



Wednesday, 20 February

1pm **Registration**
2nd Floor

1pm **Exhibition**
2nd Floor

1:30pm **DASI 1**
Johnson
Chaired by: Bob Andrews

1:30pm **Statistics Instruction: Truncated Poisson, Hypothesis Testing & Student Engagement with Q/A Games**
» [Robert Andrews](#), [Clint Harshaw](#), [Clay Harshaw](#), [Reza Kheirandish](#), [Leslie Dutt](#)

1:30pm **PS1 - Healthcare Patient Issues**
Franklin
Chaired by: Joseph Van Matre

1:30pm **PATIENT PERCEPTIONS TOWARDS DOCTOR'S ATTITUDES AND ORDERS: A MEANS-END INVESTIGATION**
» [LIANG-SHIUN LIN](#), Yin-chih Fu

1:55pm **Impact of HCAHPS Scores on Hospital Readmission Rates**
» [Christie Chen](#), Tommy Cates, Christopher Cates, [Clint Taylor](#)

1:30pm **IE1 - Workshop: Academic Dishonesty in Higher Education**
Forsyth

1:30pm **Workshop on Academic Dishonesty in Higher Education, Best Practices adopted by Major Universities Regarding Prevention and Dealing with Violations.**
» [Peggy Johnson](#), Joseph Krupka

1:30pm **ITC1 - Information Technology and Cybersecurity Issues 1**
Chatham
Chaired by: Zhengzhong Shi

1:30pm **Innovation Community Learning Instrument Development: A Pilot Study of the AWS Community on YouTube**
» [Zhengzhong Shi](#)

1:55pm **The Adversary is a User of Your System: do we model that in our decision process?**
» [Alex Hoover](#)

2:20pm **Have Academics Answered the Call for New Methods of Quantifying Information Security Risk?**
» [Elizabeth Rasnick](#)

1:30pm **MOOH1 - Human Behavior Issues in the Workplace: Trust, Success, and Leadership**
Reynolds
Chaired by: Inessa Korovyakovskaya

1:30pm **Determinants of Executive Career Success in Strategic Leadership**
» J. Lee Brown, Burcu Adivar, [Sogand Tayebinaz](#)

1:55pm **Investigating the Role of Interpersonal and Organizational Trust in Motivation: A Literature Review**
» [Ed Showalter](#)

2:45pm **Coffee Break**
2nd Floor



Continued from Wednesday, 20 February	
3pm	Distinguished Service Award Recipient Meeting <i>Academy</i>
3pm	DASI 2 <i>Johnson</i> Chaired by: Bob Andrews
3pm	Factors that Impact a Good Result for a Quantitative Course or Data Analysis » Robert Andrews , Ping Wang , Wilma Andrews
3pm	SCM1 - Distribution Performance <i>Franklin</i> Chaired by: Hadi Farhangi
3pm	Deterministic Dynamic Lot-Sizing Problems: Inventory Balance Formulations and Extensions » Hadi farhangi , Suman Niranjani
3:15pm	A Review of Scholarly Literature on Food Hubs » Keli Feng
3:30pm	Agent Based Simulation approach:Effect of Hybrid distribution method on retail stores' performance. » Hafsa Mohsin , Brian Huff
3pm	IE3 - Ideas for Improving Instruction <i>Forsyth</i> Chaired by: Michelle Hagadorn
3pm	Student Learning in Quantitative Courses and its Impact on Critical Thinking Skills » Burcu Adivar , Li Chen, Carin Lightner-laws
3:25pm	DEVELOPING AN EFFECTIVE BUSINESS SPEAKER SERIES » Suzie Smith
3:50pm	TINELOK BUSINESS CASE » Mario Zaino , Sara Kiser
3pm	AN1 - Predictive Analytics and System Evaluation <i>Chatham</i> Chaired by: Geoffrey Berlin
3pm	Improving Insider Threat Detection Through Inference Enterprise Modeling » Dennis Buede , David Brown
3:25pm	Bayesian Predictive Threat Modeling Enhances Border Threat Detection » Geoffrey Berlin
3:50pm	Designing an Evaluation model for implementing the Business Intelligence system by Structural Equation Modeling (SEM) » Alireza Soloukdar , Lorne Olfman
3pm	MIHRS1 - Marketing and Hospitality <i>Reynolds</i> Chaired by: Cherie Rains
3pm	Technology Readiness and Adoption at Kenosha Harbor Market » Thomas Groleau , Theodore Ruffalo, Maria Salerno
3:25pm	The Myth of Big-Data: Misinterpretation of Consumer Insights without the Human Element » Cherie Rains



