

2017 MIDWEST DECISION SCIENCES INSTITUTE CONFERENCE

Friday, April 7th 2017

Conference Registration and Breakfast (7:30 a.m. – 8:15 a.m.)

Welcome and Opening Remarks (8:15 a.m. – 8:30 a.m.) --AUDITORIUM

Dean Diana Lawson, Seidman College of Business, Grand Valley State University

Paul Leidig, Co-Track Chair – 2017 MWDSI Conference will introduce the keynote speaker

Keynote Address (8:30a.m. – 9:20 a.m.) -- AUDITORIUM

Mr. David Couch, VP and CIO Information Technology at SpartanNash Corporation

Concurrent Sessions

LEAN-1: INDUSTRY PANEL (Friday, April 7, 2017, 9:30 -10:30 a.m.) - Auditorium

Moderator: William Mothersell, Grand Valley State University

Bill Selles – Director, Supply Chain at Spectrum Health

Dan Smith -- Director, Spectrum Health University and Organizational Development

Dan Wiljanen—Affiliate Faculty, Grand Valley State University and Consultant

Topic: Lean and Organizational Transformation

IE- 1: Innovative Teaching -- Pedagogical I (9:30 -10:30 a.m.) Room A

Session Chair: Thomas McGinnis, Grand Valley State University

A Preliminary Analysis of Undergraduate Business Students' Basic Math Skills

Nancy M. Levenburg, Grand Valley State University

Assessing E-learning Readiness of Instructors and Students

Sushil K. Sharma, Ball State University, Muncie

Qiannong (Chan) Gu, Ball State University

Rui Chen, Ball State University

Jeff Zhang, Ball State University

Business in the Engineering Curriculum: What if you only get one course?

Diane H. Parente, Penn State Erie

MIS/IT-1: Information Systems Applications (9:30 -10:30 a.m.) Room B

Session Chair: Asli Akbulut, Grand Valley State University

How Differently Do We Approach Problems? A Proposal of Cognition-Decision Fit Theory

Jun He, University of Michigan-Dearborn

Assessment of Information Quality in Social Media

Hongjiang Xu, Butler University

The Evolution of Management Support Systems

Samer Takieddine, Ball State University

Juan Chavarria, Ying Wang, University of Texas – Rio Grande Valle

SCM-1: Coordination and Integration of Supply Chain Functions. (9:30 -10:30 a.m.) Room G

Session Chair: Sanjay Kumar, Valparaiso University

Dynamics of Buyer and Supplier Coordination in Problem Resolution

Rebecca Clemons. Indiana University East.

Maintaining Buyer-Supplier Relationship and Improved Purchasing Performance: An Empirical Study

B. Muthuraj, New York Institute of Technology.

R. Mittal, New York Institute of Technology.

A Sensemaking Framework for Cross-Functional Integration at the Purchasing-Logistics Interface

Daniel A. Pellathy, Grand Valley State University

BA-1: Business Analytics (9:30 -10:30 a.m.) Room H

Session Chair: Ceyhun Ozgur, Valparaiso University

Big Data Analytics: Building their Value Model

David Chou, Eastern Michigan University

Social Media Analytics: Typology, Platforms, Challenges, and Research Opportunities

In Lee, Western Illinois University

Analyzing Customers Reviews for Competitive Intelligence – Text Mining Study

Shubham Singh, University of Toledo

BA-2: Business Analytics in Action (9:30 – 10:30 a.m.) Board Room

Using Google Data Analytics and Advertising to Improve Global Web Based Product Usage.

Presented by GVSU Not For Profit Research Group, t3 (Teaching Through Technology).

Faculty Advisor, Associate Professor Star Swift

Alumni Advisor, Adam Rosenberg, Steelcase, Computer Science Graduate.

Christina Dekoekkoek, Finance Major

Lindsey LeQuia, Biomedical Sciences Major, Business Minor

Samantha Frankhouse, International Business Major

Kylie Klunder, Marketing and Maths Major

Purpose of talk: t3 has a grant from Google for \$40,000.00 per month. The grant is to be used for Google AdWords and Analytics. t3 will talk about how it uses this grant to increase global usage of its web-based educational tools.

Coffee Break (10:30 a.m. – 10:45 a.m.)

