

Southwest Decision Sciences Institute FORTY-THIRD ANNUAL MEETING

New Orleans, Louisiana

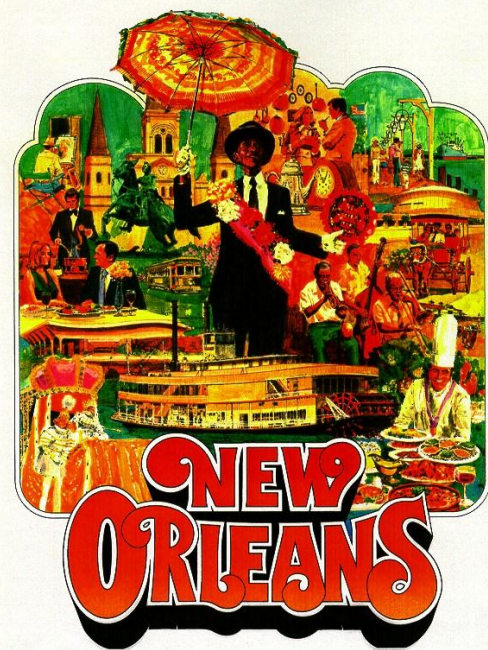
February 29 – March 3, 2012

Program Chair: Janet L Bailey, PhD

University of Arkansas Little Rock – jlbailey@ualr.edu

Deadline for Paper Submissions: October 3, 2011

Nouvelle-Orléans, sprawled along the banks of the Mississippi River and the shores of Lake Pontchartrain, was founded in 1718. Today, New Orleans, one of the 24-hour cities in America, is unique in many ways ... The architecture and narrow streets of the French Quarter or Vieux Carré, iron-trellised balconies, historic homes and enclosed courtyards, and majestic southern plantations in the surrounding countryside ... Name entertainment, burlesque, jazz, and Bourbon Street coming to life at night ... Where you can browse through art galleries, museums, antique shops, and other small intimate shops ... Where one-man, open-air, art shows are a daily feature in fabled Jackson Square ... Where you can ride a horse-drawn carriage or a paddlewheel steamboat ... Savor Creole and Cajun cookin', French cuisine, fresh seafood, café au lait laced with heady chicory, and hot, sugary beignets ... Or visit Aquarium of the Americas, Audubon Park & Zoological Garden, Beaugard Square, The Cabildo, French Market, Garden District, Riverwalk, St. Louis Cathedral, Superdome, Washington Artillery Park.



Conference Hotel: New Orleans Sheraton
500 Canal St, New Orleans, LA 70130 (504)525-2500

individuals will referee papers submitted through a double blind peer review process. In addition, we welcome the submission of one page single spaced research abstracts (about 900 words). Acceptance of abstracts and papers are subject to final approval by the Track Chairs/Program Chair. Accepted papers and abstracts of authors who have registered for the conference will be scheduled for presentation at the annual meeting. Accepted papers of authors who have registered for the conference will be published in the *Proceedings* (available in CDROM format only). Paper/abstract submission acknowledges that the author(s) will register for and attend the conference, and personally present the accepted paper at the time specified in the conference program. Failure to register for the conference will result in the paper being removed from the *Proceedings*.

Submission Policy. The submission of a paper or abstract means the author certifies it is not copyrighted, it has not been accepted for publication in a journal or proceedings, it has not been presented or accepted for presentation at a professional meeting, and it is not under review currently for presentation at another professional meeting. Concurrent submission and/or presentation of the same or similar paper at another conference is considered a breach of professional ethics.

Program Participation. Paper reviewers, discussants, and session chairpersons will be needed for a successful program. Please contact the Program Chair or one of the Track Chairs to indicate your interest by October 1, 2010. Symposia, tutorials, and workshops on current topics are invited. Please contact the Program Chair concerning these proposals.

Distinguished Paper Awards. Distinguished paper awards will be presented to the outstanding papers submitted.

Student Papers. Cash awards will be presented to the top three student papers. Papers submitted in the student track must be solely of student authorship.

Instructional Innovation Award. Alpha Iota Delta is sponsoring an award that is intended to recognize outstanding contributions that advance instructional approaches within the decision sciences. The focus of this award is innovation in college- or university-level teaching. A plaque will be awarded to the author(s) of the paper judged best within the Innovative Education track.

Fast Track Journal Reviews. The papers nominated for the best paper awards will be recommended to a group of journal editors for another round of fast track peer review and possible publication in these journals:

Journal of International Technology and Information Management (www.iima.org/New%20Pages/JITIM.html)

International Journal of Information Management (www.inderscience.com/ijim)

International Journal of Electronic Healthcare (www.inderscience.com/ijeh)

International Journal of Information Systems and Change Management (www.inderscience.com/ijiscm)

Special Sessions. Due to the popular demand there will be a technology workshop led by a recognized Microsoft expert, a graduate student consortium workshop, and a “not-so-new” faculty member workshop. More details to be forthcoming on all workshop sessions.

