thursday, April 7, 2022

3:00 PM Naupaka Ballroom 2

The United Nations emphasized the importance of providing COVID-19 vaccines as “a global public good”, which is accessible and affordable worldwide. Pricing the COVID-19 vaccines is a controversial topic. We use optimization and game theoretic approaches to model the COVID-19 U.S. vaccine market as a duopoly with two manufacturers Pfizer-BioNTech and Moderna. The results suggest that even in the context of very high production and distribution costs, the government can negotiate prices with the manufacturers to keep public sector prices as low as possible while meeting demand and ensuring each manufacturer earns a target profit.

**Paper ID: 109 THE PUZZLE OF NEW LOAN ISSUANCE**

Wednesday, April 6, 2022

10:00 AM Naupaka Ballroom 2

I document that firms receiving new loans show an economically material deterioration in financial performance. Initial loan contract terms are not significantly different between firms that show adverse changes in profitability afterward and those that do not. After loan origination, firms experiencing a decline in profitability renegotiate loan contracts more frequently and face higher interest spreads when negotiating the next contract, even if they had not violated any covenants or switched to a different lender. Overall, the evidence suggests that initial financial contracting has limitations in preventing firms from engaging in activities that lead to unfavorable changes to credit risk.

**Paper ID: 112 MASCULINE SERVICESCAPES: MEN’S IDENTITY CONSTRUCTION IN BUILT COMMERCIAL ENVIRONMENTS**

Thursday, April 7, 2022

8:00 AM Naupaka Ballroom 7

In this research, we examine how servicescapes, built commercial environments partake in the process of masculine identity construction. Using men’s recreational training at the Mixed Martial Arts dojos/gyms, we demonstrate how a physical space of a dojo/gym contains and constructs a specific identity project, the fighter ideal, that would be difficult to realize elsewhere.

**Paper ID: 116 HOW DOES ETHNIC SELF-AWARENESS MODERATE TARGET MARKET’S RESPONSES TO COMMUNICATION?**

Wednesday, April 6, 2022

1:00 PM Naupaka Ballroom 5

The study falls in the genre of research on priming and its impact on consumer response. Human responses is argued to be influenced by the situational contexts in which we make our decisions. Ethnic self-awareness that encourages a person to be sensitive to her own ethnicity influences response to targeted communication. During times of uncertainties numerous public service announcements (PSAs) are targeted to mass population to prioritize health and well-being. We draw heavily on anthropological tradition of emic measurement and understand how priming affects individuals’ self-designated ethnicity and felt ethnicity and investigate how PSAs influence people’s responses during COVID-19 pandemic.

**Paper ID: 117 PLANNING FOR REQUIRED MINIMUM DISTRIBUTIONS WHEN ONE IS STILL WORKING AT AGE-72 AND BEYOND**

Thursday, April 7, 2022

3:00 PM Naupaka Ballroom 6

Reaching the age of brings new challenges for savers. Savers must begin making required minimum distributions, affectionately known as RMDs, in the year that they turn age-72. The first-year distributions can be delayed until the next year, but the person is required to make two years’ RMDs in one year. A major exception applies to persons who are still working on the last day of the year and subsequent years. This study investigates how to qualify for this opportunity and how one might plan to maximize the benefit, assuming they do not need the money.

**Paper ID: 118 AN ANALYSIS OF PATTERNS OF RETAIL GAS PRICE VARIATIONS IN CANADA**

Friday, April 8, 2022

8:00 AM Naupaka Ballroom 6

The reason for wide variations in retail gasoline prices is widely debated in Canada. This paper intends to study the patterns in retail gasoline price variations in Canada. In particular, we examine the following questions. First, we determine whether retail gasoline prices are higher on certain days of the week. Specifically, are the retail prices higher during the weekends than the weekdays in Canada? Second, we investigate specific differences in the retail gasoline prices over various days of the week across different Canadian cities and provinces. Finally, we compare the average retail gasoline prices across different provinces in Canada.

**Paper ID: 120 CEO NETWORK CENTRALITY, INSIDE DEBT, AND THE RISKINESS OF CORPORATE POLICIES**

Wednesday, April 6, 2022

10:00 AM Naupaka Ballroom 1

This study investigates the effects of CEOs’ social network centrality and their inside debt holdings on the riskiness of their firm’s financial and investment policies. We find that high-centrality CEOs tend to engage in higher risk-taking behaviors when they manage their firms. CEO inside debt presents itself as a significant deterrent. Higher inside debt holdings curtail the risk-taking behaviors of well-connected CEOs and amplify the safety-taking behaviors of poorly connected CEOs. Our findings indicate that inside debt executive compensation can be used as an effective tool to strengthen corporate governance structure, especially for well-connected executives who may abuse their power.

**Paper ID: 123 SMILE, YOU'RE ON CAMERA: A MULTI-METHOD STUDY OF GIFT-GIVING MOTIVATIONS IN SOCIAL LIVE STREAMING SERVICES**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 1

The social live streaming service (SLSS) is an online service platform that facilitates broadcast of live video streams over the Internet. Gift-giving is a business model that has been developed in the SLSS context. Attracting users to purchase and send digital virtual items as gifts (gifting behavior) is critical to the success of the SLSS. Built upon the Bekkers & Wiering framework of philanthropy, this study uses a multi-method design to capture an inventory of SLSS gift-giving motivations. The findings extend the literature of SLSS gifting motivations and behaviors, and provide guidelines for social media managers to improve service effectiveness.

**Paper ID: 125 EXPLORING GENDER-BASED CONVERSATIONAL INTERFACE PREFERENCES IN MODERN LIVE CHAT SYSTEMS**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 5

Live chat systems have become an important part of companies' customer service ecosystem. To accommodate the rise of smart chatbots, many firms have turned to button-input live chat interfaces that simplify the user-agent interaction. While prior work suggests that these interfaces do indeed increase the efficiency of communication, the present research investigates whether such efficiency comes at the cost of some consumers' satisfaction. Specifically, the current research draws on research in gender-based communication styles to explore whether females versus males react differently to button-input interfaces. Results across two studies will be discussed and presented.

**Paper ID: 126 THE EFFECT OF ONLINE INDIVIDUAL ETHICS CASES ON MORAL REASONING IN BUSINESS NEGOTIATION: AN EXPERIMENTAL STUDY**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 5

There is increasing interest in the effectiveness of online case-based instruction. Although some prior research has emphasized the importance of online discussion and communication for these cases, recent work suggests that individual completion of these cases is also effective. In this research, participants individually read ethics cases and respond to questions from a popular online ethics case bank before completing the self-reported inappropriate negotiation strategies (SINS) questionnaire. Students who individually engaged with the longer online case were less likely to endorse deceptive business negotiation tactics versus the control group, whereas students who engaged with the shorter online case were not.

**Paper ID: 129 LEADERBOARD DESIGN PRINCIPLES INFLUENCING USER ENGAGEMENT IN AN ONLINE DISCUSSION**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 6

Along with the popularity of gamification, there has been increased interest in using leaderboards to promote engagement with online learning systems. The existing literature suggests that when leaderboards are designed well they have the potential to improve learning, but qualitative investigations are required in order to reveal design principles that will improve engagement. Accordingly, this qualitative study aims to explore students' overall perceptions of popular leaderboard designs in an online discussion. Using two leaderboards reflecting performance in an online discussion, this study will evaluate multiple leaderboard designs from student interviews regarding the potential of each leaderboard to improve user engagement.

**Paper ID: 130 THE OPTIMAL PRICING OF GRADUATE ACADEMIC PROGRAMS**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 2

The pricing of graduate academic programs is an important task for universities. In order to properly price a graduate academic program, knowledge of the per student cost and the price elasticity of demand of the program are needed. Next, these and other variables are input into a mathematical model that we derived which can be used to determine the optimal price for a graduate academic program in order to maximize net revenue. The model is illustrated through the use of a case study. Universities will now be able to find the best price to charge for their graduate academic programs.

**Paper ID: 131 THE ART OF MANAGING INSTITUTIONAL COMPLEXITY**

Friday, April 8, 2022 10:00 AM Naupaka Ballroom 2

This paper explains the role of organizational discretion in managing institutional complexity. I suggest that organizations balance multiple logics in different ways (by combining or separating logics) or prioritize one logic over the others, depending on the degree of their organizational discretion. The empirical analysis utilizes the field of U.S. art museums where market and profession logics collide. I find that high-status museums and the museums with low resource-autonomy balance competing logics by focusing one logic in each activity; while the museums with a dominant stakeholder and low resource-autonomy are more likely to focus on a single logic.

**Paper ID: 135 IDENTIFYING AND RANKING SUPPLY CHAIN RISKS**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 2

Companies seek to improve their competitive advantages, reduce costs and increase flexibility through outsourcing more of their processes but this has led to a corresponding increase in supply chain risk. Supply chain risks have also increased with the growth in globalization, complexity and natural disasters. Managers need to identify and prioritize different risks in the supply chain, to develop proper mitigation strategies. This paper uses survey data collected every quarter on ten distinct supply chain risks to provide a better understanding of how to identify and rank risks in a supply chain.

**Paper ID: 136 AN ASSESSMENT OF THE REQUIREMENTS FOR A PHARMACEUTICAL STORAGE FACILITY (PROJECT GIRAFFE) IN SOUTH AFRICA**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 2

Capacity and location are key decisions of Operations Management that are often considered together and can make the difference between the success or failure of a business venture. In practice, the decision should consider the product, the industry, and the business position of the enterprise. We examine the complexity of the practical decision through an actual case.

**Paper ID: 139 EXECUTIVE GENDER DIVERSITY AND CORPORATE BOND MARKETS**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 1

This study investigates how the appointment of female CEOs mitigates the trajectory of the default outlook. Our evidence indicates that bond yield and bond volatility are significantly lower after a female takes the helm at a firm. Executive gender diversity lowers the default component of the bond yield but has no material impact on the liquidity component. We use subsample analysis to verify the conditional effect of female CEOs on bond yield and bond volatility through the credit-risk channel. We consider the main mechanism of the proposed effect is through the improvement on solvency and information environment of the firm.

**Paper ID: 142 EXPLORING THE DIFFERENCE OF STUDENTS' LEARNING OUTCOME EVALUATION BETWEEN INDUSTRIAL PROFESSIONALS AND STUDENTS**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 6

Both professionals' assessment and students' self-assessment have been used to evaluate student's learning outcomes. Thus far, very few studies have been dedicated to the examination of the difference between them. This study aims to fill the gap by investigating the discrepancy in between. Various statistical tests were employed to compare the two types of evaluation responses collected from senior project assessments over the span of seven years. The study revealed that the industry professionals generally rated students higher than the students' self-evaluation of their own capabilities, and most students' performance and achievements were up to the industry professionals' expectations.

**Paper ID: 144 EXPLORATION OF RACIAL AND GENDER DIVERSITY WITHIN UNDERGRADUATE AND GRADUATE PROGRAMS ACROSS THE US**

Friday, April 8, 2022 10:00 AM Naupaka Ballroom 1

Students of all backgrounds shall have an equal opportunity to experience all that a university offers. The study aims to better understand the distribution of race and gender within the undergraduate and graduate programs across the US, based on the data collected from the National Center for Education Statistics (NCES). Several statistical tests were performed for a comprehensive exploration of student diversity within each university. The correlation analysis indicates that most races are negatively correlated with one another at both the undergraduate and graduate levels. Inversely, the correlation coefficients between the different races and genders are considerably more balanced.

**Paper ID: 145 ALGEBRAIC EXPRESSIONS FOR RANGE CONTROL CHART CONSTANTS**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 4

A principal goal of Six Sigma is process improvement. Control charts designed to monitor the variance of a process, including the range chart, are especially well-suited to find opportunities to reduce process variation. Typically, range-chart design requires the use of tabulated constants, which have been computed using numerical integration. We provide exact results for range-control-chart constants for sample sizes of 2 and 3 as well as extremely accurate rational function approximations for sample sizes from 4 to 1000. Our expressions remove the need for table lookup in the control chart design phase, thereby simplifying the procedure in a computer-based system.

**Paper ID: 146 PUBLIC SCHOOL LEADERSHIP DURING A PANDEMIC: THREE CASE STUDIES**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 2

The reality of COVID-19 has required schools to become more aware of the financial and resource disparities among school districts and among students. The board of education for each school district operates to serve the different wants and needs of their constituents. This study examines different leadership styles exhibited during the COVID-19 pandemic through three case studies. Based on the interviews with the board members of these school districts in California, USA, the study anticipates that distinctive leadership styles lead to specific program development. The findings will contribute to the public administration literature and provide valuable resources for academic leaders.