Concurrent Sessions**SHC-1: Strategy and Health Care Management (10:45 -Noon) -- AUDITORIUM**

Session Chair: Mahendra Joshi, Grand Valley State University

Identification of Healthcare Supply Chain Drivers in Primary Care in the United States

Jean C. Essila, Ph.D., Northern Michigan University

Using Variance Analysis to Evaluate M&A performance,

Paul Mudde, Grand Valley State University

Multidisciplinary Teams in Health Care

Mahendra Joshi, Grand Valley State University

What is Emotional Intelligence and how can it be developed?

Dan Wiljanen—Affiliate Faculty, Grand Valley State University and Consultant

IE-2: Innovative Teaching – Integration and Experiential Learning (10:45 - Noon) Room A

Session Chair: David Chou, Eastern Michigan University

ERPSim for High Schools: an Event Guide

Meagan Luttenton-Knoll, Grand Valley State University

Thomas McGinnis, Grand Valley State University

Simha Magal, Grand Valley State University

Experiential Learning With SPC

Carol Putman, Penn State Erie

IS and Economic Virtual and Traditional Learning Environments: Millennials, Social Climate and Student Motivation

Belinda Shipp, North Carolina A&T State University

Fafanyo Asiseh, North Carolina A&T State University

Scanning Millennials in Five Items or less: An innovative way to continue to incorporate technology into the classroom.

John Parente, Mercyhurst University

MIS/IT-2: ERP/IT in Education (10: 45 –Noon) Room B

Session Chair: Xiaodong Deng, Oakland University

Teamwork, Team Performance and Team Satisfaction: Lessons from an ERPSim Game Competition,

Mark Hwang, Central Michigan University

Supporting Veteran Transition to Civilian Workforce through Specialized Training and Certification

Dana K. McCann, Grand Valley State University

Christine Aboud, St. Michael's Learning Academy

ERP in Undergraduate MIS Capstone Course

Bhavik K. Pathak, Indiana University South Bend

Women in IT: An Exploratory Study of the Barriers that Influence Major and Career Choices

Dr. Asli Akbulut, Grand Valley State University, Michigan

Dr. Geoffrey Dick, Northern Arizona University, Arizona

SCM-2: Supply Chain Operations (10:45 – NOON) Room G

Session Chair: Manohar Madan, University of Wisconsin--Whitewater

Lean Service Simulation (LSS): A Hands-On Simulation

William M. Mothersell, Grand Valley State University

Jaideep Motwani, Grand Valley State University

Bridging Foreign Inventory Availability Risk & International Logistics Costs Through the Use of Consignment Warehousing

Gary R. Smith, Penn State Behrend

Supply Chain Operations Planning and Carbon Footprint

Zubair Mohamed, Bowling Green State University

Ibrahim Capar, Bowling Green State University

William Sawaya, Bowling Green State University

Christopher Rump, Bowling Green State University

Exploring a Project Management Approach to Managing Educational Programs"

Manohar Madan, University of Wisconsin-Whitewater

Kingsley Gnanendran University of Scranton

BA-3: Business Analytics: Application and Impact. (10:45. - Noon) Room H

Session Chair: In Lee, Western Illinois University

Employing Visual Analytics to Understand Worldwide Prevalence & Impact of Diabetes Epidemic

Randall A. Swanson, Valparaiso University

Nathan Mahan, Valparaiso University

Sanjeev Jha, Valparaiso University

Examining the Impact of Text Mining on Service and Product Industry

Shubham Singh, University of Toledo

Planning for Low End Analytics Disruptions in Business School Curricula

Thomas Rienzo, Western Illinois University

Kuanchin Chen, Western Illinois University

A Comparative Study of Network Modeling Using a Relational Database(e.g. Oracle, mySQL, SQL server) vs. Neo4j

Ceyhun Ozgur, Valparaiso University

Elyse “Bennie” Myer-Tyson, Valparaiso University

Jeffrey Coto, Valparaiso University

Kelsie Bolerjack, Valparaiso University

Yiming Shen, Valparaiso University

FIN-1: Investments (10:45 – Noon) Board Room

Session Chair: Judith Swisher, Western Michigan University

Overnight Versus Day Returns in Gold and Gold Related Assets

Laurence E. Blöse, Grand Valley State University

Vijay Gondhalekar, Grand Valley State University

Alan Kort, Fifth Third Bank Investment Management Group

High Frequency Analysis of the Price Discovery of Gold

Joerg Picard, Grand Valley State University

Equity Market Response to Corporate Social Responsibility Rankings

Vijay Gondhalekar, Grand Valley State University

Paulette Ratliff-Miller, Grand Valley State University

Jackson Lytle, Steelcase

An Examination of CEO Compensation and Company Performance in the Insurance Industry

Angela Zondervan, Grand Valley State University

Gregg Dimkoff, Grand Valley State University

Eric Hoogstra, Grand Valley State University

Noon – 1:15 p.m.

