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 (8:30 a.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 Valley

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 to be used for Google AdWords and Analytics. t3 will talk about how it uses this grant to increases 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 Shipps, 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. Blose, 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.

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**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

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**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 Rustambekov, 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-Rikkers, 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)