

ABSTRACTS**1. A COST AND RISK ROUTING MODEL FOR TRANSPORTING HAZARDOUS MATERIALS BY RAIL**

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ABSTRACT

The transportation of hazardous material by rail presents an important problem because of the risk associated with the release of these materials during transportation due to accident or terrorist incident. A model is developed for determining the least total cost path in a railroad network available to transport hazardous material from a given source to a given destination where an a priori acceptable maximum level of risk has been established. If the risk on any arc or node exceeds the acceptable maximum then that node or arc must be reduced or it can not be part of a feasible path. The total cost includes the cost of transportation, the final cost of risk, and the cost of reducing risk to the acceptable level for each arc and node on a path.

Keywords: risk model, accident, terrorist incident

2. PERFORMANCE IMPROVEMENT IN PUBLIC ORGANIZATIONS, HOW TO LEVERAGE ICT INVESTMENTS

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ABSTRACT

The research analyses effective ways and means of improving the performance of public sector organizations. The study is based on 73 structured interviews of key public sector managers in four Nordic countries. Special attention in interviews was paid to methods employing information and communications technologies (ICT). The main results were: 1) Performance objectives and methods of improving the public sector productivity are not similar to those in private industries. The justification for several public sector services and organizations comes from providing public goods like rule of law, collective security and social justice or putting limits to opportunistic behavior. 2) In public sector, the services are often not codifiable. The user of the services assesses their quality based on the expectations and experiences. 3) Public sector organizations have underlying structures that make performance improvements more difficult than in private sector. In the private sector, all organizational levels usually get benefits from productivity improvements, but in the public sector incentive structures are not common to all actors. Based on the three basic results obtained the analysis suggests methods that can be used in pursuing higher performance in public sector.

Keywords: Government performance, ICT diffusion, performance improvement

3. THE STUDENT CONNECTEDNESS SCALE (SCS): A TOOL FOR PROACTIVELY MANAGING THE STUDENT-INSTITUTION RELATIONSHIP

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ABSTRACT

The study's objective focused on developing and empirically testing a multi-item scale, the School Connectedness Scale (SCS), to assess a student's sense of connection with his or her higher education institution. The results indicate the SCS demonstrated adequate internal reliability. The study showed a relationship between a student's SCS score and his or her positive intention to invest temporal, emotional and financial resources in current and/or future behaviors which can positively impact a higher education institution. The SCS provides a tool to proactively quantify and benchmark the relationship between a student or cohort of students and the institution. Additional implications from the study's results and administrative applications of the scale are discussed.

Keywords: *Student Connectedness; Scale Development; Relationship Marketing; Higher Education*

4. CHARACTERISTICS OF WORK GROUPS AND THEIR IMPACT ON PERFORMANCE OF STUDENT TEAMS

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ABSTRACT

The purpose of the present study is to investigate the impact of characteristics of work groups on performance effectiveness in student teams. Data for the present study were provided by 216 undergraduate students organized into 52 teams. Results indicated that group characteristics influence group performance. Specifically, job design characteristics were positively correlated with effort, effectiveness, and satisfaction. Process characteristics were also positively related to outcome measures. The study found weak relationships among team interdependence, composition, context, and three performance indicators. Implications are discussed from the perspectives of both student team members and educators.

Keywords: *Group Dynamics, Workgroup Characteristics, Student Teams, Team Performance*

5. TEACHING A GLOBALIZATION MODULE IN AN INFORMATION SYSTEMS COURSE: THE SEVEN LENSES MODEL AND OUTSOURCING

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ABSTRACT

This paper describes an approach for presenting a 1 or 2 lecture globalization module in a Management Information Systems course. Our goal is to go beyond simple pro/con analyses or focusing on narrow issues such as technology when analyzing business cases. In order to give students a systematic view of the forces and trends that influence globalization, we propose the "Seven Lenses" model that provides a framework for considering all perspectives of the outsourcing phenomenon. We believe that an understanding of globalization and its effects upon knowledge-based professions will benefit students in

all computing sciences by encouraging them to continually innovate and adapt to new opportunities resulting from globalization.

Keywords: *Globalization, Outsourcing, Information Systems*

6. USING DISTRIBUTED PROCESSING TO ENHANCE PERFORMANCE CHARACTERISTICS OF HOSTS USED TO SUPPORT WWW APPLICATIONS

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ABSTRACT

This paper collected workload performance data on a live network in which only the workload generation phase was simulated to ascertain whether previous research that used simulation to forecast delay to the end user was realistic. Like the previous research it was found that distributed processing can reduce the delay to the end-user and increase the number of potential users that can be effectively supported. However, the magnitudes of effectiveness achieved in the previous research were not directly attained herein.