Conference Luncheon and Keynote Address: M. Johnny RUNGTUSANATHAM, Fisher College of Business Distinguished Professor, The Ohio State University

Title of Presentation:

Why Are (Your) Supply Chain Disruptions Severe? Firm and Managerial Considerations

SPONSOR: McGraw Hill

Concurrent Sessions

Industry Panel Discussion on Business Sustainability Best Practices (1:30 -2:30 p.m.) – AUDITORIUM

Norman Christopher, Executive Director, Office of Sustainability Practices, Grand Valley State University

Kris Spaulding, Sustainability Director and Owner at Brewery Vivant

Jessica Spagnuolo, Environmental Lead for Consumers Energy's Corporate Sustainability Program

Sustainability can mean many things to many people, as individuals, academic institutions, cities and communities, and businesses alike! But what does sustainability REALLY mean for businesses? In West Michigan, sustainability is becoming our DNA! What are the driving forces for sustainability? What are the best practices that businesses are implementing? What progress and impact has sustainability made on our West Michigan community? This panel discussion features a cross sector discussion on sustainable development best practices including a restaurant, Brewery Vivant; a utility, Consumers Energy; and a distributor of maintenance and cleaning supplies, Nichols. The panel discussion will address which sustainable development best practices are most important and being implemented, integrated, and reported on across their respective organizations.

IE-3: Demonstration/Workshop (1:30 – 2:30 p.m.) Room A

Session Chair: Jun He, University of Michigan-Dearborn

Teaching Quantitative Analysis Through Repeated Business Simulations

Decker Hains, Western Michigan University

Bret Wagner, Western Michigan University

The SAP HANA Challenge

Jayne Dissette, Grand Valley State University

Chris Gillespie, Grand Valley State University

Meagan Luttenton-Knoll, Grand Valley State University

Thomas McGinnis, Grand Valley State University

Simha Magal, Grand Valley State University

Students:

Forrest Witham

Colin Clemens

John Foreman

Ting Peng

Gregery Rocco

Ryan Smith

Christina Chong Tsen Yee

Rodney Avutia

Vladislav Chasnyk

Jim Baum

FIN-2: Financial Applications (1:30 -2:30 p.m.) Room G

Session Chair: George Chang, Grand Valley State University

Minority Shareholder Protections and Value-Driven Payout Policy

Wenling Lu, Western Michigan University
Brian McTier, Washington State University
Nischala Reddy, Washington State University

Non-linearity in Corporate Finance Studies: Bank Size Matters when it comes to Leverage Components

Nonna Sorokina, The College of NJ, Ewing
David E. Booth, Kent State University

Exploring Reward-to-Risk for NCAA March Madness

George Chang, Grand Valley State University

Concurrent Sessions

SUS-2: Management and Sustainability (2:30 – 3:30 p.m.) AUDITORIUM

Session Chair: Ashok Kumar, Grand Valley State University

Earnings Manipulations: A Complication Between Managers and Investors

Elzotbek Rustambebov, Bryant University
Joseph Trendowski, Valparaiso University

Risk Taking and Failure at the Onset of the Financial Crisis—A Decade in Review

Joseph Trendowski, Valparaiso University
Elzotbek Rustambekov, Bryant University

Triple Bottom Line (3BL) and Sustainability: A Major Change in Corporate Management

James Sanford, Grand Valley State University
Catherine Jones-Ridders, Grand Valley State University

IE-4: Teaching Innovations (2:30 -3:30 p.m.) Room A

Session Chair, Kevin Paul Barron, Grand Valley State University

The Effects of Response Rate in Teaching Evaluation: Implications from A Monte Carlo Simulation

Jun He, University of Michigan-Dearborn

Video Blogs: Preparing Millennials for the Job Market

John Parente, Mercyhurst University

Student Led Events: Using a 5K Walk/Run Event to Teach Service Operations and Supply Chain Management

Janaina Siegler, Northern Kentucky University
Megan Frausto, Northern Kentucky University
Jennifer Buchwald, Northern Kentucky University
Justin Mason, Northern Kentucky University
Timothy Ilhardt, Northern Kentucky University