Continued from **Wednesday, 20 February**

- 3:50pm **Tine-Lok**
» [mario zaino](#), Sara Kiser
- 3pm **SP1 - Student Papers - OM/Logistics**
Mercer
Chaired by: Elizabeth Rasnick
- 3pm **The impact of information technology capability on production process variability under environmental uncertainty**
» [Ata Karbasi Kheyr](#)
- 3:15pm **Bridging individual and organizational resilience: A multilevel perspective**
» [Melanie Hinterplattner](#)
- 3:30pm **Costco: Why Their Management is Superior**
» [Victoria Allen](#)
- 3:45pm **Optimizing Mail Courier Delivery Routes to Maximize Efficiency for Cumberland County Schools**
» [Linda Caesar](#), [Mario Caesar](#), Deja Williams
- 4:30pm **SE INFORMS Council Meeting**
Johnson
- 6pm **Officers' Reception**
Rocks on the Roof

Thursday, 21 February

- 7:30am **SE DSI Council Meeting**
Academy
- 8am **Registration**
2nd Floor
- 8am **Continental Breakfast**
2nd Floor
- 8am **Exhibition**
2nd Floor
- 8:45am **DASI 3**
Johnson
Chaired by: Bob Andrews
- 8:45am **Interactive Discussion of Resources Most Valuable to a Data, Analytics or Statistics Instructor**
» [Robert Andrews](#), [Nicole Defazio](#), [Kellie Keeling](#), [Noelle Bathurst](#), [Kevin Potcner](#), [William Miller](#), [Patrick Barbera](#)
- 8:45am **IE2 - Impacting Student Learning**
Forsyth
Chaired by: Sharon Gibbs
- 8:45am **Evaluating the Feasibility of Virtual Reality for High School Students with Autism Spectrum Disabilities**
» [James Lawler](#)
- 9:10am **Financial Literacy Initiative at a Liberal Arts College: What student's want (& need)!**
» [Michelle Hagadorn](#), Marissa Lahousse



Continued from **Thursday, 21 February**

9:35am **MESSAGING APPS AND THE DARK SIDE OF COURSE SOCIAL CLIMATE: ARE ONLINE COMMUNICATION TOOLS HELPING OR HURTING STUDENT LEARNING AND ETHICAL BEHAVIOR?**
» [Belinda Shipp](#)

8:45am **ITC2 - Information Technology and Cybersecurity Issues 2**
Chatham
Chaired by: Zhengzhong Shi

8:45am **Blockchain: What it is and What it can be**
» [Harry Katzan](#)

9:10am **Must Blockchain Technology Have a Role in A Company's Information Infrastructure?**
» [Cynthia Knott](#)

9:35am **3D Printing and Public Policy**
» [Donna Schaeffer](#), Patrick Olson

8:45am **MIHRS2 - International Business Management**
Reynolds
Chaired by: Michael Brizek

8:45am **ATTITUDES TOWARD WOMEN AS MANAGERS IN CHINA: AN EXAMINATION OF GENDER, AGE, AND WORK STATUS DIFFERENCES**
» [Adeyemi-Bello, Tope](#), Cody Chullen, Xiao-yu Xi

9:10am **Strategic Capabilities, Market and Nonmarket Strategies, and Financial and Non-Financial Performance in Ghana**
» John Parnell, [Edwin Mensah](#), Derek Oppng