TRACKS & CHAIRS:

Accounting, Erick Valentine, Grambling State University, valentinee@gram.edu

Business Environment, Law, Ethics and Cross-Cultural Studies, Khaled Al-Share, Qatar University, kalshare@qu.edu.qa

Economics, Health Care and Quality, Barbara Hewitt, bhewitt@tamus.edu

E-Commerce, June Lu University of Houston – Victoria, luj@uhv.edu

Entrepreneurship and Finance, Melissa Melancon, The University of Louisiana at Monroe, melancon@ulm.edu

DSS/ES/KM Richard Woolridge, University of Arkansas at Little Rock, rwoolridge@ualr.edu

International Business, Bradley K. Jensen, Microsoft, bjensen@microsoft.com

Innovative Education, Fred Kitchens, Ball State University, fkitchens@bsu.edu

Online Learning, Shoreh Hashemi, University of Houston Downtown, HashemiS@uhd.edu

Information Security & Privacy, Art Conklin, University of Houston, waconklin@uh.edu

Management Information Systems, Mark McMurtrey, University of Central Arkansas, markmc@uca.edu

Management and Organizational Behavior Clay Posey, University of Arkansas at Little Rock, mcposey@ualr.edu

Marketing, Susan Chinburg, Rogers State University, schinburg@rsu.edu

Operations & Supply Chain Management, Hong Qin, University of Texas Pan American, hqin@utpa.edu

E-Government/Non-Profit, James Parrish, University of Arkansas at Little Rock, jparrish@ualr.edu

Quantitative Methods & Quality, Francis Kofi Andoh-Baidoo, University of Texas Pan American, andohbaidoof@utpa.edu

Special Panels, Brian Reithel, The University of Mississippi, breithel@bus.olemiss.edu

Student Track, Nalini Govindarajulu, Creighton University, NaliniGovindarajulu@creighton.edu

Proceedings Editor, Mohan Rao, University of Louisiana at Lafayette mohan.rao1@yahoo.com

Proceedings Production Coordinator, Janet Bailey, University of Arkansas at Little Rock jlbailey@ualr.edu

INSTRUCTIONS FOR CONTRIBUTORS	SOME SUGGESTED TOPICS	
<ol style="list-style-type: none"> 1. Author(s) should submit papers/abstracts via the conference website (https://www.easychair.org/account/signin.cgi) and also as an email attachment directly to the Program Chair at jlbailey@ualr.edu. Abstracts should not exceed three pages; papers should not exceed twenty pages. The more complete and detailed the submission, the greater its chance for acceptance. Hard copies will not be accepted. 2. Each submission must include a separate title page with the following information: <ol style="list-style-type: none"> (1) title of submission (2) type of submission (i.e., Refereed Research Paper, Non-Refereed Research Abstract, Workshop Proposal, Tutorial Proposal, Panel Proposal, or Symposium Proposal). (3) author(s) (4) affiliation(s) (5) complete address(es) (6) telephone number(s) (7) email address of the author(s) (8) name of the dean(s) of the affiliate school(s) (9) track (or topic) that best fits the submission (10) corresponding author 3. The main body of the paper, abstract, or proposal must have a title but should not include author name(s). 4. All submissions must be received by October 3, 2011. Acceptance or rejection notifications, as well as publication guidelines, will be provided on or about December 5, 2011. 5. A pre-registration fee will be required before papers are accepted by the Proceedings Editor. 6. Volunteers: Anyone interested in participating in the program as a session chair or reviewer should communicate her/his interests to the Program Chair. A volunteer participation form is available on the SWDSI website. http://www.swdsi.org 	<ul style="list-style-type: none"> • Assessment of Learning in IS • Knowledge Management • Behavioral Issues in MIS/IT • Management of Technology • MIS Instructional Issues • Computer and Information Security • Model Curriculum and Development • Multiculturalism • Data Management • Data Warehousing /Data Mining • Database Design and Development • Organizational Culture • Decision Support Systems • Outsourcing • e-Commerce • Emerging Programming Languages • Professional Codes of Conduct • Employment Trends • Business Intelligence • Project Management 	<ul style="list-style-type: none"> • Enterprise Architecture • Enterprise Resource Planning Systems • Research Issues and Methodologies • Ethical and Legal Factors of IT • Socio-technical Systems • Globalization • Social Media/ Networking • Groupware • Information Management • Systems Analysis and Design • Information Systems Accreditation • Systems Implementation • Interdepartmental Collaboration • Telecommunications • Intermediaries • Theories in I.S. • Internationalization • Web 2.0 • Sustainability • Cloud Computing • Innovative Education • Mobile Computing