Keywords: *distributed/parallel processing, web service, network performance, high availability*

7. SELECTING RFID SYSTEMS FOR SUPPLY CHAIN ENHANCEMENT

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ABSTRACT

In this paper, we chart the evolution of Radio Frequency Identification (RFID) systems and discuss future opportunities and challenges in RFID implementation. We examine case studies describing the deployment of RFID systems by progressive companies seeking to realize operational efficiencies in their supply chains. We develop a database of RFID vendors, products and services and propose a framework for selecting the RFID system which is the best fit with a company's needs.

Keywords: *Radio Frequency Identification, Supply Chain Management, RFID Implementation*

8. STRATEGIC PLANNING, TECHNOLOGY & INNOVATION FOR BUSINESS EXCELLENCE: A CONCEPTUAL RESEARCH STUDY

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ABSTRACT

Malcolm Baldrige Award Criteria for Business Excellence (American Award) instituted in 1987 in USA for American companies and European Award, instituted in 1992 in Europe, Criteria for Business Excellence (CBE) have played a significant role in the practice of Total Quality Management (TQM) in American and European companies. Companies in India like the Tata Group is following the Malcolm Baldrige Award

criteria calling it the JDQV model for Business Excellence. Researchers have been slow in embracing the CBE framework for their research. CBE can be seen as an integrative model of organizational effectiveness that encompasses cross-functional disciplines. This paper compares the Strategic Planning category of the framework against the scholarly literature available in this field. The Strategic Planning framework embedded in the CBE framework is studied in the context of conceptual literature on Strategic Management and how the issue of Strategic Intent in the conceptual framework integrates with the CBE framework. The paper also explores the issues for applying Technology, especially Information Communication Technology (ICT) for any organization in the context of Innovation through Research and Development for an organization and how this integrates with Business Excellence Framework adopted by organizations for competitive advantage.

Keywords: Criteria for Business Excellence (CBE); Strategic Planning; Strategic Intent; Information Communication Technology (ICT); Technology & Innovation; Research & Development

9. A MARKETING OPINION LEADER APPROACH TO INCREASING AFRICAN AMERICAN STUDENTS' PARTICIPATION IN STUDY ABROAD EDUCATION

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ABSTRACT

This study addresses the national call to involve more students, and in particular, African American students, in the International educational process to facilitate the development of diversity related and international awareness. It is observed that organizations currently require and will continue to require this competence of most prospective employees in the future.

This article will identify the benefits of African-American students' participation in Study Abroad programs based on an advisor's point of view. Effective strategies that can facilitate the process are identified. The research consists of Study Abroad programs that took place over a three year period utilizing culturally relevant pedagogy and former students as opinion leaders to increase subsequent African American students' participation. Specific learning outcomes that resulted from the international experience were (1) identification of a process that increased the motivation of African American students to participate in a Study Abroad program; (2) students participated and promoted the process as well as the experience; (3) identification of culturally relevant teaching pedagogy that increased the engagement and learning of African-American students; and (4) Identification of the professional experiences that increased business sophistication and potential employment opportunities of students.

Keywords: Study Abroad, African American Students, Pedagogy, Culturally Relevant Pedagogy, Opinion leaders for recruitment

10. 29 YEARS AND COUNTING: A LEGAL LOOK AT TRANSNATIONAL BUSINESS AND THE FCPA

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ABSTRACT

Multinational Corporations (MNC) play a major role in the world economy and the Foreign Corrupt Practices Act can potentially have a major impact on how they conduct business. The passage of the Foreign Corrupt Practices Act (FCPA) approximately twenty nine years ago was a response to corruption in the postwar era. The Watergate investigations revealed extensive bribery of foreign officials by American corporations. This extensive bribery triggered moral outrage in the business community. The same sort of moral outrage was heard in the wake of ENRON. The FCPA is one example of how the U.S.

government has sought to regulate the conduct of American MNCs abroad. U.S. firms seeking to do business in foreign markets must be familiar with the FCPA. This paper will review the twenty nine year history of the FCPA and its various parts, its effectiveness, and its current and future implications on American MNCs.

Keywords: *Multinational Corporations, Foreign Corrupt Practices Act, Watergate investigations*

11. A LONGITUDINAL STUDY OF STUDENT ATTITUDES TOWARDS INTELLECTUAL PROPERTY RIGHTS

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ABSTRACT

This paper explores the economic costs of copyrighted music copying among college students, discusses the resulting ethical issues, and makes recommendations for change. The longitudinal study over a period of two years included 442 students in Fall 2003 and 937 students in Fall 2004. The legal terminology for the copying of copyrighted materials is the theft of intellectual property.