9:35am **THE SCRUM MANAGEMENT: EXAMPLES FROM MICROSOFT GLOBAL AND MICROSOFT TURKEY**
» [Tuğba Karabulut](#)

8:45am **SP2 - Student Papers - Optimization**
Mercer
Chaired by: Elizabeth Rasnick

8:45am **Optimizing Drone Allocation and Coverage for Disaster Zones**
» [Daniel Rundell](#), [Tyler Adams](#)

9am **Factors that diminish the effect of Top Management on Lean Six Sigma**
» [Lakshmi Madarasu](#)

9:15am **The Impact of Parcel Carriers on the Healthcare Supply Chain**
» [Marissa Black](#), [Sara Walenceus](#)

9:30am **Finding Solutions for MEGA SNACKS' Distributions**
» [Justin Schwartz](#), [michael womack](#), Ann Morris

10am **Coffee Break**
2nd Floor

10:15am **SE DSI Business Meeting**
Franklin

10:15am **DASI 4**
Johnson
Chaired by: Bob Andrews

10:15am **Value of Software for Teaching Variable Reduction and Healthcare Quality**
» [Robert Andrews](#), [Kevin Potcner](#), [Rose Sebastianelli](#)



Continued from **Thursday, 21 February**

11:45am	SE DSI Officers Meeting <i>Academy</i>
1:30pm	DASI 5 <i>Johnson</i> Chaired by: Bob Andrews
1:30pm	Analytics Instruction using Real-world Big Data and IBM Watson Analytics in the Classroom » Robert Andrews , Kevin Lertwachara , Leida Chen , Eric Kisling , Mauro Falasca
1:30pm	AEF2 - Business Modeling <i>Franklin</i> Chaired by: Barry Pfitzner
1:30pm	Neural Networks Highlight Pricing Differences as Regimes Shift » Mary Malliaris , Anastasios Malliaris
1:55pm	A SIMPLE MODEL OF INFLATION VOLATILITY » Barry Pfitzner , Sreven Lang
2:20pm	FACILITY LOCATION-ALLOCATION-ROUTING DECISION USING GOAL PROGRAMMING MODEL AND DATA ENVELOPMENT ANALYSIS » Jae-Dong Hong , Ki-young Jeong
1:30pm	IE4 - Panel: Critical Thinking in Class Projects <i>Forsyth</i>
1:30pm	Map Your Class Project to Critical Thinking Criteria » Janice Black , Darlene Booth-Bell , Olajumoke Awe , David Doerring , J. Kay Keels

1:30pm	ITC3 - Information Technology and Cybersecurity Issues 3 <i>Chatham</i> Chaired by: Jim Wynne
1:30pm	The Efficacy of Consumer Feedback on Ecommerce Sites » Amita Goyal Chin , Elena Olson , A. James Wynne
1:55pm	Users' Perceived Security and Privacy in IoT Environment: A Trust based Perspective » Anupam Nath
1:30pm	IE5 - Panel: Improving Information Systems and Operations Instruction <i>Reynolds</i>
1:30pm	Improving Information System Instructions » Ping Wang , Carey Cole , Laura Atkins , Shawn Lough , Laurent Tchommo
1:30pm	SP3 - Student Papers - Methods <i>Mercer</i> Chaired by: Elizabeth Rasnick
1:30pm	Balanced K-Means Algorithm with Equitable Distribution of Power Ratings » Muthuraja Palaniappan , Ananthapadmanabhan Sivasankaran
1:45pm	The Influence of Learning Types on Human Error Propensity » Irita Mishra
2pm	Key Challenges in Quantitative Research: Rationality, Consistency, and Application of Quantitative Measurement » Muhammad Hassan Bin Afzal , Larry "Daniel" Cravens , Karoly Bozan