**Paper ID: 148 INFLUENCING FACTORS FOR THE BUSINESS ANALYTICS ADOPTION FROM A CROSS-CULTURAL PERSPECTIVE**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 4

This paper identifies contextual variables such as security, perceived ease of use, IT capability, perceived value, and organizational resistance that may significantly influence the firm's intention to adopt BA. This paper conducted confirmation factor analyses and used the SEM model to determine what either motivates or inhibits BA adoption. Through a series of hypothesis testing, we discovered that security, ease of use, and perceived risk along with IT capability became important determinants for BA adoption. This paper is one of the first to conduct the empirical study of BA practices among the US and Korean firms from the cross-cultural perspective.

**Paper ID: 149 EXAMINING THE CONSTRUCT VALIDITY OF BOREDOM: A META-ANALYSIS**

Friday, April 8, 2022

8:00 AM Naupaka Ballroom 6

There has recently been a renewed interest in boredom trait research, in part, due to the number of work and life outcomes it predicts. However, while several boredom trait measures exist, there has been little investigation into aspects of its construct validity. We examined three aspects of construct validity using a meta-analysis (K=124). We found that the two most popular boredom scales, boredom proneness, and boredom susceptibility, have poor convergent validity and different nomological relationships with the five-factor model of personality. The results distinguish the differences between boredom measurements and the predictive validity of trait boredom on well-being.

**Paper ID: 150 EMPOWERMENT THROUGH SOCIAL MEDIA: A STUDY OF HEALTHCARE NONPROFIT ORGANIZATIONS**

Thursday, April 7, 2022

8:00 AM Naupaka Ballroom 2

This study examines the use of social media in healthcare nonprofit organizations (HCNPOs). Data were collected from an online survey of 100 HCNPOs in California in 2017 and a follow-up study in 2022. Using both quantitative and qualitative analyses, we address the following research questions: (1) How does the pandemic influence the use of social media in HCNPOs? (2) Does social media improve their organizational effectiveness? Preliminary findings suggest that social media help improve HCNPOs' employee and patient empowerment. Changes in social media strategies during the pandemic will be further discussed. The research contributes to both literature and HCNPO practice.

**Paper ID: 152 LOWER-DIVISION COURSES: EFFECTIVENESS AS A RECRUITMENT TOOL IN MARKETING EDUCATION**

Wednesday, April 6, 2022

3:00 PM Naupaka Ballroom 4

This study aims to determine the longer-term impact lower-division elective courses have on the recruitment to marketing programs and retention of students. This study is a follow up to a previous multi-method study that focused on student perceptions and academic program selections immediately after completing one of the lower-division courses. In this study, we investigate short-term outcomes of these courses with a survey of students; the longer-term outcomes will be explored via interviews of graduating seniors. Survey data shows that 21% of respondents (of 73) taking lower-division courses changed their academic plans.

**Paper ID: 153 THE EFFECT OF PRICE, BRAND, AND OTHER FACTORS ON ONLINE PURCHASE DECISION-MAKING PROCESS IN THE CONTEXT OF RUSSIAN AND CHINESE CONSUMERS**

Wednesday, April 6, 2022

1:00 PM Naupaka Ballroom 5

The study investigates how differences in consumers' behavior in their predispositions towards a price, brand, and other factors. The study conducts a cross-cultural analysis of Russian and Chinese consumers. Drawing from the consumer behavior literature, the study presents a research model of online purchasing decision-making behavior. The findings showed differences in the online purchase decision-making process across both countries' samples. The research identifies that the significant factor for online purchase for Chinese consumers is product brand. However, for Russian online shoppers, the price is a significant factor in the evaluation stage of the online decision-making process.

**Paper ID: 154 DESIGNING AND MANAGING SUSTAINABLE ENERGY MIX: HOW OPTIMAL ENERGY MIX IMPACTS ON ECONOMY AND POLICY FRAMEWORK**

Thursday, April 7, 2022

8:00 AM Naupaka Ballroom 1

Despite its extremely rich supply of mineral resources, Pakistan has been suffering from the world's worst power supply crisis over the past few years. Facing the severe power supply shortage, people stay on the roads to protest long hours of unscheduled electricity load-shedding. We apply supply chain management approach to address the unique features of the coal fired energy industry and present a new class of mathematical models. Our model aims to achieve target economic growth while minimizing total energy supply chain cost subject to various types of constraints associated with mining, coal transportation, power generation and transmission costs.

**Paper ID: 156 THE SIGNIFICANCE OF BLOCKCHAIN TECHNOLOGY IN THE FORMAL AND SHADOW SYSTEMS OF SUPPLY CHAINS. THE COMPARATIVE ANALYSIS**

Wednesday, April 6, 2022

3:00 PM Naupaka Ballroom 1

The goal of the study is to compare the role of Blockchain technology in the formal and shadow systems of supply chains. Having conducted the survey-based research, the study shows that the strength of social relationships, established among the supply chain actors, significantly differentiate between the formal and shadow systems in supply chains. The obtained results also show that the supply chains with the domination of the shadow system demonstrate a more positive attitude towards the role of Blockchain technology as compared to the supply chains with a prevailing position of the formal system.

**Paper ID: 157 INTERNAL AND RELATIONAL PERFORMANCE OF SUPPLY CHAINS IN THE TRANSITIVE SERVICE TRIADS**

Wednesday, April 6, 2022

3:00 PM Naupaka Ballroom 1

The goal of the study is to examine the contribution of the internal operational performance of three actors and the relational performance of three dyads to the overall supply chain performance. The results suggest that out of three actors, the customer demonstrates the highest impact of supply chain performance. Likewise, the relational performance of two dyads (buyer-customer, and supplier-customer) demonstrate a positive effect on the overall supply chain performance, while the relational performance of the third dyad (buyer-supplier) indicates a negative impact on the dependent variable.

**Paper ID: 158 THE ROLE OF INFORMATION TECHNOLOGY IN INNOVATION IN PUBLIC ORGANIZATIONS**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 2

The need for more research on the role of information technology (IT) on innovation in public organizations motivates this study. Using affordance theory, we conceptualize that three IT affordances related to collaboration, process management, and organizational memory, influence dynamic capabilities in public organizations, which in turn makes the public organization innovative. An important construct, unique to public organizations, namely organizational welfare focus, plays an important moderating role in our theorization. Analysis of data collected from a survey of managers in US public organizations supports our hypotheses. Contributions and implications are discussed.

**Paper ID: 159 CUSTOMER MOTIVATION TO PARTICIPATE IN VALUE PROPOSITIONS**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 5

To be successful in the current shared economic environment, traditional service providers must understand why customers voluntarily participate in various forms of service exchange. Modern customers most likely simultaneously participate in sharing consumption business models, while also remaining clients of traditional service organizations. This study tests self-determination motivation to choose three different business models and four value proposition types. Results demonstrate customers were consistently more intrinsically motivated in service production and recovery. This study contributes to research on hospitality consumer decision-making and marketing-strategy that recognizes value-creation from mutual perspective of customer and provider, rather than just from the provider's standpoint.

**Paper ID: 160 DO DEEP VALUE INVESTORS EARN EXCESS RETURNS?**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 1

The study raises the question whether Ben Graham's "net net" strategy or the Net Current Asset Value (NCAV) criterion for stock selection generates risk-adjusted excess returns. After controlling for Fama-French five risk factors and the January effect, we find that NCAV stock portfolio generate significant excess returns. However, after we account for several liquidity risk factors such as bid-ask spread, trading volume, and the level of stock price, we document no significant risk-adjusted excess returns. These findings have significant implications for investors and portfolio managers who rely on Ben Graham's value investing strategy.

**Paper ID: 164 OPTIMAL DEVELOPMENT OF WIND FARM WITH SIMULATION MODELS AND OPTIMIZATION**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 1

As increasingly viable renewable source, wind energy has often been employed in micro-grid systems where central power plants are replaced with local smaller clean power generators. Simulation optimization models are needed for optimal design of the wind farm because of the uncertainty of wind and the complex interactions between turbines. A two-level optimization framework is developed for seeking the optimal number of turbines and most-productive locations. In our numerical experiments, a wind-storage energy system is considered to supply electricity to a community of several residential households. As a result, the optimized wind farm meets the stochastic electricity demand almost surely.

**Paper ID: 165 GAUSSIAN MIXTURE MODELS FOR SECURING INDUSTRIAL CYBER-PHYSICAL SYSTEMS**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 5

Modern manufacturing and service systems usually integrate many cyber-physical components within a complex network. Such cyber-physical systems have been increasingly adopted in various industrial and business applications such as logistics, smart power grid, intelligent transportation, environmental monitoring, and healthcare services. The interconnection of components offers substantial benefits for consumers and companies, but also poses a new level of cyber vulnerability against them. We develop a Gaussian mixture model and expectation maximization based approach that can be used for automated anomaly detection and proactive response to potential cyber threats. The results from the SWaT water treatment system will be discussed.

**Paper ID: 170 BOND REPURCHASES: A TEACHING CASE**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 1

Companies can buy back and retire their own bonds before maturity, resulting in a possible gain or loss on the extinguishment of debt. What would happen if a company repurchased its own bonds before maturity but did not retire them, potentially holding them for resale later before the bonds mature? This case gives students an opportunity to explore how the repurchase of bonds held for resale should be accounted for, including the repurchase transaction, the disposition of any gain or loss, and the possible transaction to resell the bonds later.

**Paper ID: 172 CYBERSECURITY DISCLOSURE AND CONSERVATIVE REPORTING BEHAVIOR**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 5

As per the Security Exchange Commission's corporate disclosure guidance, firms have obligations to disclose business risks that are related to the increased dependence on technology. Considering potential financial losses resulting from cyber incidents, we investigate whether cybersecurity disclosures will affect corporate financial reporting behavior. Using 25,019 corporate filings, we examine the association between the level of cybersecurity disclosures and accounting reporting practices. We show that the level of cybersecurity disclosure is positively associated with conservative reporting behavior. With more cybersecurity disclosures in corporate filings, managers incorporate the negative impact of cybersecurity risks on firm valuation, leading to conservative reporting decisions.

**Paper ID: 173 IN-PERSON VS. ONLINE: ANALYSIS OF SHOPPING MOTIVATIONS DURING COVID-19**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 3

The novel coronavirus of 2020 drastically affected shopping behavior. Mandated store closures forced retailers to adopt an online presence or forgo sales. The study purpose was to understand online vs. in-store (in-person) shopping motivations during COVID-19 for individuals buying live plants. Through the lens of Self-Determination Theory and Wagner and Rudolph [49] motivation hierarchy, we investigated purpose-specific, activity specific, demand specific motivations, and purchase satisfaction. Results showed that online shoppers experienced greater boredom proneness, educational, social, physiological motivations, greater food insecurity and shopping anxiety. Our findings support a basis for distinct marketing communication messages to target shopping mode differences.

**Paper ID: 174 FEMININITY, MASCULINITY, AND ANDROGYNY: AN ASSESSMENT OF TOXIC AND POSITIVE CONSUMER CHARACTERISTICS**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 7

A research model is designed to assess toxic and positive consumer behavior based on masculinity, femininity and androgyny. New definitions of consumer androgyny are developed resulting in two types – hypo-androgyny and hyper-androgyny. The hypotheses of the research model are assessed using a snowball sample beginning with young consumers at a large U.S. university. Results show important insights on the toxicity of certain consumer characteristics not only in individuals who measure high in masculinity, but also those included in this study who are more feminine or androgynous. The findings indicate positive consumer characteristics for all consumer classifications of this research.

**Paper ID: 175 THE RELATIONSHIP BETWEEN PSYCAP & INTEGRITY: IMPLICATIONS FOR BUSINESS STUDENTS**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 4

To date, there have been no studies assessing the impact that Academic PsyCap may have on the character strength of integrity. The results from this study indicated a significant and positive relationship between these key variables. It is suggested that the integration of PsyCap development activities within business school curricula could lead to higher levels of integrity among business students. This could lead to fewer incidents of academic dishonesty, higher levels of learning quality, and more ethical and productive business students entering the workforce.