MIS/IT - 5: Information Systems Applications (2:30 -3:30 p.m.) – Room B

Session Chair: Hongjiang Xu, Butler University

Dancing with WhatsApp: Small Businesses Pirouetting with Social Media

Aslam Modak, Grand Valley State University

Mambo Mupepi, Grand Valley State University

Examining System Usability and Accessibility Design Issues for University Websites-An Exploratory Study

Sushil K. Sharma, Ball State University

Qiannong (Chan) GU, Ball State University

Rui Chen, Ball State University

Jeff Zhang, Ball State University

Predicting Movie Ratings using Sentiment Analysis of Tweets

Christian Nwankwo, Georgia Southern University

Hayden Wimmer, Georgia Southern University

Jie Du, Grand Valley State University

SCM - 3: SCM Applications (2:30 -3:30 p.m.) Room G

Session Chair: Manohar Madan, University of Wisconsin-Whitewater

Risk hedging for global sourcing and domestic selling under stochastic price-sensitive demand by taking exchange rate uncertainties into consideration

Xiangling Hu, Grand Valley State University

Jaideep Motwani, Grand Valley State University

Forecasting and Agility in Consumer Packaged Goods

Garrett Blessing, Northern Kentucky University

Danielle Cirelli, Northern Kentucky University

Jennifer Hart, Northern Kentucky University

Mike O'Brien, Northern Kentucky University

Garrett Scala, Northern Kentucky University

The Power of Indy 500 to Improve the Partner Companies

Christian Santiago e Silva, Indiana University

Barbara B. Flynn, Indiana University

Janaina Siegler, Northern Kentucky University

ACC-1: Applications in Accounting (2:30 – 3:30 p.m.) Room H

Session Chair: Jiangxia (Renee) Liu, Valparaiso University

Chandler Corp.: Choosing the Right Costing Method to Evaluate New Products

Paulette-Ratliff Miller, Grand Valley State University

Anne Sergeant, Grand Valley State University

“UML and Multiplicities Under a Microscope”

Cheryl Dunn, Grand Valley State University

Blockchain: An Important Future Tool for Finance

Kurt Fanning, Grand Valley State University

ENT: Entrepreneurship (2:30 – 3:30 pm) Board Room

Session Chair: Jon Moroney, Kendall College of Art and Design

Entrepreneurship vs Corporate Entrepreneurship: What is the difference?

Diane H. Parente, Penn State Erie

Gregory P. Dillon, Penn State Erie

Educating Future Entrepreneurs

Timothy Syfert, Grand Valley State University

Jon Moroney, Kendall College of Art and Design

Coffee Break (3:30 p.m. – 4:00 p.m.)- **Sponsored by ScrimmageSIM Business Simulations**

SUS-3: Management and Sustainability (4:00 – 5:00 p.m.) AUDITORIUM

Session Chair: Dave Nelson, University of Michigan-Flint

Wells Fargo – A Failure in Ethical Leadership

Robert Frey, Grand Valley State University

Making Shared Experiences Meaningful: Tools and Methods for Developing Expertise

Mambo Mupepi, Grand Valley State University

Runyararo Clara Mupepi, Grand Valley State University

Developing Explicit Practices in Differentiating the Business: Games Organizations Can Play To Win

Mambo Mupepi, Grand Valley State University

Hursh Motwani, Forest Hills Northern

Clara Mupepi, Grand Valley State University

SCM-4: Supply Chain Decision-Making under Risk and Uncertainty (4:00 -5:00 p.m.) Room A

Session Chair: Qiannong (Chan) Gu, Ball State University

A Makeup Purchase Decision under Uncertain Price-Sensitive Demand and Purchasing Price Uncertainty

Xiangling Hu , Grand Valley State University

Jaideep G. Motwani, Grand Valley State University

Importance of Supplier Diversity Implementation in a Business

Rachel Travis, Grand Valley State University

Interaction of National Culture and Supply Chain Disruptions- Planning and Financial Impact

Sanjay Kumar, Valparaiso University

BA 4 – Business Analytics and IT Strategy (4:00 – 5:15 p.m.) Room B

Session Chair: Thomas McGinnis, Grand Valley State University

Factors Influencing Individuals' Security Behaviors in Managing Organizations' Information Assets