Continued from Thursday, 21 February	
2:15pm	BIRCH Clustering R Package » Akshay Kurapaty , Ankit Anand, Rohit Kata, Hemanth Devavarapu
2:45pm	Coffee Break <i>2nd Floor</i>
3pm	DASI 6 <i>Johnson</i> Chaired by: Bob Andrews
3pm	Operationalizing Python for Machine Learning and the Classroom » Charles Apigian
3pm	AEF3 - Economic Issues <i>Franklin</i> Chaired by: James Frederick
3pm	Medical Tourism Brain Drain » James Frederick
3:25pm	Impact of Capital Investment, Export, Education, and Growth of State Product: Evidence from ARDL, DOLS, and GMM Estimates » Muhammad Mustafa , Haile Selassie
3:50pm	EXAMINING THE RELATIONSHIP OF ORGANIZATIONAL TRUST AND PSYCHOLOGICAL CONTRACTS BETWEEN MEMBERS AND TRADE ASSOCIATIONS » Michael Brizek
3pm	IE6 - Workshop: Publishing in the Decision Sciences Journal of Higher Education <i>Forsyth</i>

3pm	Publishing in the Decision Sciences Journal of Innovative Education » Matthew Drake
3pm	SCM2 - Quality Performance <i>Chatham</i> Chaired by: Katrina Savitskie
3pm	Risk Management Integration and Supply Chain Performance in Relation to ISO 9001 Certification: A Preliminary Empirical Analysis » Mauro Falasca , Scott Dellana, John Kros, William Rowe
3:25pm	Supply Chain Manager's Assessment of Collaboration: The Moderating Role of Integration Tools » Suman Niranjana, Katrina Savitskie
3:50pm	Quality Improvement Prioritization Approaches in a Simple Flow Line » Carl Betterton
3pm	AN3 - Analytics and Statistics <i>Reynolds</i> Chaired by: Kellie Keeling
3pm	Self-Confidence and its Impact on Sport Performance » Cory Conway
3:25pm	Distribution of p-Values in JMIS and MISQ » Kellie Keeling , Robert Pavur
3:50pm	Reduced Size Generalized Assignment Problems—Still Hard to Solve? » ROBERT NAUSS , Jeremy North



Continued from **Thursday, 21 February**

3pm **SP4 - Student Papers - Information Technology**
Mercer
Chaired by: Elizabeth Rasnick

3pm **Preliminary Research for Amazon Alexa Intelligent Virtual Assistant Pilot Study: What Are Skills, How Are They Created, and Alexa's Future Potential**
» [Caitlin Warner](#), Rudy Li, Waheed Monier

3:15pm **Introducing Low-Income Middle School Students to STEM with Creative Computing**
» [Ian Cooper](#)

3:30pm **The Internet of Things and its Effect on the Power Grid**
» [Christian Tesner](#), Rebecca Rodriguez, [Donald Roller](#)

3:45pm **Artificial Intelligence In Manufacturing**
» [Hayden Jenkins](#)

4:30pm **DASI 7**
Johnson
Chaired by: Bob Andrews

4:30pm **Experience with and Advice for Teaching Statistics and Analytics with Excel, R and Python**
» [Robert Andrews](#), [Leslie Hendrix](#), [Joan Donohue](#), [Zhixin Kang](#), [Kellie Keeling](#)

4:30pm **PS3 - Public Sector Issues**
Franklin
Chaired by: Kimberly Deranek

4:30pm **DO PROPERTY OWNERS LACK A FEDERAL REMEDY FOR ALLEGEDLY BEING DEPRIVED OF EQUAL PROTECTION, BECAUSE THE LOCAL ASSESSMENT CHARGED BY THE TOWN IS A "TAX" FOR PURPOSES OF THE TAX INJUNCTION ACT?**
» [Brad Johnson](#)

4:55pm **Predicting Midterm Election Results**
» [Ajay Aggarwal](#), Frank Smith

4:30pm **IE7 - Teaching and Learning**
Forsyth
Chaired by: Elisabeth (Lissa) Velazquez