**Paper ID: 176 THE INFLUENCE OF E-CRM ON THE CRM OBJECTIVES: A TIMELINE OF CHANGES**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 6

Electronic customer relationship management (E-CRM) is the application of Internet-based communication technologies and platforms such as emails, portals, blogging, chat rooms, webinars, forums, social networking sites, and other channels to achieve CRM objectives. Businesses see opportunities for better, faster, and cheaper communications with customers and for improved customized service. This research examines the influence of e-CRM on the CRM objectives by analyzing the e-CRM initiatives at a Fortune-500 company in the US. The objective is to identify the chronological adaptation in CRM approach with technology and identify major drivers of e-CRM which will help organizations formulate better CRM strategies.

**Paper ID: 184 EXXON MOBIL IN 2021: ACTIVIST SHAREHOLDERS IN ACTION**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 6

This case study of ExxonMobil reviews the company's operations, vertical integration strategy, and the oil & gas extraction and petroleum industry. The focus of the case is on recent shareholder activism that resulted in voting 3 new external members to the Board of Directors.

**Paper ID: 189 EXPLORING THE EFFECTIVENESS OF ANTHROPOMORPHISM ON ONLINE RECOMMENDATIONS ACCEPTANCE**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 5

Offering recommendation is a practical approach to boost sales and increase product sales online. Recently, some sellers adopted AI-supported anthropomorphic digital assistants to provide recommendations to customers. This study aims to utilize experimental design to understand the effect of anthropomorphism on the effectiveness of recommendations. In addition to the survey questionnaire, electroencephalography (EEG) was used as another piece of evidence to verify the proposed relationship. The results based on fifty-two participants confirmed the effect of anthropomorphism. Specifically, purchase intention is a function of attitude toward the recommendation, which is affected by the anthropomorphic of the recommendation.

**Paper ID: 194 M-COMMERCE AND THE FUTURE OF SHOPPING**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 1

Online retailers like Amazon have built a fortune providing customers an easy way to order a wide variety of items to their doors. But the invention and popularization of mobile smartphones are introducing yet another major commercial revolution. With this rapid expansion, comes many concerns, however. Concerns of data privacy, physical capability, and those who cannot afford smartphones may be forgotten by companies in the smartphone era. These problems are all being addressed slowly as the COVID-19 pandemic is testing and straining mobile commerce, fully showcasing its shortcoming, but also providing an encouraging look towards the future.

**Paper ID: 199 A CONCEPTUAL FRAMEWORK FOR SUPPLY CHAIN STRATEGY**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 1

It is well recognized that the pandemic shock revealed the criticality of supply chain management. Given the rapid advances in digital technologies, this study seeks to clarify the conceptual boundary of supply chain strategy through the literature review. Furthermore, this study develops a conceptual framework that illuminates the nomological network of supply chain strategy and derives a future research agenda.

**Paper ID: 204 A ROSE' BY ANY OTHER NAME**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 2

In the period 2002-2018, worldwide wine consumption of rosè wine has increased by 20 percent. Recently this increase in the popularity of rosè wines has been particularly noticeable in the United States, where a rise in 118% has been seen in sales volume from 2015-2020. This paper aims to study the consumer preferences behind this astonishing rise in rosè wine sales. We describe consumer preferences using the wine rankings from the Wine Spectator website. Comparing consumer ratings of similar priced rosè wines with some of the famous varieties, we obtained some interesting insights using data visualization and regression techniques.

**Paper ID: 205 THE IMPACT OF COVID-19 PANDEMIC ON U.S. STUDENTS' ACADEMIC PERFORMANCE**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 6

In this study, we aim to understand the effects of COVID-19 pandemic on academic performance of college students in the United States with a case study of the University of Houston-Clear Lake (UHCL). We administrate a survey, consisting of twenty-three questions regarding student experiences and academic performance during the pandemic. Findings include that UHCL students' academic performance is impacted by COVID-19 pandemic. Average Grade Point Averages (GPAs) of participants show a slightly decreasing trend from Fall 2019 to Fall 2020 and students experienced mental health issues such as perceived lacking behind the study and elevated level of anxiety and nervousness.

**Paper ID: 206 DIGITAL TRANSFORMATION IN PATIENT CARE: EXPLORING NURSES ATTITUDES TOWARDS NURSING DOCUMENTATION SYSTEM**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 6

With technology innovation, hospitals move from manual processes to digital transformation. One type of digital transformation is the nursing documentation system (NDS). To promote information sharing, hospitals expect nurses to document real-time, which requires nurses to report immediately after each care task. However, relevant literature and frontline nurses indicate that "real-time documentation" is not practical. In this initial work, we use online content analysis to investigate nurses' experiences towards "real-time documentation". The pilot results show that time, working experience, and complexity of care impact "real-time documentation". Future work will collect and analyze more nurses' comments online and explore critical factors.

**Paper ID: 209 A SPECIAL MODEL FOR DETERMINING EXPECTED NUMBER OF FUTURE FAILURES**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 1

In order to allocate resources to perform future repairs of an object, the expected number of future operational failures have to be determined. This paper offers a model and solution algorithm in the case of a special type of repair. The model is a special integral equation and for its solution a numerical integration-based algorithm is proposed. A simple numerical example illustrates the methodology.

**Paper ID: 211 SELLING FEWER BETTER THINGS: SERVING VARIETY WITH SLOW FASHION**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 1

The promise of slow fashion is to induce the consumption of longer-lasting items, thus reducing waste. Rather than purchase every latest fashion, consumers benefit from reusing products from their closet if they have low sensitivity to trends, hence potentially saving money over time. In a market where popular trends change periodically, we consider a seller facing customers with heterogeneous sensitivity to those trends. We analyze the seller's optimal segmentation and pricing strategy when it has the flexibility to choose between serving the market with disposable (low quality) and reusable (high quality) products, or a mix of the two.

**Paper ID: 212 INNOVATION IN EDUCATION THROUGH HOLISTIC ASSESSMENT**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 4

This paper reports on an effort to expand assessment to include a holistic view of student learning that can be leveraged by academic institutions, students, and external stakeholders. Current assessment processes leverage century's old technology to collect and examine a thimble full of data. Collecting more data from a wider pool of sources will provide a richer view of learning assessment. Also, automation will increase data velocity and enhance ideation at the faculty, department, college, and university levels and offer insights to students as they navigate and demonstrate their education accomplishments. Holistic assessment will inform and empower innovation in education.

**Paper ID: 217 ONLINE CUSTOMER REVIEWS OF HOTELS/RESORTS AND SPAS**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 5

Research zooming in on the discussion of spa online reviews and its connection as part of guests' holistic hotel experience is scarce, yet spa service is considered an important and necessary amenity in most luxury hotels and resorts in order to uphold their luxury image and positioning. Drawing from Lewin's environment-behavioral theory, this research explores the impact of hotel guests' online reviews about resort spas on their holistic hotel experiences. We identify themes, text characteristics, online review dimensions, and positive and negative aspects that guests' address in their reviews to define specific attributes that drive customers to give high ratings

**Paper ID: 218 COULD TECHNOLOGY AND UBER CHANGE GLOBAL SUPPLY CHAINS, HELP SMALL BUSINESS, AND EVEN IMPROVE THE ENVIRONMENT.**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 2

The global supply chain has been under severe pressure from politicians, changing local market expectations, logistic shortfalls and now a pandemic. The question is whether Multi-National Corporations (MNC's) will continue existing practices as product shortages grow and delivery costs increase or will they look for alternatives to the status quo. We propose that new 3D manufacturing technology and enhanced scheduling and supply coordination applications first pioneered by companies like Uber could change manufacturing and supply chain from the traditional hub and spoke strategy to a localized spider web of small business manufacturers and mid-sized assemblers all supporting local markets.

**Paper ID: 220 HOW CEO GENDER AND COMPENSATION AFFECT EARNINGS MANAGEMENT**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 2

This study uses china publicly listed firm data to investigate how CEO characteristics affects earnings management. The analysis shows CEOs who are not compensated exhibit higher earnings smoothing and earnings aggressiveness. CEOs who are also shareholders exhibit higher earnings smoothing activity. Female CEOs are more likely to engage in earnings smoothing and cash flow management. CEO also serves as BOD chair encourages earnings management in every category and should be carefully considered.

**Paper ID: 224 CAREER DEVELOPMENT IN DIGITAL MARKETING: ANALYSIS OF A PARTNERSHIP APPROACH AND PRACTICAL LEARNING**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 3

Marketing employers increasingly expect university graduates to have recent and relevant industry and technical skills. Marketing educators are challenged to stay current with industry trends, offer hands-on learning with certain technologies, and support student career readiness. This study explores student perceptions of a practically-oriented, career-focused digital marketing course, offered at an urban, state university in partnership with a private provider of course content. Student perceptions reveal the value of gaining hands-on experience, earning industry-relevant certifications, and accessing industry professionals. Study findings can contribute to the exploration of public-private education partnerships that fill resource gaps and spur innovation.

**Paper ID: 228 UNINTENDED CONSEQUENCES OF WELFARE PROGRAMS IN SCHOOLING OUTCOMES: EVIDENCE FROM BRAZIL**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 2

The objective of this paper is to assess the impact of the Brazilian welfare program Bolsa Família on children's schooling outcomes. Studies show that dropout rates decrease and grade progression increase among program participants. However, when controlling for endogeneity, I show that the probability of dropping out is not significant and that the probability of grade progression decreases by ten percentage points (pp). Furthermore, the probability of grade repetition increases by 8.4 pp. I also find that boys are dropping out and failing considerably more than girls and that younger children are failing to progress more than older ones.

**Paper ID: 229 IS AI BENEFICIAL FOR FOOD WASTE MANAGEMENT IN FIVE STAR HOTELS?**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 6

In the US, we waste about 40% of our food daily or about 400 pounds per person annually (Gunders, 2017). This can be a challenge in the hospitality industry where food waste management systems are becoming more and more popular. The utilization of Artificial Intelligence could be effective in settings where food wastage takes place (Papargyropoulou et al., 2019). This research project has two main objectives: a) To investigate the positive impact and motivating effects of Artificial Intelligence and in food waste management, and b) To investigate the negative impact and demotivating effects of Artificial Intelligence in food waste management.

**Paper ID: 230 THE INTEGRATION OF PRACTICAL BUSINESS TOPICS AND ISSUES WITH PEDAGOGICAL OVERTONES FOR CLASSROOM DISCUSSIONS**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 4

This paper is part of an academic project that I and some of my colleagues have been involved in to assess the efficacy of using essays as a tool for teaching business writing and generating discussion for the purpose of demonstrating actual business challenges facing business leaders today.

**Paper ID: 233 EVIDENCE ON STUDENT ONLINE LEARNING OUTCOMES IN HIGHER EDUCATION DURING THE COVID-19 PANDEMIC**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 5

The COVID-19 pandemic has elicited a variety of reactions around the world, especially in education. The whole school system from elementary to tertiary level have been forced to switch to a virtual learning environment regardless the readiness of abilities to teach, to learn, and to provide the technology in an educational institution. The lack of well-development and preparedness have interrupted millions of students' learning opportunities and social interactions. Conflict mitigation will be the most important task for the current era. This paper applied systems thinking to demonstrate an online learning experience and a contingency planning to respond to this crisis.

**Paper ID: 234 ADVANCING STOCK POLICY ON REPAIRABLE, INTERMITTENTLY-DEMANDED SERVICE PARTS**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 6

Many firms generate revenue by operating systems or fleets. The contribution of service parts to the availability of the system or fleet is well documented. Most service parts are intermittently demanded. Research on intermittent demand has primarily focused on forecast accuracy of consumable parts. Managing repairable parts is considerably more complex than managing consumable parts. We create a new approach to advance the supply chain manager's ability to determine cost-effective stock policy on these intermittently demanded, repairable service parts. We then test the new approach via a case study and show the approach to be beneficial for a given firm.



**Paper ID: 235 HOW DO CONSUMERS FORM THEIR INTENTIONS TO WEAR A MASK DURING THEIR STAY IN COFFEE SHOPS?**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 5

Wearing masks when consumers visit hospitality establishments is desirable, but it has also been controversial. By adopting the theory of planned behavior as a framework for forming an intention to wear a mask when consumers stay in a coffee shop, this research investigates how espoused cultural values and civic consciousness shape the attitudes toward the behavior. The current research also investigates the moderating role of espoused cultural values on the relationships between subjective norm and attitudes or between the subjective norm and behavioral intentions. This research's findings should provide recommendations for the hospitality industry during pandemic.