Keywords: *Intellectual Property Rights, Ethics, Entertainment Industry, Student Attitudes*

12. MEETING THE CHALLENGES OF THE NEW ECONOMY: A SURVEY OF LEARNING OBJECTIVES IN OPERATIONS MANAGEMENT EDUCATION IN U.S. BUSINESS SCHOOLS

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ABSTRACT

Recent trends encountered by business organizations, such as advances in information technology, increase in global business activities, and greater emphasis on good supply chain management demand that business operations management education in U.S. business schools re-design their operations management courses to prepare students to face these trends. In almost every business school in the U.S., it is the required basic course in operations management that exposes undergraduate business students to the activities, decisions and problem solving techniques in the operations function of a business. This paper, based on a comprehensive survey of professors teaching this basic operations management course at U.S. business schools accredited by the Association for the Advancement of Collegiate Business Schools, investigates whether the learning objectives of this course are being revised to meet the challenges of real world business organizations in today's new economy.

Keywords: *education, undergraduate business students, U.S. business schools*

13. PRODUCTIVITY ASSESSMENT OF THE GCC COUNTRIES BY MEANS OF DATA ENVELOPMENT ANALYSIS

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ABSTRACT

Productivity is a major factor in determining the economic performance of any country. It pertains to effective use of overall resources. Government leaders are concerned with national productivity because

of the strong relationship between productivity and a nation's standard of living. Gross Domestic Product, GDP, is the most widely used measure in this regard. Efficiency on the hand pertains to getting the most out of a fixed set of resources. For this reason, a country with lower real GDP cannot be regarded as being inefficient in utilizing its resources because each country has a different set of input factors. Hence, the efficiency of the country in utilizing the inputs that it has, in producing the output would be a better method of assessing the productivity.

Data Envelopment Analysis, DEA, 1978 by Charnes, Cooper, and Rhodes. The DEA has been found helpful in finding the efficiency of decision making units with multiple inputs and multiple outputs.

In this paper the GCC countries will be evaluated based on different input variables and real GDP as the output variable. A total of 60 Oil rich countries will be used in the analysis and the GCC countries will be ranked based on their efficiency. This ranking will be compared with the ranking obtained using the real GDP alone.

Keywords: *Data Envelopment Analysis, Ranking, Productivity Assessment, GCC Countries*

14. AN INITIAL STUDY TOWARD AFFIRMING AGILE METHODOLOGIES

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ABSTRACT

In an economy where businesses are trying to cope with ever changing environments and variables, software developers are finding difficulty using standard engineering methodologies to complete software projects on time. A new family of programming methodologies, first announced in 2000, known as the Agile Methodologies offers suggestions to cope with this situation. Do agile methodologies affect the behavioral intent to accept a system? The data was captured using a survey, which was primarily distributed to state workers using systems developed using agile methodologies. The data shows significant associations among many of the tested variables. These variables and their associations indicate an increased probability that the use of agile methodologies will increase the behavioral intent for users to accept a given system.

Keywords: *Systems Development, Agile Methodologies, Technology Acceptance Model*

15. COMPARATIVE ANALYSIS OF ONLINE ANALYSIS PROCESSING TOOLS

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ABSTRACT

A data warehouse is built for performing substantial analysis using the available data in order to support effective strategic decision making. Decision makers are no longer satisfied with one-dimensional queries. Online Analysis Processing (OLAP) presents a multidimensional business view of data, providing the foundation for analytical processing through easy and flexible access to information. This paper briefly overviews the OLAP features and investigates performance of three OLAP tools: Hyperion Essbase, Microsoft SQL Server OLAP and Cognos Series 7 Business based on eight OLAP tool capabilities.

Keywords: *OLAP, OLAP tools, Data Warehouse*

16. IMPACT OF PUBLIC PRIVATE PARTNERSHIP ON IT EDUCATION IN INDIA

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ABSTRACT

In a country such as India, the government has the responsibility of providing education for all. As the knowledge of Information Technology becomes more and more important in maintaining the comparative advantage that the country has gained in recent years, the need to provide IT education at school level becomes more imperative. The cost of involved in providing the required infrastructure is enormous. Some of the states in the country have teamed up with private companies, to fill the gap. Through this process of Public Private Partnership (PPP), the state governments could manage to spread out their capital investment over a longer period, but reap the benefits of providing the IT education in the schools from the very first year itself. This paper evaluates the impact of one such PPP initiative in India.

Keywords: *Public Private Partnership; IT Education; Performance Metrics*

17. PURIFICATION OF A TRAVEL MOTIVATION INSTRUMENT

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ABSTRACT

The purpose of this study was to develop a reliable and validated travel motivation instrument that can be used to measure mainland Chinese' motivation of visiting Hong Kong. The initial instrument was developed based on a review of literature and three focus group discussions held in China. Two pilot studies were conducted to repeat the reduction and refinement of the 38-item measurement. The data collection for the main study, with 20 motivation measurement items, was conducted in Beijing, Shanghai, and Guangzhou (n = 1,514). The dataset was randomly split into two halves, with the first half used in an exploratory factor analysis (EFA) and the second half in a confirmatory factor analysis (CFA). Three constructs, Cultural Experience, Relaxation, and Novelty, were derived from EFA and validated by CFA.