4:30pm **Interactivity and Student Learning Experience in Online Learning**
» [ChongWoo Park](#), [Dong-gook Kim](#)

4:55pm **An Exploratory Framework for the Scholarship of Teaching and Learning**
» [Christie Chen](#), Kevin Hammond, Taeuk Kang, Bonnie Daniel

5:20pm **The Impact of Electronic Textbooks on Student Academic Success in Accounting Courses: A Proposal**
» [Cathy Staples](#)

4:30pm **MOOH 2 - Workforce and Academic Issues: Millennials, Selection, and Compliance**
Reynolds
Chaired by: Tugba Karabulut

4:30pm **Challenges of the changing workforce landscape across generations: retaining millennials**
» [Inessa Korovyakovskaya](#)

4:55pm **IMPROVING THE PERSONNEL SELECTION PROCESS BY USING A MULTIPLE CRITERIA DECISION MAKING APPROACH**
» [Helen Moshkovich](#), Alexander Mechitov



Continued from **Thursday, 21 February**

- 5:20pm **More Than Just Compliance: A Model of High Impact Practices That Enhances Student Achievement Beyond the Influence of Accreditation Requirements**
» [Michael Porter](#)
- 4:30pm **SP5 - Student Papers - Marketing**
Mercer
Chaired by: Elizabeth Rasnick
- 4:30pm **Perceived Personalization and Privacy Issues and Their Impact on Chinese Attitudes Toward Online Advertising**
» [Ketrin McCall](#), [Zhiwei Qiao](#)
- 4:45pm **Airbnb: Price Recommendation Engine**
» [Juilee Bhosale](#), [Charul Bagla](#), [Yuvraj Gupta](#), [Shubham Gupta](#)
- 5pm **FIRM'S REACTION TO COMPETITION AND FIRM PERFORMANCE**
» [Huiling Liu](#), Melanie Hinterplattner, Alan Mackelprang
- 5:15pm **SWOT/TOWS Analysis of Williams-Sonoma, Inc.: An Honors Adaptation of a Live Case Strategic Management Project**
» [Alexandra Legut](#)
- 5:15pm **SE DSI and SE INFORMS Joint Meeting**
Academy
- 6:30pm **President's Reception**
Savannah Ballroom B

Friday, 22 February

- 8am **Registration**
2nd Floor
- 8am **Continental Breakfast**
2nd Floor
- 8am **Exhibition**
2nd Floor
- 8:45am **DASI 8**
Johnson
Chaired by: Bob Andrews
- 8:45am **Decision Science Issues: The Role of Values in Analytics Based Decision-making & Teaching Large Online Classes**
» [Robert Andrews](#), [Cliff Ragsdale](#), [Barbara Hoopes](#)
- 8:45am **PS2 - Public Sector Potpourri**
Franklin
Chaired by: James Lawler
- 8:45am **Adolescents' Exercise Motives Impact on Use Adherence of Wearable Technology**
» [Kimberly Deranek](#), Arvind Gudi, Alex Mcleod, Barbara Hewitt
- 9:10am **A COMPARISON OF HUMAN TELEMEDICINE AND ANIMAL TELEMEDICINE**
» [Jason Jacoby](#), Gary Hackbarth
- 9:35am **Procurement Auctions with a Cost Disadvantaged but Information Advantaged Bidder**
» [Joan Donohue](#), Sanghoon Cho, Timothy Fry, Kathleen Whitcomb, Joel Wooten



Continued from **Friday, 22 February**

8:45am **IE8 - Panel: An Honors Adaptation of a Live Case Strategic Management Project**
Forsyth

8:45am **An Honors Adaptation of a Live Case Strategic Management Project**
» [Janice Black](#), J. Kay Keels, Alexandra Legut

8:45am **AN4 - Business Intelligence and Data Mining**
Chatham
Chaired by: Davinder Malhotra

8:45am **EVALUATING THE HEALTH OF PUBLIC AND PRIVATE UNIVERSITIES IN THE UNITED STATES**
» [Davinder Malhotra](#), Rashmi Malhotra