**Paper ID: 240 THE EFFECTS OF SUPPLIER'S SALESPEOPLE IN SUPPLIER INVOLVEMENT (SI) FOR NEW PRODUCT DEVELOPMENT (NPD)**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 3

SI for NPD suggests multiplexity of the relationship between buyer and supplier, requiring appropriate coordinating mechanisms for successful NPD collaboration. Drawing on information processing theory, this study unravels the nature of salesperson's behaviors in the SI-NPD performance and investigates how the salesperson's behaviors affect the SI-NPD outcomes. Our findings conclude that whereas the salesperson's information regulating behaviors positively moderate the SI-NPD performance linkage, the process regulating behaviors negatively affect the linkage. This study contributes to SI literature in that inter-functional issues during inter-organizational NPD collaboration are explored and investigated.

**Paper ID: 241 OPTIMAL OPERATIONAL STRATEGIES FOR ONLINE RETAILERS WITH DEMAND AND RETURN UNCERTAINTY**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 2

Online retailers incur added costs to receive returned products from customers compared to their traditional brick and mortar counterparts. When a product is returned to an online retailer, the returning shipping cost often falls upon the retailer. Our paper analyzes the optimal operational strategy for an online retailer that offers a guaranteed return policy to their customers. The model is further extended to analyze the retailer's operational problem of re-selling returned products. Under the re-selling strategy policy, the retailer does not accept returns. The added profits the retailer generates from employing the re-selling strategy is quantified.

**Paper ID: 242 ENHANCING PERCEIVED QUALITY AND BRAND LOYALTY THROUGH BRAND CO-CREATION: A STUDY OF BRANDED APPS**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 3

Branded applications (apps) play an increasingly important role in marketers' omnichannel strategies. They have not only changed the way customers purchase, but also how companies interact with customers. Building on value co-creation literature, this research investigates the role that consumer brand engagement plays in enhancing perceived quality and brand loyalty via value co-creation.

**Paper ID: 244 THE ROLE OF DIGITAL BADGING IN BUSINESS ANALYTICS EDUCATION**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 4

Digital badging/microcredentialing is gaining momentum in higher education as colleges and universities adopt innovative practices to augment and extend the traditional transcripts to certify and communicate student competencies and achievements to prospective employers. This paper will provide the context for digital badging/microcredentialing in higher education, focus on the role of digital badging in business analytics education in particular, and describe early planning efforts to introduce digital badges related to analytics in a College of Business Administration at a large public university.

**Paper ID: 248 TRANSPORTATION IN THE PATH OF SUSTAINABILITY: A SYSTEMATIC QUANTITATIVE REVIEW OF CASE STUDIES**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 2

Sustainable transportation in this regard could benefit Sustainable development from different angles; Reduced traffic deaths (SDG3), Increased share of renewable energy (SDG7), Higher quality of transport-related infrastructure (SDG9), and Increased satisfaction with public transportation (SDG11). After having a tumultuous year due to COVID-19, and the spectrum of new climate change disruptions ahead such as supply chain collapses, a holistic approach towards sustainable transportation is needed. This study is an attempt to show whereon the scholars had the most focus and where needs to be more under the spotlight.

**Paper ID: 250 PREVENTING WAIT: A METHODOLOGY FOR AVOIDING THE PREVALENT WASTE OF QUEUING**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 4

Culture in this society often disregards significant wait in service, supply chain and manufacturing operations. These operators believe long queues are good news, therefore they are hesitant to use resources to reduce delay. Those persons, materials, products or vehicles waiting believe there is an obligation to be "patient". This research describes why wait occurs, suggesting a methodology to optimize wait as a balance of prevention resources and the burden on those or things who wait. Hesitancy to optimize queuing systems (likely reducing the consequences of wait) is explained, leading to recommendations on how to overcome such resistance.

**Paper ID: 251 COMPARATIVE EVALUATION OF DISTINCT TREE-BASED MODELS FOR PEDESTRIAN-RELATED CRASH INJURY SEVERITY ANALYSIS**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 7

Pedestrians are among the most unsafe and vulnerable road users in terms of traffic crashes. Consequently, many methods including various tree-based models are used frequently to explore variables surrounding pedestrian safety. Unfortunately, little research is dedicated to evaluating tree-based models' comparative performances. To this end, five years of pedestrian-related crash data were collected to compare the predictive capabilities of injury severity between four distinct tree-based models: Bagging, Boosting, Random Forest, and the relatively new Rotation Forest; using alternative evaluation criteria, including in-sample and out-of-sample performance evaluations. The results indicate each tree-based model possesses a unique set of benefits and drawbacks.

**Paper ID: 255 INSTITUTIONS AND BOOK-TO-MARKET EFFECT: THE ROLE OF INVESTMENT HORIZON**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 3

In this study, we investigate the contribution of institutions with different investment horizons to the book-to-market effect. We find that long-horizon institutions tend to buy (sell) stocks with positive (negative) past intangible information. This behavior exacerbates market overreaction and magnifies intangible return reversals and thus contributes to the book-to-market effect. On the other hand, short-horizon institutions trade independent of intangible information, and their trading in the direction of intangible information does not contribute to book to market effect. Moreover, our findings also support that short-horizon institutions are better informed than long-horizon institutions.

**Paper ID: 256 A GROCERY CHAIN LOCATION SELECTION IN ALASKA**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 1

Location is one of most important decision making for grocery chain store, which require multiple criteria based on its mission and sustainability strategy. The goal of the research is to provide a decision support model and help the grocery chain store select the most appropriate location among five alternative cities in Alaska. The analytical hierarchy process (AHP) approach is used in the study. The research findings provide insight for grocery chain store decision.

**Paper ID: 257 THE EFFECT OF MORAL IDEOLOGY ON ACCEPTANCE OF E-GOVERNMENT SERVICES**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 5

This study investigates the effect of moral ideologies and institutional trust on acceptance of E- government services. We theorize that moral ideology influences institutional trust in the government. This institutional trust in the government will influence the acceptance of E- government services. The hypotheses are tested with an empirical study of undergraduate students enrolled at a public university. The results support all the proposed hypotheses in the study. We discuss the contributions of this study, which provides two novel considerations – moral ideology and institutional trust – to study E- government acceptance.

**Paper ID: 261 FOOD FACILITY INSPECTION DURING THE COVID-19 PANDEMIC: CASE STUDY**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 6

The restaurant industry has experienced some of the highest scale of detriment due to the COVID-19 pandemic. During this time, the food retail facilities and restaurant businesses were presented with COVID-19 centered guidelines in order to continue operations. Here we use data from the Retail Food Protection Program to track the rates of passes, conditional passes, and closures issued by health inspectors and compare those numbers to before and after the COVID-19 pandemic. Our studies show the new COVID-19 guidelines and regulations that have been implemented by the health department resulted in a decrease of conditional passes and closures.

**Paper ID: 264 THE SEARCH FOR SPONTANEITY: ADAPTIVE SELLING IN THE SALES PROCESS AND CORPORATE TRAINING**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 4

This study investigates where adaptive selling fits in the sales process and begins the exploration of company training of this skill. Given the limited theory about adaptive selling as it relates to organizational training, an investigator triangulation content analysis case study of the sales training regimen within a large corporation was conducted. The results integrated adaptive selling as a contributor to value-based selling and supported the notion that although adaptive selling techniques are essential success factors for performance, they are not always a core component in organizational training.

**Paper ID: 266 HOW ARE WOMEN'S PREFERENCES FOR REALISTIC ADVERTISEMENTS SHAPED? THROUGH THE LENS OF THEORY OF PLANNED BEHAVIOR**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 7

Despite the movement towards the use of realistic ads that portray women's bodies naturally, it remains unclear how women's intention to buy from brands that use realistic ads is shaped. To address the gap, this research investigates how women's demographic, psychographic, and social factors shape their attitudes toward buying from razor brands that use realistic portrayals of women in ads. Further, this research examines how the mechanisms that shape the intentions and purchase behavior vary among age cohort groups as well as individuals with different levels of civic consciousness. The findings should inform marketers of women's products as well.

**Paper ID: 267 INSTITUTIONAL OWNERSHIP AND BANK LIQUIDITY CREATION**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 3

This paper examines whether institutional ownership of banks plays a significant role in explaining bank liquidity creation. We examine whether banks with higher institutional ownership levels create more liquidity and proceed to test this relationship using three subsamples defined by size. Our findings are threefold: (1) there is a positive and statistically significant relationship between bank liquidity creation and institutional ownership (2) the relationship between institutional ownership and liquidity creation varies with bank size, the effect is stronger with small banks (3) the presence of institutional ownership concentration intensifies the association between institutional ownership and bank liquidity creation.

**Paper ID: 268 AUDIT COMMITTEE FINANCIAL EXPERTISE MANDATE AND EARNINGS MANAGEMENT MITIGATION**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 5

This study examines the impact of the audit committee financial expertise (ACFE) mandated by the SEC on main earnings manipulation tactics used to meet or just beat analyst expectations (MBE). We observe that firms with a higher level of ACFE, particularly accounting and finance expertise, exhibit a lower propensity to MBE. More importantly, we conclude that ACFE significantly mitigates accrual-based and real activities management. However, we identify a clear strategic shift in which non-GAAP financial disclosures with unexpected exclusions become a popular alternative tactic for managers to MBE under the increasing presence of ACFE.

**Paper ID: 270 EXPLORING THE CONSUMER BEHAVIOR IN MOBILE GAMES**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 5

In recent years, smart phones are developing very rapidly. The iOS and Android OS based systems all provide huge numbers of mobile applications through their App stores. Those apps use In-App advertising or In-App purchases to obtain considerable profits. In general, the game applications are the most prominent in profitability. Therefore, this study considers consumer behavior in the mobile app game category, explores the factors that affect consumers' consumption for analysis. The UTAUT2 theory is adopted which includes the technology acceptance, uses integration model as the main framework for investigation.

**Paper ID: 271 THE EFFECT OF THE NEW REVENUE RECOGNITION STANDARDS (TOPIC 606) ON LONG-TERM CONTRACTS**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 2

Firms have recently begun implementing the updated revenue recognition guidance under Topic 606- Revenue from Contracts with Customers. Compared to the old standards under Topic 605, these latest revenue standards can often mean key changes in the accounting for long-term contracts as well as dramatic differences in reported financial performance—making it well worth it for managers to understand the latest guidance. This paper compares the old Topic 605 to the new Topic 606 and provides examples on how to account for long term contracts under Topic 606 and its impact on revenue.

**Paper ID: 272 USING CIRCUITY TO INFORM BETTER TRANSPORTATION DECISIONS**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 1

Information is needed to inform transportation decisions between UAVs and ground modes of travel (e.g., delivery vans or robots). This research analytically demonstrates that circuity – the ratio of road distance over air distance – is correlated with the speed and cost of transportation. Knowing the circuity in an area is therefore important. Using empirical data from a set of 4477 routes from 90 cities, it develops a multilevel linear regression model to test the relationship of circuity with demographic and geographic variables, including route elevation change, average altitude, population, and proportion of land (i.e., total area minus waterbodies).

**Paper ID: 273 INDUSTRY AND SERVICE-LEARNING COLLABORATIONS IN THE CLASSROOM – MAKING IT WORK**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 5

The demand for instructors to offer highly researched, well- proven concepts, while also providing creative interactive ways to relay information, can be daunting. In response, educators integrate team projects or group work into their courses, solicitate speakers from the business community to bring concepts to life, and act as coaches and mentors themselves to synchronize the applicability of learning. Through affective support using the service-learning model, the intervention demonstrated here has the potential to create cognitive skill-building and reduce student anxiety, enhance community partnerships, and illustrate the interdependence of teams and groups.

**Paper ID: 276 SIX SIGMA APPROACH TO FIGHTER FLEET'S HEALTH MANAGEMENT**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 2

Time and materials contract has been used for the operations and maintenance of most weapon systems in military departments. The mechanism of this contractual vehicle is that the more systems break down, the more opportunities of revenue are created for service providers. That is, suppliers are not incentivized to improve the reliability and quality of their products. In this study we address how the Korean Air Force has adopted a performance-based contract to align the business goals of the US defense contractor to its own around the fleet management of F-15 fighter jets under the Six-Sigma approach.