Keywords: *Motivation, Scale Development, Tourism, China*

18. APPROACHES TO ADMINISTERING INTERNATIONAL BANKRUPTCIES: UNITED NATIONS' MODEL LAW SERVES AS A GUIDE

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ABSTRACT

Accompanying the growth of international business is the growth of the darker, less glamorous underside of international bankruptcy. An international bankruptcy is an insolvency proceeding involving more than one country. Various countries utilize different ways of administering bankruptcy cases that cross national borders. The range of approaches will be discussed; namely, universalism, territorialism, modified universalism, cooperative territoriality, and contractualism. Each approach has advantages as well as disadvantages. Recognizing the need for uniformity and predictability, the international community has shown greater interest in addressing the complexities associated with multinational insolvency. In response, the United Nations Commission on International Trade Law (UNCITRAL) has adopted the Model Law. Serving as a guide, it provides a framework to assist countries in modernizing their national insolvency laws. It does not attempt to change the substantive laws of any country, only to provide a means of achieving harmonization. A number of countries, including the United States, have

adopted the Model Law. Others are in various stages of adoption. The Model Law may be described as modified universalism, offering a workable solution at this point in history. Ultimately, as global bankruptcies escalate, international cooperation will be required to develop a worldwide insolvency system.

Keywords: *International Bankruptcy; Cross-Border Insolvency; Multinational Bankruptcy; Cooperation and Communication; United Nations' Model Law*

19. RESURGENT INDIA: A WINDOW OF OPPORTUNITY

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ABSTRACT

India began its economic transformation in 1991, almost a decade after China. It was faced with a balance of payment crisis cause by the demise of the Soviet Union and the Socialist countries of Eastern Europe. To avert this crisis, a set of economic reforms were introduced, that brought back India from the brink of bankruptcy and transformed it into one of the fastest growing economies of the world. Recently, India grabbed a lot of attention largely due to the number of jobs outsourced from the industrially advanced countries. It is now rapidly creating world class companies in software, IT services, biotechnologies and pharmaceuticals. But, India still has to overcome serious problems. It has poor infrastructure, education system, outdated labor laws and faces strong competition from China, the other emerging Asian giant. This article examines the problems that India must solve, if it is to become successful in providing employment and adequate standard of living to its more than a billion inhabitants.

Keywords: *India, opportunity, crisis, economic reforms*

20. IS THE CURRENT LEVEL OF CAPITAL PUNISHMENT EXECUTIONS INEFFICIENT?

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ABSTRACT

In the United States, capital punishment remains a divisive issue. Since a consensus does not exist, we explore the various economic and sociological factors which affect support for and opposition to capital punishment. Next, we consider an optimal stopping model in which the population may be divided into two groups: an opposing group and a supporting group. To gain insight regarding the optimality of capital punishment, we numerically simulate the optimal stopping model in which the policy maker sets an execution date to maximize net benefits of the divided population. Most importantly, our simulations show various outcomes in which executions are never socially optimal.

Keywords: *Optimal Stopping Model, Uncertainty, Simulations, Capital Punishment*

21. BUSINESS PLANS FOR BIOTECH STARTUPS: A MIXED MODEL APPROACH

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ABSTRACT

This research work investigates the nuances in the structure and role of prevalent business plans for high tech sector in general and biotechnology in particular. We also outlay the changes in funding scenarios

for technology startups after the dot com burst. A brief analysis of the growth pattern of biotech sector is also presented to emphasize the need of metamorphosis in envisioning the business plans for any new startup. Finally a mixed model approach based on synergizing concepts from strategic management with entrepreneurship has been presented under the umbrella of "suggested best practices" for business plans for biotechnology startups.

Keywords: *Technology startups, Business plans, Biotechnology, Strategic management*

22. DO DIFFERENCES IN OCCUPATIONAL STEREOTYPES EXIST BETWEEN STUDENTS IN THE U.S. AND FRANCE?

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ABSTRACT

The importance of the impact of globalization on students can not be underestimated. Many students may choose their college major based on an expectation of working abroad after graduation. Business schools may be responsible for educating these future international business leaders regarding many aspects of living abroad that relate to their chosen major, including differences in perceptions of occupational stereotypes in other countries. This paper investigates perceived differences between U.S. and French students in stereotypical attributes of five business occupations. Analysis indicates strong differences in perceptions between the two groups.

Keywords: *Supervised Learning, Occupational Stereotypes, Globalization of Occupations, U.S. and France Comparisons*