9:10am **Achieving a Stable Economy in Digitization Despite the V's in Big Data**
» [Bel Raggad](#), Abhi Pandya

9:35am **Using Machine Learning Techniques to Predict First Generation College Students' Academic Success**
» [Zhixin Kang](#)

8:45am **SCM3 - Collaboration Performance**
Reynolds
Chaired by: Ping Wang

8:45am **LINKING STRUCTURE, DYNAMIC CAPABILITIES AND PERFORMANCE IN SUPPLY CHAIN MANAGEMENT**
» [Xun Li](#)

9:10am **Theoretical models for service supply chain collaboration and integration**
» [Ping Wang](#), Jianghua He, Chunli Li, Shuangpeng Lu

9:35am **WHICH IS IT, JUST-IN-TIME OR LEAN? OUR CLEAR PREFERENCE, OPERATIONS SCIENCE**
» [Bob Orwig](#), Hugh Scott

10am **Coffee Break**
2nd Floor

10:15am **DASI 9**
Johnson
Chaired by: Bob Andrews

10:15am **Examples of Student Projects with Data that have Big Impact**
» [Robert Andrews](#), [Peter Aiken](#), [Barbara Hoopes](#), [Cliff Ragsdale](#)

10:15am **AEF1 - Issues in Accounting**
Franklin
Chaired by: Mike Shurden

10:15am **BUSINESS LAW OUTCOME ASSESSMENT FOR ACCOUNTING MAJORS**
» [Larry Menter](#), Dustin Grant, [Greg Kordecki](#)

10:40am **A STUDY OF THE RELATIONSHIP BETWEEN NARCISISTIC LEADERSHIP, LOCUS OF CONTROL, AND JOB SATISFACTION IN THE ACCOUNTING PROFESSION**
» Susan Shurden, [Mike Shurden](#)

10:15am **IE9 - Improving Student Engagement**
Forsyth
Chaired by: Chris McCart



Continued from **Friday, 22 February**

10:15am **Academic Motivation in Introductory Business Analytics Courses**
» Stacey Vaziri, Baback Vaziri, Elham Torabi, [Luis Novoa](#)

10:40am **The Rules of Student Engagement: A Test of Instructor Inputs and Student Learning Outcomes in Active vs. Passive Classroom Learning Environments**
» [DeShannon McDonald](#), Yvette Holmes, Tammy Prater

11:05am **STUDENT ASSESSMENT IN A CAPSTONE COMPUTING COURSE**
» [Charles Tappert](#), Avery Leider, Sukun Li

10:15am **ITC4 - Information Technology and Cybersecurity Issues 4**
Chatham
Chaired by: John O'Malley

10:15am **TOWARDS UNDERSTANDING THE EFFECTS OF WEB 2.0 FOR KNOWLEDGE MANAGEMENT ON ORGANIZATIONS' PERFORMANCE**
» [Anupam Nath](#)

10:40am **ON THE IMPACT OF INFORMATION TECHNOLOGY ON MICROENTERPRISES**
» [Mysore Ramaswamy](#)

11:05am **Bitcoin: What it is and How it works**
» [Harry Katzan](#)

10:15am **SCM4 - Supply Chain Management / Health Impacts**
Reynolds
Chaired by: Bob Orwig

10:15am **An Organization of Disassembly Line Complexities**
» Roger Gagnon, [Shona Morgan](#)

10:40am **Revisiting the Newsvendor and Traveling Salesman in a Healthcare Disaster or Pandemic Response**
» Rebecca Scott, [Stephen Rutner](#)

11:05am **Analyzing Consumer Purchase and Consumption Behavior in High Risk Foods**
» Megan Watkins, [Lauren Davis](#), [Shona Morgan](#)

12pm **President's Luncheon Sponsored by Department of Computer Information Systems and Business Analytics, James Madison University**
Savannah Ballroom B