**Paper ID: 278 TEACHING INTERMEDIATE ACCOUNTING I USING PROBLEM-BASED LEARNING (PBL) CONTINUUM AND TEAM-BASED LEARNING (TBL)**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 1

To integrate into Intermediate Accounting I professional skills (e.g., problem solving, communication, teamwork, analytical thinking, business decisions), five continuum PBL approaches (e.g., problem-assisted learning, problem-centered learning, problem-centered discovery learning) and a TBL Project have been successfully employed at several universities in different regions of the country. The PBL and TBL projects/cases including feedback/assessment activities were located/created using the Backward Design technique by starting with the AICPA, Pathways Commission, CGMA, and IFAC desired professional skill sets. An educator can use one or more of these PBL approaches to help students in learning.

**Paper ID: 284 SUSTAINABLE CONSUMPTION IN FASHION & APPAREL**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 1

Fashion industry is a sector with high environmental impact that involves a complicated supply chain associated with large consumption of water, energy, chemical substances, air pollution, and microplastic generation. The circular economy concept could help tackle challenges by reducing resource throughput and increasing cycling of products and materials within the economic system, thereby reducing emissions and material use. In this project, we look at the two streams of fashion industry and catholic thought within a circular economy framework in order to assess students' understanding of ethics and sustainability in apparel production and consumption related to Catholic Intellectual Tradition principles.

**Paper ID: 287 CROSS-CULTURAL COMPARISONS OF CONSUMER RESPONSES TO COVID-19 PROTOCOLS AND TOURISM ACTIVITIES: FROM THE TEXT ANALYSIS OF TWEETS**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 2

During the pandemic, governments around the world introduced unprecedented hygiene measures (e.g., social distancing, mask mandate, lockdowns). Such interventions helped to control the spread of the virus, but they also had a devastating impact on the hospitality industry. Drawing on Hofstede's cultural dimensions, we examine the role of culture in the efficacy of the protocols. In study 1, we analyzed the relationship between cultural values and confirmed Coronavirus cases in over 100 countries. In study 2, we conducted text analyses of the Tweets collected from two opposite cultures (U.S. and India) on Covid-19 protocols and tourism activities.

**Paper ID: 288 FIRM PERFORMANCE DURING COVID-19 PANDEMIC: THE EFFECT OF MANAGERIAL ABILITY**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 6

Covid-19 pandemic is probably the largest global public health crisis in the modern history and its impacts to the society, people, and businesses in both short- and long-term are yet to be determined. This study investigates whether and how the Covid-19 pandemic affects the firm's performance and whether firm management can divert the business disruption risks rising from this natural disaster and contribute to sustainable firm performance during the crisis period. We employ the managerial ability measure developed by Demerjian et al. (2012) and examine the US firm's productivity and profitability for the period around the Covid-19 pandemic.

**Paper ID: 290 EXPLORING THE IMPACT OF RIDER-DRIVER ETHNICITY MATCH/MISMATCH IN RIDEHAILING**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 3

Ridehailing is a shared-mobility service that has proliferated over the last decade. The rapid growth of ridehailing services brings out the need for operations managers to focus on the effects of social dynamics to enhance the ridehailing experience of riders and drivers. Drawing on the social identity theory, we explore the impact of rider/driver ethnicity match on the driver's expected ride satisfaction and willingness to perform. The results of this study can offer theoretical contributions to the literature addressing ridehailing operations and bolster the scarce stream of supply chain and operations management research exploring the impact of ethnicity.

**Paper ID: 291 WHEN "MADE IN USA" IS OR ISN'T**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 5

Product claims help consumers make informed decisions about purchases. Country of origin claims help trigger associations about product quality, performance and price. In this study, we examine consumer perceptions of the elasticity of "Made in the USA" claims. Using a preliminary sample of 131 consumers, this study shows that a third of consumers doubt the true extent of such claims while expressing concerns about whether marketers manipulate messages such as "assembled" or "made" in the USA, to obtain positive consumer responses. We also show that individual consumer differences, such as political orientation, result in different purchase intentions.

**Paper ID: 293 THE BUCK DOES NOT STOP HERE: DEVELOPING A FRAMEWORK FOR LIFE-LONG LEARNING AFTER GRADUATION**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 1

This SME (small and medium-sized enterprise) focused case study is designed to support newly graduated accountants entering internal accounting positions. Working for SMEs, learners may face unique challenges in managing internal controls, risk management, data analytics, and enabling emerging technologies. For instance, some SMEs outsource various support functions. This budgetary decision can leave the internal organization technically void of critical strategic knowledge and skills and highly dependent upon outside members for this support. What if there were a better way? What if we prepared our undergraduates to meet these challenges with a life-long learning toolkit?

**Paper ID: 294 IMPLEMENTING LEARNING ECOSYSTEM IN OUR CLASSROOMS: A PRAGMATIC PROPOSAL**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 5

A classroom is an ecosystem much like the natural ecosystems that define the world around us, and the survival of any ecosystem is predicated on the transfer of energy between the organisms that embrace the system. Our students are the foundation of our ecosystem that energizes and sustains our classroom ecosystem. However, more frequently than not, the unhealthy nature of the classroom surges out since our students become passive consumers of educational experiences rather than active accomplices in the ecosystem.

**Paper ID: 295 IMPLEMENTING EMERGING TECHNOLOGIES IN PROCUREMENT AND SUPPLY CHAINS**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 3

Emerging technologies such as artificial intelligence (AI), robotic process automation (RPA), internet of things (IoT), and blockchain are increasingly being deployed in organizations to execute and facilitate supply chain and procurement activities. Yet knowledge is still lacking with respect to the effectiveness of these technologies. This study investigates the justification, use cases, practical applications and effectiveness of emerging technologies implementation in supply management. Based on cases of implementation of Emerging Technologies in several organizations, we develop and empirically validate a framework that links drivers, applications, contextual implementation variables and processes and effectiveness of various emerging technologies in supply management.

**Paper ID: 297 DESIGNING AN INTRODUCTORY ANALYTICS COURSE FOR GRADUATE BUSINESS STUDENTS**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 4

As analytics has penetrated into almost every business program, it is very important to design an introductory-level course to cover basic topics, concepts, tasks, principles, processes, and methods of business analytics. Such a course is expected to accomplish at least two goals: bridging the knowledge and skill gap for students and motivating some of them to pursue more advanced analytics courses. This study presents an integrative design of an introductory analytics course for graduate business students. Such a design has been validated by about 500 graduate students in the past five years. Key recommendations for further improvement are also discussed.

**Paper ID: 298 UNDERSTANDING SUPPLIER DEVELOPMENT FROM THE KNOWLEDGE CHAIN PERSPECTIVE**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 3

As one of the key Supply Chain Management (SCM) strategies, supplier development (SD) has been studied from various perspectives. This study aims to examine SD from the knowledge chain (KC) perspective. First, we collected and categorized over 500 variations of SD activities from about 100 articles to explore the relevance of KC to SD at the micro level. Next, we investigated the role of KC in SD from 36 SCM scholars and consultants. Finally, we further validated the SC perspective from a survey of about 300 U.S. SCM practitioners. All our results confirm the perspective of KC in SD.

**Paper ID: 299 ACTUAL AND SELF-REPORTED RISK-TAKING BEHAVIOR OF UNIVERSITY STUDENTS DURING THE COVID-19 PANDEMIC**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 3

The COVID-19 has impacted self-reported and actual risk-taking in university students. Pre-pandemic students who report more tolerance for risk (economic and gambling) actually take more risk in a real-time trading simulation. In turn, the higher risks taken relate to higher returns. During the pandemic, we find that self-reported risk tolerance is no longer related to actual risk-taking and that overall risk-taking increases. The increase in actual risk-taking during the pandemic does not lead to higher returns even though the stock market has recovered.

**Paper ID: 300 CROSSOVER ADVERTISING: A NETNOGRAPHY OF A HBO/ AB INBEV MARKETING ALLIANCE**

Wednesday, April 6, 2022 3:00 PM Naupaka Ballroom 4

Viewer-generated online responses to television advertising play an essential role in understanding people's engagement with advertising campaigns. The preliminary results of this netnography of an Anheuser-Inbev/HBO collaboration during the 2019 Superbowl provide insight and guidance for future research into crossover advertising partnerships. Viewers' spontaneous reviews and comments reveal the complex social conversations embedded in consumers' multifaceted online conversations. The study examines the cultic devotion to GOT and aims to understand the audience sense-making process of crossover advertising in general. The netnography represents how fandom uses social media for discursive projects related to the GOT identities. Keywords: netnography, GOT, crossover advertising.

**Paper ID: 304 RELATIONSHIPS BETWEEN ENVIRONMENTAL PRESSURES, FIRMS' ACTIONS AND INNOVATION PERFORMANCE**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 5

We investigate the relationships between regulatory and competitive market pressures, firms' actions and innovation performance in firms. Based on a survey of 217 managers from business organizations we find that regulatory pressure has a positive relationship with both absorptive capacity and information sharing. Competitive pressure, on the other hand, only has a negative relationship with information sharing, but not with absorptive capacity. Absorptive capacity has a positive relationship with innovation performance, while information sharing, surprisingly, does not have a positive relationship with innovation performance.

**Paper ID: 309 TURNING PANDEMIC CHALLENGES INTO OPPORTUNITIES THROUGH DIVERSIFYING CUSTOMER BASE: CASE STUDY OF A LABORATORY EQUIPMENT SUPPLIER**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 3

The Covid-19 pandemic caused numerous challenges for most businesses. However, some turned these challenges into opportunities by employing different strategies including customer base diversification. This case study investigates how a medium size laboratory equipment manufacturer thrived during the challenging time by proactively responding to new opportunities and expanding their customer profile. This study uses a combination of a series of structured in-depth interviews with executive, along with secondary data obtained from the manufacturer.

**Paper ID: 310 THE EFFECT OF REPUTATION ON READABILITY OF ANNUAL REPORTS FOR S&P100 FIRMS – A COMPARISON AMONG MEASURES**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 6

In this paper, we compared three main measures of readability: Fog index, Flesch score, and Log file size. We computed these measures for the annual financial reports of S&P100 firms from 2016 to 2020 and reported trends in readability measures such as increasing average words per sentence and file size. We also used the reputation score provided by Fortune's "America's Most Admired Companies List" and investigated the relationship between firm reputation and annual report readability. Based on Log file size measure of readability, the more reputable firms also present more readable reports.

**Paper ID: 311 THE EFFECT OF SUSTAINABILITY INITIATIVES ON OPERATIONAL SLACKS AND BUSINESS PERFORMANCE**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 1

Sustainability has emerged to be an important issue in today's global economy and played a critical role in firm and supply chain's operations. In this study, we aim to understand firms' reporting and implementation process of sustainability initiatives and examine their impact on firm and supply chain's operational slacks and performance through empirical analysis.

**Paper ID: 313 FINANCIAL LITERACY AND BORROWING BEHAVIOR IN DIFFERENT AGE GROUPS**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 3

Financial literacy for younger American adults declined sharply in recent years. Using the 2018 National Financial Capability Study (NFCS) survey data, we examine the differences in financial literacy across various age, gender, and racial groups. We find that younger age groups have a much lower level of financial literacy when compared to older age groups. Our results also suggest that financial literacy affects borrowing behavior. Specifically, higher levels of financial literacy are associated with a lower percentage of high interest rate borrowing, a lower percentage of paying the minimum monthly credit card payment and overdrawing checking accounts.

**Paper ID: 314 USING AUDITING AND COMMITMENT FOR ENGAGING THE SUPPLIER FOR SUPPLY CHAIN SUSTAINABILITY**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 1

We model a supply chain in which the buyer audits the supplier's compliance with the code of conduct. We investigate the effect of the buyer's upfront commitment to price and quantity on supplier's compliance. We also analyze the implications of raising the standard of code of conduct on sustainability and financial performance.

**Paper ID: 315 HAZARD MAPPING FOR INFRASTRUCTURE PLANNING IN THE ARCTIC**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 6

The Arctic is undergoing drastic change when viewed through the lens of climate science, economics, and politics. With billions of dollars in infrastructure and active critical missions in the Arctic, the United States (U.S.) Department of Defense (DoD) has substantial interest in the stability of the region. This research subsequently identified and mapped Arctic hazards on a military installation using modern and historical remote sensing data to provide a tool for communicating risk, prioritizing maintenance, and planning future infrastructure projects. The results demonstrate the application of hazard mapping for use in community planning decisions.