Xiaodong Deng, Oakland University

The Digital Board Room of the Future: A First Look at New Technology

Thomas McGinnis, Grand Valley State University

Meagan Knoll, Grand Valley State University

Simha Magal, Grand Valley State University

An Analytics Solution for Retail Employee Turnover Workforce Management

Akhilesh Karumanchi, Purdue University

Mayank Gupta, Purdue University

Matthew A. Lanham, Purdue University

Predicting the Reuse Intention of College Students toward Distance Learning

Dat-Dao Nguyen, California State University – Northridge

Yue “Jeff” Zhang, California State University – Northridge

Dennis Kira, Concordia University – Montreal (Canada)

SCM - 5: Managing the Supply Chain (4:00 -5:00 p.m.) Room G

Session Chair: Peggy Daniels Lee, Indiana University

On the Rotating Workforce Scheduling Problem with Various Constraints

Hua Zhong, SUNY Oneonta

Mitigating Operations Costs in Job Shop Logistics Systems in the United States

Jean C. Essila, Northern Michigan University

Applications of Quality Competitiveness Index Methodology for Strategic Advantage

Ashok Kumar, Grand Valley State University

ACC-2: Applications in Accounting and Finance (4:00– 5:15 p.m.) Room H

Session Chair: Jiangxia (Renee) Liu, Valparaiso University

An Exploratory Study of Change Management and System Outages in a Hospital Setting

Anne Sergeant, Grand Valley State University

Carl Sergeant, Spectrum Health

Materiality in Internal Auditing?

David Cannon, Grand Valley State University

Amanda Remo, Davenport University

Video Production to Enhance Multimedia Presentations Skills: An Undergraduate Business Project

Anne Sergeant, Grand Valley State University

P. MacDonald, Grand Valley State University

Exploring Shareholder Value Reactions to Product Recalls

Xia Pan, Indiana University-Purdue University Fort Wayne

Qiang Zhou, Hong Kong Shue Yan University, Hong Kong, China

STU: Management Applications (4:00 - 5:15 p.m.) Board Room

Session Chair: Tim Syfert, Grand Valley State University

Expanding Training Possibilities: Flipping the Zone of Proximal Development For Talent Management

Kevin Paul Barrons, Grand Valley State University

Lean Application in Health Care

Pushpaja Dodla, Grand Valley State University

Hurdh Motwani, Forest Hills Northern

Predicting Blood Donations Using Machine Learning Techniques

Deepti Bahel, Purdue University

Supply Chain Management, Quality Management, and Environmental Management: A Conceptual Model

Atul Pachangane, NJIT

Kirti Sawant Bhosale, NJIT

Rudresh Joshi, NJIT

6:00p.m. – 8:30 p.m. Conference Reception

Gerald Ford Presidential Museum

Saturday, April 8, 2017

8:30 – 9:30 a.m. -- Continental Breakfast (Board Room)

8:30 – 9:30 a.m. – MWDSI Board Meeting

8:30 – Noon Applied Problem Solving Learning Student Competition – Rooms A and B

Student teams (maximum of 4 members) from different universities will compete against each other on a real-world SCM problem provided by our sponsor company. A maximum of 2 teams will be allowed to participate from any institution. **The real-world problem will be provided to the teams, at the conference, on April 7th immediately after the luncheon.** Cash awards and certificates will be awarded to the winning team. Are you ready for the Challenge?

Team Presentations: Saturday, April 8th from 8:30 am to 12:30 pm.

9:45 – Noon - SPECIAL FACULTY TOWN HALL SESSION (9:45 – 11:45 a.m.) AUDITORIUM

Career Development: A Town Hall Q&A Session on Growing Professionally with Senior Leaders of the Decision Sciences Institute,

Moderator: Jaideep Motwani, Grand Valley State University

Jatinder (Jeet) N. D. Gupta -- 2017-2018 President --Decision Sciences Institute; Dennis E. Grawoig Distinguished Service Award Recipient; and Director, Integrated Enterprise Lab Eminent Scholar and Professor, The University of Alabama in Huntsville

Shawnee Vickery: Co-Program Chair, Decision Sciences Institute, 2015; and Demmer Endowed Professor of Business Transformation and Faculty Director of the Demmer Center for Business Transformation, Michigan State University

M. Johnny RUNGTUSANATHAM,, 2017-2018 President-Elect --Decision Sciences Institute; Past Program Chair; Past Interim Executive Director, Dennis E. Grawoig Distinguished Service Award Recipient; and Fisher College of Business Distinguished Professor, The Ohio State University.

Noon – 1: 00 p.m. – Closing Remarks and Award Ceremony Luncheon (Sponsored by West Michigan Chapter of the Council for Supply Chain Management Professionals)