**Paper ID: 316 MODELING FAIRNESS OF PROFIT DISTRIBUTION IN SUPPLY CHAINS**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 1

Although major concern in supply chain operations lies in the profit maximization, there are growing interests on fair distribution of profits among participants, which enable sustainable growth of supply chains. In this talk, we model a supply chain where members are participating in transactions between other selected members. We show the focal company inherently makes more profit than others, yielding unbalanced profit distribution. We address fairness measures under this setting and propose methods to drive improved fairness in profit distribution among members. We discuss extensions of our model to large scale supply chain consisting of general number of participants.

**Paper ID: 318 CUSTOMER SATISFACTION AND CULTURE IN INTERNATIONAL CONSTRUCTION PROJECTS**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 6

Recent literature suggests customer satisfaction and end-user benefit are more important than the cost, time, and quality pillars of the iron triangle when considering project success. This research utilizes a value-focused thinking (VFT) philosophy to highlight four fundamental objectives and eleven critical success factors for improving customer satisfaction on construction projects accomplished through the Foreign Military Sales (FMS) program. Many of these factors are either directly or indirectly related to culture since the values and desires of the customer are likely to align with the values of their culture. These findings offer valuable implications to project management in cross-cultural environments.

**Paper ID: 320 THE AUTO REPOSSESSION INDUSTRY: TOUGH CHALLENGES IN THE CURRENT ECONOMIC LANDSCAPE**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 3

In the United States, more than 2.2 million vehicles are repossessed each year. It sums to 5,418 repossessions each day. For every 2.4 vehicles sold, one will be repossessed. The number of repossession agents in many zones is declining rapidly. Small companies are leaving the industry due to low profits. Repossession companies aren't experiencing a rise in income that reflects that of their banking clients in post-Covid times. Without intervention, the number of repossession companies will continue to fall and without suitable financial support from banks, the future holds a disturbing lack of repossession services.

**Paper ID: 321 MITIGATING PSYCHOLOGICAL CONTRACT BREACH THROUGH COPING ORIENTATION**

Friday, April 8, 2022 10:00 AM Naupaka Ballroom 2

This study examines how a coping orientation program, called "Realistic Orientation Program for Entry Stress" (ROPES), may mitigate psychological contract breach among newcomers. Specifically, two unique mediating paths were identified: (a) a symbolic route via perceived organizational support (POS), and (b) an instrumental route via perceived work stress. Further, two moderators were hypothesized such that newcomers' sense of abundance should accentuate the ROPES – POS link, and that newcomers' adjustment self-efficacy should strengthen the ROPES – perceived work stress link. A field experiment with 73 newly hired nurses was conducted to test the hypothesized mediators and moderators, receiving mixed support.

**Paper ID: 322 PROACTIVE PERSONALITY, RECOVERY EXPERIENCES, STRESS, AND TURNOVER INTENTION OF REGISTERED NURSES**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 2

Our study of 3,118 RNs from the state of Minnesota, USA shows that recovery experiences—relaxation, mastery, psychological detachment, and control—all have significant impacts on the proactive personality/behavior of RNs. Proactive personality/behavior has a significant and negative impact on perceived stress. Perceived stress has a significant and positive impact on turnover intention. Our results provide evidence that employers have the ability to reduce RNs turnover by working to eliminate stressors in the RNs work environment. This information can be used to help create an effective management intervention designed to decrease turnover intention.

**Paper ID: 323 MEASURING DELAY OF GRATIFICATION CREATION OF A SELF-REPORT MEASURE: INTERIM FINDINGS**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 2

The study uses elements of Block's [7] California Q-set (CQS) to develop a self-report measure assessing an individual's disposition to delay gratification (DG). Forty items were generated using elements of the CQS related to DG behavior demonstrated in experimental situations. Cronbach's alpha scores for the entire scale and two sub-sets, ego control and ego resiliency, were .80, .71 and .70 respectively. To maximize person-job fit, this measure would identify those able to forgo organizationally undesirable behavior providing a somewhat immediate but lesser reward, and persist in desirable behavior requiring a significant passage of time before receiving a larger reward.

**Paper ID: 324 IDENTITY UTILITY, THE RATIONALITY OF "LABOR," AND THE FUNDAMENTAL PRINCIPLE OF ENGAGEMENT**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 7

This paper explains the efficacy of the group methods of Kurt Lewin by way of a rational action model based on a utility function that includes "identity utility," a concept invented by George A. Akerlof and Rachel E. Kranton [1]. Implications for the work of leadership are developed, and a direction for further research is suggested.

**Paper ID: 325 EXPERIMENTAL BRA DESIGN MODEL FOR POST BREAST RECONSTRUCTION**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 7

People wear bras for various reasons; they may wear bras to limit breast movement, relieve pain, or achieve the desired body shape. A well-fitted bra reduces discomfort and pain and may enhance one's appearance and carry psychological significance in that it could increase emotional confidence. Women, who have undergone breast surgery, face significant challenges in wearing bras and tend to be less satisfied with the fit after surgery. This paper outlines the critical aspects of bra fit and comfort for post-mastectomy patients and presents a parametric model for designing and developing bra components based on a breast reconstruction experience.

**Paper ID: 327 WHEN SAYING "THANK YOU" CAN BACKFIRE – THE EFFECT OF GRATITUDE EXPRESSION ON W-O-M INTENTIONS**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 7

Consumers who feel grateful towards a firm are motivated to reward the firm in a reciprocal fashion by repeating their purchases or by spreading positive WOM (word-of-mouth) about the firm. This research investigates how consumers' tendency to reciprocate firm's favor is modulated when they were given a chance to explicitly express gratitude. Participants who were guided to express their gratitude towards the firm that provided a favor reported significantly lower intention to generate word-of-mouth, both offline or online, compared to those who expressed happiness or their counterparts in the control condition.

**Paper ID: 328 FITNESS CENTR: A CASE STUDY OF ADAPTING STRATEGY TO A DIVERSE ENVIRONMENT**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 3

Fitness Center's objective is to adapt its business model to an economically homogeneous yet culturally and socially diverse neighborhood in California. Using census statistics comparing demographic data of geographic areas and collecting information from current members, a marketing strategy consisting of segmentation, targeting and repositioning of the club was developed. This case study addresses how an international fitness center brand primarily known for its affordable pricing, openness and technologically advanced equipment targeting single, younger and culturally more homogeneous customers, plans to reposition itself into an affluent, family-based and service-oriented environment with diverse population of Asian, Hispanics and Middle Eastern demographics.

**Paper ID: 329 LEADING THROUGH THE PANDEMIC AND INTO THE "NEW NORMAL": REFLECTIONS FROM C-LEVEL EXECUTIVES OF MULTI-MILLION TO BILLION DOLLAR TECHNOLOGY COMPANIES**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 6

As dust from the pandemic settles and the "New Normal" takes shape, there is no better time than the present to reflect on what has been learned about leading through crisis. This study focuses on three C-level executives from multi-million and billion dollar global businesses and their view of the skills necessary to lead during a crisis, as well as the pros and cons of communicating in the "New Normal." While these leaders acknowledge the efficiency of remote work, they share the issues of forming relationships, collaborating effectively, and sharing company culture. Keywords: crisis leadership, remote communication, meta-verse, "New Normal"

**Paper ID: 330 INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM IN THE CONSTRUCTION INDUSTRY**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 4

We discuss technological innovation and entrepreneurship in the construction industry. We provide an overview of the construction industry, the dynamics of innovation and entrepreneurship, and key challenges to promote innovation and entrepreneurship in the construction industry. We discuss the strategies that can be used to promote university-industry-government partnership to enhance innovation and entrepreneurship in the construction industry. Keywords: Innovation Ecosystem; Construction Industry, Innovation; Entrepreneurship. Technology Commercialization

**Paper ID: 331 ANALYZING SEAPORT PERFORMANCE TO AVOID SHIPPING DELAYS**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 3

Cargo delays due to congestion at a seaport such as those at Los Angeles and Long Beach seaports creates serious logistical problems. This study examines cargo throughputs along with other pertinent variables for identifying potential cargo delays at seaports in the Republic of Korea. Using data envelopment analysis, major container ports will be evaluated over time. Results can be used for choosing an alternative port when cargo delays are anticipated at a destination port.

**Paper ID: 333 LESSONS FOR BUSINESS ANALYTICS STUDENTS FROM MEDIA COVERAGE OF MATHEMATICAL MODELS**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 3

An important skill for Business Analytics students is the ability to communicate complex mathematical models clearly to a non-technical audience. In this project, we examine the coverage of mathematical models in the media, including models of climate change, Covid transmission, and tax policy. We demonstrate classroom exercises based on the media articles for helping students develop best practices. We also examine the comment sections where readers post responses. These comments give insights into the types of questions that audiences commonly have about models and which the conscientious business analyst should anticipate when creating their own reports and presentations.

**Paper ID: 334 AGENT-BASED MODELING FOR DECISION ANALYTICS IN POLICE PATROL OPERATIONS**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 7

Police patrolling plays a vital role in ensuring the safety and sustainable development of communities. The complex nature of the policing system often makes it very challenging to manage and control. The dynamic and stochastic criminal behavior, compounded with limited policing resources, are rendered current police operations inefficient. An agent-based policing framework is developed to conquer these weaknesses by addressing the dynamically changing complexities and uncertainties in police operations and adaptively optimizing operational performance based on the state of the policing system. A real-world case study is conducted to illustrate how this framework is used in dynamic patrol deployment planning.

**Paper ID: 335 ANALYSIS OF CONTAINER DELIVERY RECORDS PER CONTAINER AND DESTINATION**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 3

This study examines container delivery records at two levels such as by destination countries and by individual containers. First, using one-way analysis of variance, we identify differences on delays among destination countries. Next, we analyze individual container delivery records by time such as number of containers delivered on time, one-week delays, two-week delays, so on. In addition, we identify seasons or months when most delays happen. Results will help transportation managers plan container shipments.

**Paper ID: 336 A CONCEPTUAL REVIEW OF CHURN IN BUSINESS**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 3

The concept of customer churn in its varying contexts is studied. Accordingly, a more comprehensive definition of churn is developed. The authors outline a churn framework after analyzing extant marketing and non-marketing literature. They discover that churn can be attributed to a combination of both entity and non-entity characteristics and that churn continues to be studied through various supervised learning methods in a variety of industries. Various propositions that link each of the churn types to firm profitability are suggested to guide future churn research endeavors. Key words: churn, customer attrition, business churn, employee churn

**Paper ID: 338 THE IMPACT OF AN INNOVATION AWARDS ON ORGANIZATIONS**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 5

We explore whether winning or not winning an innovation award influences organizations' subsequent innovation behaviors (e.g., creation and diffusion of innovation). We suggest winners utilize awards result in developing and diffusing their award-winning innovations. Our empirical testing is conducted based on winners, non-winners, and participants in a health care innovation awards program. Contrary to conventional wisdom that only winners benefit from participating in awards, our research shows that not winning an award stimulates applicants to develop more innovations.



**Paper ID: 341 DATA CUSTOMIZATION IN EXCEL-BASED TAKE-HOME EXAMS**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 7

Covid-19 pandemic forced many of us to teach our courses using alternate mode of instruction via Zoom. In this mode of instruction, cheating has been a major concern for online exams. There are a number of ways to prevent cheating; however, many have privacy-related issues. Given the importance of online teaching, pandemic or no pandemic, and the fact that the true purpose of examinations is learning and not just grading, an approach for examination design for undergraduate courses that require data analysis, such as Business Statistics, is proposed in this presentation.

**Paper ID: 342 CEO INSIDE DEBT AND INDUSTRY SPECIALIST AUDITOR**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 5

This paper examines whether executive compensation incentives, specifically CEO inside debt holdings, affect the choice of auditor. High inside debt holdings are expected to align the interests of managers and outside debtholders, reducing debtholders' demand for industry specialist auditor. However, while inside debt reduces agency conflicts of debt, it might exacerbate agency conflicts between managers and shareholders, increasing the demand for higher audit quality to better monitor managers. Using CEO leverage and CEO relative leverage to proxy for inside debt, we find that firms with higher levels of CEO inside debt tend not to appoint an auditor with industry specialization.

**Paper ID: 343 DYNAMICS OF AN EMERGENT, FAMILY OWNED AND OPERATED PRIVATE TOUR COMPANY**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 5

Little is understood about the dynamics of the many family businesses that run private tour operations. To help fill this information void, this study examines an early stage, family-run private tour operation on the Hawaiian island of Oahu, a major international tourist destination. The study used participant observations, in-depth interviews, self-administered questionnaire, and customer online reviews. The success of this firm can be attributed to the strong extrinsic motivation and the exceptional fit between the business owner's outgoing, intuitive personality and business sense. The study results pointed to the role of spirituality in entrepreneurship as a topic worthy of investigation.

**Paper ID: 347 HOME PRICE GROWTH AND MINORITY ACCESS TO MORTGAGE CREDIT**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 3

This paper examines the relationship between home price growth and mortgage lending standards for minority applicants during the 2001-2006 (pre-crisis) and 2012-2017 (post-crisis) periods. I find that minorities in metropolitan areas with home price appreciation experienced looser mortgage lending standards during the pre-crisis period but tighter lending standards during the post-crisis years. Moreover, there was a greater increase in minority loan acceptance rate relative to non-minority loan acceptance rate in these areas during the pre-crisis period. The results suggest that home price appreciation improved minority access to mortgage credit through lower lending standards during the pre-crisis years.

**Paper ID: 348 VIRTUALITY, THE GLOBAL NATURE OF TEAMS, AND NEW PRODUCT DEVELOPMENT TEAM CREATIVITY**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 5

As businesses become more virtual and companies can increasingly leverage international talent, it becomes crucial to understand how to tap into this potential effectively. Using a sample of internationally dispersed new product development teams, I examine the impact of elements of virtuality, such as team dispersion and communication richness, and the global nature of teams, such as cultural diversity, on new product development team creativity. Implications for theory and practice are provided, as well as directions for further research.

**Paper ID: 349 EXAMINING THE IMPACT OF AGING WORKFORCE ON AIRCRAFT AVAILABILITY**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 3

In the United States, 10,000 baby boomers (born 1946-1964) turn 65 every day. The subsequent generation born between 1965 and 1976 is significantly smaller. As a result, this causes a talent shortage as Baby Boomers retire. This issue also has been recognized as a serious problem in the logistics community of the United States Air Force. The purpose of this study is to examine the impact of workers' age on key logistics performance indicators (KLPIs) such as aircraft availability, product flow days, and production hours. This study finds that quadratic relationships exist between workers' age and KLPIs.

**Paper ID: 350 FAILED BANK ASSET RECOVERY: THE INFLUENCE OF DEPOSITS AND LOAN EXPOSURE**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 3

This study explores the impact of the balance sheet choices of failed bank on asset recovery rates during the Great Recession. We find asset recovery rates are lower for banks with higher exposure to real estate loans and regions with more volatile housing prices, while relying on brokered deposit. This suggests that asset recovery rates are lower as a consequence of banks' choice to fund loans by brokered deposits, to pursue aggressive growth strategies via riskier loans lent in more volatile locations. Finally, this research will shed valuable lights for policy makers in dealing with assets of failed banks.

**Paper ID: 354 FINTECH REGULATIONS: WHAT WE CAN LEARN FROM THE COLLAPSE OF WIRECARD**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 6

This is a case study about the rapid collapse of German fintech giant Wirecard AG in about 6 months of time. The purpose is to formulate an understanding of what factors may have contributed to the firm's rise and downfall, and what lessons we can learn from it.

**Paper ID: 355 SHAREHOLDERS' PERCEPTION OF AUDITOR TYPE AND TIMING OF AUDITOR ENGAGEMENT: EVIDENCE FROM AUDITOR RATIFICATION**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 5

Many companies present their selected auditor to shareholders for ratification. In this study, we use auditor ratification voting results to examine whether shareholders view the type of auditor and the timing of the engagement as indicative of audit quality. We find that (1) shareholders are more likely to approve a Big N auditor than a non-Big N auditor and (2) shareholders view late auditor engagements (i.e., during or after the fourth quarter) more negatively. The timing effect is particularly acute for non-Big N firms; however, shareholders do not seem to mind late engagements of Big N auditors.

**Paper ID: 356 THE CREATION OF ONE TRUTH: SINGLE-LEDGER ENTRIES FOR MULTIPLE STAKEHOLDERS USING BLOCKCHAIN TECHNOLOGY TO ADDRESS THE RECONCILIATION PROBLEM**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 5

This paper presents a new conceptual framework to lower costs and shorten the reconciliation time. The proposed framework recommends recording transactions on the blockchain prior to populating the transacting parties' respective ERP systems, which will be the source of a single truth. This information flow will result in all involved parties having access to the same transaction details. Further, the paper presents a technical feasibility demonstration with two examples, where all involved parties are executing transaction details on the blockchain after meeting the governing smart contract constraints using their digital wallets.

**Paper ID: 357 GOVERNANCE BY INSTITUTIONAL INVESTORS AND FINANCIAL ANALYSTS**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 1

This study examines how two governance mechanisms, monitoring by financial analysts and institutional investors, interact with each other. I find that after stocks experience a reduction of analysts' coverage, the firms' governance measures drop. In addition, long-horizon institutional investors increase their holdings, and short-horizon institutional investors decrease their holdings of those stocks. However, even though long-horizon institutional investors increase their holdings, the drop in the firms' governance measures is not mitigated. I argue that financial analysts' monitoring role through information production cannot be substituted by the institutional investors' monitoring role, which is usually through the channel of voice and exit.

**Paper ID: 358 TEAM ALLIANCE STRATEGIES IN CROWDSOURCING PLATFORMS**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 2

Various factors play crucial roles in team alliance that may originate from working with those with similar technical backgrounds. On the contrary, the lack of specific expertise may initiate alliance and collaboration across teams. This study investigates alliance strategies and motivations in crowdsourcing platforms.

**Paper ID: 359 UNLOCKING REPUTATION MECHANISMS IMPACT ON COLLABORATIVE CONSUMPTION PRICING: TOWARDS A BETTER UNDERSTANDING OF DIRECT AND INDIRECT EFFECTS OF RATINGS**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 5

This paper proposes to empirically explore the relationship between ratings and sharing economy pricing. An important aspect of the sharing economy is the establishment of feedback rating systems to foster trust in peer-to-peer platforms. Dellarocas (2003) raised an important question of "how well does the mechanism work?" while studying eBay's online feedback mechanism. I intend to unpack this question to deepen our understanding of how feedback and reputation systems work by investigating how they impact Airbnb prices and how different types of ratings affect each other by applying fixed effects and directed acyclic graphs (DAG) methodologies.

**Paper ID: 361 LIVE REGALLY - COAT OF ARMS: AN INTRODUCTION FOR STUDENTS TO LIFE DESIGN**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 5

In the existing literature on life design, there is little discussion on the relationships between a person's past experiences and background in their life design experience. The current literature on life design process focuses is scarce with few examining how it could integrate into undergraduate college curricula. However, the extant research shows promise in utilizing life design methods. This session introduces the Live Regally tools including the Coat of Arms class project.

**Paper ID: 363 DATA ENGINEERING SKILLS AND COMPETENCIES BASED ON INDUSTRY DEMAND**

Wednesday, April 6, 2022 1:00 PM Naupaka Ballroom 2

The objective of this study is to identify skillsets and competencies expected of data engineers from the current industry demand and other sources. Recent position announcements for data engineering jobs posted on LinkedIn by major US organizations were collected and analyzed. Text analytics techniques were then applied to the gathered position descriptions in order to discern foundational and core skillsets in the field. The findings of this study would hopefully provide guidance for information systems programs and faculty to augment and update their data related curricula, especially in data engineering. Keywords: Data Engineering; ETL; Data Science; Business Analytics

**Paper ID: 364 ONLINE COURSES: HEALTHY MEAL OR JUNK FOOD?**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 4

This study explores how college class delivery (online or face-to-face) relates to the student beliefs about the level of learning in online classes and student preferences in online delivery methods. Are online classes popular but low quality like fast food or have they developed into a suitable replacement to face-to-face classes? The results from a student survey conducted in 2020 with 1,805 responses show a few areas of disagreement between student preferences and perceptions of quality.

**Paper ID: 365 JOB SHADOWING WITHIN AN UNIVERSITY SYSTEM: A FACULTY AND ADMINISTRATION PARTNERSHIP**

Friday, April 8, 2022 10:00 AM Naupaka Ballroom 1

There is little research on job shadowing that combines college coursework and internal partnerships. The extant research focuses on the private sector. This paper shares the experience of a public university system partnering with faculty teaching business courses and provides a case study of how a partnership with one campus and one department, human resources, expanded to include finance and information technology departments and three different campuses. This program survived a pivot to an entirely virtual job shadowing program during the pandemic. Currently, the collaboration is expanding to include more campuses and departments in the coming academic year.

**Paper ID: 367 UNDERSTANDING THE ROLE OF CONTEXT VARIABLES IN THE EFFECTIVE USE OF SOCIAL COMPUTING IN ORGANIZATIONS FOR KNOWLEDGE MANAGEMENT IN GROUPS**

Thursday, April 7, 2022 10:00 AM Naupaka Ballroom 5

Social media are Internet-based communication tools and collaboration channels. They have been used widely for Intra organizational Knowledge Management (KM) since about 2005, especially in technology-oriented organizations. In this paper, we focus specifically on social computing at the group level in organizations and the group level KM context variables. We empirically tested and found that Group level KM context variables such as social capital play an essential role in the effective use of social computing for KM at the group level.

**Paper ID: 369 A SIX FACTOR LEADERSHIP MODEL ON JOB SATISFACTION IN THE WORKPLACE DURING THE COVID-19 PANDEMIC**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 2

The objective of this study is to identify which factors of transformational leadership and transactional leadership make impacts on employees' job satisfaction. Vera and Crossan (2004) served as a research framework for this study which developed six hypotheses on charismatic leadership, inspirational motivation, intellectual stimulation, individual consideration, contingent reward, and active management by exception. Regression models tested the hypotheses on a sample data of 546 online survey responses in 2020 during the COVID-19 pandemic. Evidence showed that for Gen Z and Gen Y, charismatic leadership was most statistically significant to job satisfaction while inspirational motivation was for Gen X.

**Paper ID: 373 A TEACHING APPROACH FOR THE ECONOMIC PRODUCTION QUANTITY MODEL USING ONLY ALGEBRA AND ANALYTIC GEOMETRY**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 2

It is often a challenge to teach the Economic Production Quantity (EPQ) model to undergraduate students, because it requires the use of differential calculus, and many undergraduate business students are not prepared for such higher mathematics subjects. In this paper, we demonstrate an approach to teach the EPQ model with backordering by using only algebra and analytic geometry. Based on our experience, the students enjoy learning the subject using the proposed approach, learn better and retain the information longer. The proposed approach has great potential as a pedagogical tool in teaching inventory management to students with less mathematical backgrounds.

**Paper ID: 374 REDUCING AND DETECTING ON-LINE EXAM CHEATING: BUILDING A BETTER MOUSETRAP. PROTOCOLS FOR CANVAS AND OTHER LEARNING MANAGEMENT SYSTEMS**

Friday, April 8, 2022 10:00 AM Naupaka Ballroom 1

The authors provide protocols to reduce item harvesting and item pre-knowledge [7] in order to protect the integrity of online multiple choice examinations for use in future administrations of an exam. The study also adapts methods used in Golden and Kohlbeck [4] to help the instructor determine if cheating is occurring with online exams, and provides instructions for use with the Canvas and other online learning platforms. After administration of a multiple choice exam to 85 undergraduate business students in a management class that one author teaches each semester, statistical analysis demonstrated that widespread cheating did not occur.

**Paper ID: 375 ANALYSIS OF THE FINANCIAL PERFORMANCE OF FOOD MANUFACTURERS DURING THE PANDEMIC**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 2

This paper investigates whether food manufacturers financial performances differ between leaders and laggards in sustainability during the COVID-19 pandemic. Firm-level sustainability data and financial measurements are gathered from Sustainalytics and Wharton Research Data Services (WRDS), respectively. Companies are clustered into sustainability groups. Repeated measures ANOVA is used to assess effects from the pandemic, sustainability clusters, and the interaction of the two. The results show most company performances are negatively affected by the pandemic. Moreover, sustainability capability directly or indirectly affects net margin, inventory turnover, account payable turnover, and cash conversion cycle.

**Paper ID: 376 DECISION MAKING ON STOCK TRANSFERS IN PUSH AND PULL MODES IN ERPSIM LOGISTICS GAME**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 1

The ERPSim Logistics Game is an innovative "experiential" approach to teaching ERP and management processes. Making decisions on actual stock transfer in Push or Pull Modes is vital to success to win the Game. The study presents an innovative calculation, framework, and cases on implementing the two business rules: push or pull transfer in the SAP system. By adopting the proposed algorithm, framework, and cases, information systems educators are able to effectively teach the business information systems course and students will learn inventory transfers in the simulated enterprise environment.

**Paper ID: 377 MANAGING THROUGH THE STORM: THE MULTIPLE CHALLENGES OF THE COVID PANDEMIC AND THE MANAGEMENT OF A STUDENT-MANAGED INVESTMENT FUND**

Thursday, April 7, 2022

1:00 PM Naupaka Ballroom 3

The onslaught of the Covid-19 pandemic in early 2020 brought many challenges to educators. But the students and directors of student-managed investment fund (SMIF) programs faced an especially complicated challenge – while campuses were being shut down and preventing student interaction, the financial markets were facing meltdowns and greatly increasing the need for student participants in SMIF programs to interact to assess and evaluate the situation and to determine how best to reposition the portfolios they managed. This paper will explore how one SMIF program successfully handled these multiple challenges.

**Paper ID: 379 SEEKING ALPHA WITH MULTI-FACTORS INVESTMENT MODEL**

Thursday, April 7, 2022

10:00 AM Naupaka Ballroom 1

The objective of this study is to utilize the Multi-Factors valuation model and the Jensen's Alpha approach to determine the undervalued stocks with positive Alpha. This statistical analysis, based on monthly financial data of 1,810 Value Line companies (98 industries), reveals that excess returns (Alpha) can be achieved from applying Multi-Factors investment model.

**Paper ID: 380 HOW DO GOVERNMENT AGENCIES RESPOND TO MULTIPLE DISASTERS THROUGH SOCIAL MEDIA? -- EVIDENCE FROM SOUTHERN CALIFORNIA**

Thursday, April 7, 2022

8:00 AM Naupaka Ballroom 2

Residents in southern California routinely experienced various natural disasters such as wildfire, earthquake, drought, heatwave and flood. In 2020, these disasters are compounded with the Covid-19 pandemic, creating unprecedented social, economic and public health crises. Amid these multiple crises, government agencies in the area have increasingly been using social media platforms to communicate critical public health information or disaster response information. The study aims to assess the effectiveness of these social media communication by analyzing social media posts collected in 2020. This study contributes to the literature by providing a conceptual framework to analyze social media communication during crises.

**Paper ID: 381 ARTIFICIAL INTELLIGENCE IN EDUCATION**

Friday, April 8, 2022

8:00 AM Naupaka Ballroom 3

Artificial Intelligence (AI) is widely used in industries like retail, healthcare, and finance. There is also a huge market for AI applications in education. In this paper, we explore how AI is used in education. We compare existing software and learning platforms that are used in education and how they help facilitate learning. We explore the underlying technical foundations of learning platforms such as the use of Knowledge Space Theory in building some of these learning platforms. We further aim to explore the ethical and societal implications of AI and explore AI applications that strive to be unbiased and trustworthy.

**Paper ID: 386 OMNI-CHANNEL OPERATION MANAGEMENT BASED ON CONSUMER EMOTIONAL FEEDBACK**

Friday, April 8, 2022

8:00 AM Naupaka Ballroom 1

Omnichannel retailing become popular in the retail industry, the major considerations in the success of omnichannel retailing is managing consumer disappointment. Consumers are often averse to facing disappointments, consequently, modeling and understanding consumer aversion to disappointment will lend a key insight into the success of omnichannel retailing. This study addresses it by investigating the impact of consumer disappointment aversion on the optimal pricing decisions of retailers with inventory constraints with or without return policy in an omnichannel environment. Our analytical investigate this phenomenon, thus providing guidance on how retailers can better manage pricing and return policies in an omnichannel environment.

**Paper ID: 388 SIMULATION OF CHARGE AND DISCHARGE CYCLE OF A CONCENTRATE-BASED THERMAL ENERGY STORAGE SYSTEM.**

Thursday, April 7, 2022

3:00 PM Naupaka Ballroom 1

Inorganic salts (e.g., chloride salts) have gained attention in the energy field as a new thermal energy storage (TES) medium. There is a potential to use the dry byproduct of water desalination, i.e., Reverse Osmosis Concentrate (ROC) as a TES medium. Using ROC as a TES medium prevents a harmful waste to be released into the environment. In this study, the heat transfer behavior of a ROC-based thermal energy storage system is studied using CFD. A computational model is developed, verified, and validated to simulate the phase change process and buoyancy-driven flow in a square ROC-based thermal energy storage element.

**Paper ID: 390 A MICROSIMULATION MODEL: DO OBESE ADOLESCENCE GROW INTO OBESE ADULTS?**

Wednesday, April 6, 2022

10:00 AM Naupaka Ballroom 7

Childhood obesity is an important public health problem in the US. According to CDC, in year 2017-2018, about 21% of adolescence aged 12-19 were obese. Reports show that children's obesity is associated with various metabolic complications. Moreover, it has been shown that obese children have a higher chance for growing into obese adults. In this paper we modeled the dynamics of body weight of adolescence (age 10 to 19) as a stochastic Markov model and used microsimulation to quantify the chance of transition to obese adults for children who are in various BMI status (normalweight, overweight, obese) as they grow old, starting at age 10.

**Paper ID: 391 INVENTORY ACCOUNTING CHOICE AND BOND ISSUE PREMIUM: EVIDENCE FROM THE U.S. CORPORATE BOND MARKET**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 2

US-based firms have one more option when accounting for inventory: LIFO (last-in-first-out). Though LIFO firms enjoy lower cost of equity than FIFO firms, it is not clear in the corporate bond market. Therefore, an empirical investigation is needed. We show that risk spreads for new bonds issued by LIFO firms are lower than non-LIFO firms after controlling firm characteristics, bond features, etc. We also show that the LIFO effect is more pronounced for short-maturity bonds (less than 5 years) as predicted by theoretical model. Our results extend the literature on inventory accounting choice, and contribute to the bond spread literature.

**Paper ID: 392 THE MIRACLE BEGINNING TO THE FALL OF YANBIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY (YUST): IN-DEPTH ANALYSIS AND LESSONS LEARNED**

Thursday, April 7, 2022 3:00 PM Naupaka Ballroom 5

The purpose of this research is to produce a complete overview and in-depth analysis of the legacy of YUST, the miracle beginning to the fall of the university. It is evidence-based, systematically compiled, and methodically analyzed without any bias. A massive data was collected from many sources including interviews and surveys for YUST Administrators and Faculty and published information from China, Korea, and the USA. The organizational life cycle stages were determined and SWOT analysis was conducted in each stage. It will be an excellent guiding post for any organization that plans to establish a private Christian university in China.

**Paper ID: 393 ANALYSIS OF CAR-TRAILER COMBINATION SYSTEMS TO REDUCE FISHTAILING**

Wednesday, April 6, 2022 8:00 AM Naupaka Ballroom 7

The fishtailing has been an issue as the utilization of Car-trailer Combination systems has grown rapidly as a means of transporting goods. For this paper, a CAD assembly model of the system will be analyzed to analyze this phenomenon. The model will be tested on varying road conditions including Concrete, Asphalt, and Ice in both wet and dry conditions, a gust of wind will be applied to the trailer's center of mass as an impulse force. The weight distribution of the trailer will also be tested to measure the center of mass location for each simulation.

**Paper ID: 398 CFO GENDER AND LONG-TERM CREDIT RATINGS**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 1

Compared to male peers, female managers tend to be more risk averse, conservative, and regulation compliant. As the role of the CFO in a corporation becomes significantly important lately, we use a large data set of U.S. public companies to investigate the relationship between CFO gender and corporate credit ratings. Our empirical results suggest that female CFO-led firms on average have higher credit ratings than male CFO-led firms. Better creditworthiness can be explained by higher quality of accruals, earnings, and reporting associated with female CFOs as in prior literature. Our finding supports increasing gender diversity of CFOs in the C-suite.

**Paper ID: 399 EXAMINING CONTEXTUAL FACTORS OF THE RELATIONSHIP BETWEEN OPERATIONAL KNOWLEDGE AND FINANCIAL PERFORMANCE OF MANUFACTURING FIRMS**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 1

There exists empirical evidence that a firm's performance sensitivity to its internal innovation activities is impacted by innovation carried out by its opponent firm(s). Firms tend to exploit the innovation-knowledge resources that leak out from other innovative firms, and thereby imitate what their competitors are doing well. This expropriation can augment the rival firm's profitability, but would also tend to diminish the innovative firm's profitability. Using the resource-based view (RBV) of a firm, the impact of this phenomenon on firm performance is evaluated to empirically show that firms are heterogeneous in nature when it comes to benefiting from operational imitation.

**Paper ID: 400 MANAGING FISCAL POLICY RESPONSE TO COVID-19: A CASE STUDY OF SINGAPORE**

Thursday, April 7, 2022 8:00 AM Naupaka Ballroom 2

The COVID-19 pandemic has caused a significant deterioration in public finances in many countries, resulting in extended fiscal deficits and higher levels of public debt. In contrast, Singapore has been able to finance its fiscal responses to COVID-19 with little sign of extended fiscal deficits, or higher levels of debt. This paper discusses Singapore's public financial management and highlights two features that have served to enable the country to mobilize fiscal resources in response to a crisis without incurring substantial fiscal deficits or public debt in the longer term. It also discusses the applicability of these features to other countries.

**Paper ID: 402 TRAVELERS' RISK PERCEPTION AND CHOICE OF CANCELLATION POLICY: THE STIMULATING EFFECT OF RISK TRIGGERS**

Thursday, April 7, 2022 1:00 PM Naupaka Ballroom 6

Risk perception is a strong indicator of consumer behavior, particularly in the tourism and hospitality context, because of its experiential nature. With consideration for this issue, this study used an experimental design to investigate the role of risk perception in travelers' choice of cancellation policy. The results showed that the intention of travelers to avail of free cancellation increased with risk perception and that such perception could be stimulated by either priming or risk cues featured in banner ads. The findings provide valuable insights into how hotel managers can increase revenue by effectively capitalizing on risk triggers.

**Paper ID: 403 BENEFIT MAXIMIZING NETWORK DESIGN IN THE PUBLIC SECTOR**

Wednesday, April 6, 2022 10:00 AM Naupaka Ballroom 7

Governments around the globe are actively involved in providing essential services, such as healthcare, transportation, education, and utilities. In contrast with the private sectors' mission to maximize profit, governments' mandate is to maximize the societal benefit by acting as public agents. When designing service systems, many models in public sector focus on maximizing accessibility to public services to increase societal benefit. The idea is to (re)design the public service to maximize the number of people who will benefit from the program given a limited budget, thus using accessibility as a proxy for benefit. . . .

**Paper ID: 404 EVOLUTIONARY APPROACH FOR THE DESIGN OF NEURAL NETWORKS**

Friday, April 8, 2022 10:00 AM Naupaka Ballroom 3

Finding the optimal architecture for an artificial neural network (ANN) is a very complex task. Our paper presents a general framework to automate the design of neural networks using evolutionary approach. We use a multiparameter function optimization process to evolve a neural network. Our approach exploits the biological evolutionary mechanism to select an optimal architecture throughout the evolution process. We experimentally tested the proposed framework to design an ANN and compared the results against a manually designed one. The results show that the automatically generated ANN outperform the hand-crafted one with an optimized learning time and classification accuracy.

**Paper ID: 405 ACHIEVING OMNICHANNEL SUCCESS: ESSENTIAL SUPPLY CHAIN CAPABILITIES FOR NORDIC RETAILERS**

Friday, April 8, 2022 8:00 AM Naupaka Ballroom 1

The growth of e-commerce has led to a seismic disruption in the retail industry, but success has not been evenly distributed. Amazon's retail revenue grew from \$33B in 2010 to \$294B in 2020 while many brick-and-mortar retailers struggled to develop viable e-commerce capabilities. During this time, some sizable retailers have ceased business operations while others have struggled to integrate online sales into their operations with consequent drops in revenues and profits Making the fundamental shift to an omnichannel model necessitates retailers to transform longstanding order fulfillment operations to achieve cross-channel integration and meet consumer requirements for speed, availability, and consistency.