
ABSTRACTS

1. AN ANALYSIS OF COSTS, BENEFITS AND RISKS OF CLOUD COMPUTING

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ABSTRACT

Cloud Computing (CC) has taken business computing by storm. Many organizations have become highly dependent on CC to support their day-to-day computing, storage, delivery of personalized material, digital content, interactive training, and others. These organizations are progressively transitioning into CC technology to shift costs from conventional in-house (on premise) to a “renting model” often with higher availability, elasticity, and resilience.

For many companies it is challenging to determine whether making the transition to CC is the right choice in comparison with hosting their IT infrastructure internally. The purpose of this paper is to examine the benefits, risks, and costs associated with CC to support the determination that the benefits and costs align to ultimately outweigh the risks when utilizing this technology within an organization. Given that this technology has now been around for a few years, there has been ample time for cloud providers to iron out the kinks associated with these services, and develop packages that meet the various needs of modern-day businesses.

There are packages available for businesses of any size, given any level of complexity. The weight a company’s IT setup carries in determining the success it will find is momentous, and the data in which a company possesses is perhaps one of its most valuable assets. With that being said, it is understandable that there are many risks associated with CC that companies take into account, and play a pivotal role in the IT decisions that are made.

Though security risks with data storage and data transfer have the potential to put an end to a company before it even has a chance to get started, steps can be taken to diminish these risks to a level that is equivalent to an internally hosted IT configuration. When the proper precautions are taken, CC is the next step in allowing a company financial freedom, innovativeness, and the tools necessary to sustain a competitive advantage in the pugnacious business world today.

Keywords: *Cloud Computing, Cost, Benefit and Risk Analysis of Cloud Computing, IaaS, PaaS*

2. THE CUSTOMER IS ALWAYS RIGHT: THE MODERATING ROLE OF RELATIONSHIP MANAGEMENT IN THE SUPPLY CHAIN

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ABSTRACT

This study addresses how several factors affect outsourcing performance in the supply chain through an examination of the relationship characteristics between unpaired third-party logistics (3PLs) providers and customers. While previous literature has established the importance of information sharing, supply chain position, and organizational capabilities on performance, there is limited empirical research on the impact of buyer-supplier relationships on performance. Relationship characteristics are hypothesized to moderate the relationship that information sharing has on outsourcing performance. The quantitative data is derived from surveys of logistics executives. Moderated multiple regression analysis is used to test the influence of relationship characteristics on the information sharing and outsourcing performance relationship. Results suggest that (1) more intensive relationship characteristics, such as providing long-range distribution forecasts, and advance notification of impending changes in customer service requirements, is associated with

higher perceived outsourcing performance and (2) the extent to which information sharing affects operational performance varies by relationship characteristics.

Keywords: *Outsourcing, logistics, supply chain, third-party logistics (3PLs), relationship management, performance*

3. ARE DISTILLED SPIRITS BEING PROMOTED TO YOUNG AFRICAN AMERICAN ADULT DRINKERS VIA ASPIRATIONAL BRAND MARKETING? AN EXPLORATORY STUDY

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ABSTRACT

There is growing evidence that suggest that distilled spirits and mixed drinks are the alcoholic beverage of preferences of young adults. Because of the prevalence of alcohol consumption of distilled spirits, this study was conducted to explore brand preferences among African-American college students and to ascertain if alcohol beverage advertisements on the digital/social media site YouTube influenced this drinking behavior. Results revealed three primary findings: 1) spirits were the drinks of preferences, 2) students often pooled resources to purchase distilled spirits and finally 3) males preferred darker spirits. Analysis of the survey instrument revealed that the top five ranked alcohol brands on the basis of self-reported consumption for females and males. Students were willing to pay more for their favorite alcohol brands ($p < 0.01$) and were more likely to request their particular brand by name when purchasing an alcoholic beverage ($p < 0.01$). Analysis of the prices of the aforementioned brands in the state controlled stores (ABC) indicated that all but one brand cost more than the average price within that particular distilled spirits category. Advertisements (the top brand identified by students) revealed that those ads featuring American cultural icons appeared to connect the brand to the fulfillment of an emotional need such as aspirations.

Keywords: *Alcohol, Brand Preference, Advertising, Aspirational marketing, Young Adults, College Students, African-Americans, distilled spirits*

4. STUDENTS AWARENESS TOWARD MOBILE WIRELESS TECHNOLOGIES SECURITY ISSUES AT COLLEGE OF COMPUTER SCIENCE AND COMPUTER ENGINEERING – TAIBAH UNIVERSITY

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ABSTRACT

The mobile wireless technology is resulting in a rapid increase in the use of mobile devices in all sectors especially in the higher education. However, regardless of such interests in mobile wireless technologies in higher education, there is lack of students' awareness in the security issues of such technologies. This research paper aims to investigate and determine the level of students' awareness in mobile wireless security issues at College of Computer Science and Computer Engineering-Taibah University then offers recommendations accordingly. A study is conducted and the finding of this

research is that, majority of the students (88%) lack the adequate knowledge and practice (awareness) of mobile security.

Keywords: Mobile wireless security, wireless technologies, Security Awareness, Education Security Program, Higher education.

5. MARKETING STRATEGY COMPREHENSIVENESS AND FIRM PERFORMANCE: THE MEDIATING ROLE OF MARKETING STRATEGY IMPLEMENTATION EFFECTIVENESS

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ABSTRACT

Marketing Strategy Comprehensiveness (MSC) has been recognized as a key component of quality marketing strategy that influences firm performance. Yet, the relationship between MSC and firm performance remains unclear. The objective of this study, therefore, is to explore the relationships among marketing strategy comprehensiveness, marketing strategy implementation effectiveness, marketing capability and firm performance. We propose that marketing strategy implementation effectiveness plays as a mediator between marketing strategy comprehensiveness and firm performance meanwhile, marketing capability is expected to moderate positively on marketing strategy comprehensiveness-marketing strategy implementation effectiveness linkage. Along with the conceptual model, a number of propositions are developed to facilitate future empirical testing. Moreover, some key managerial implications are also suggested.

Keywords: Marketing Strategy Comprehensiveness, Marketing Strategy Implementation Effectiveness, Marketing Capability

6. CORPORATE GOVERNANCE IN MICROFINANCE ENTERPRISES: A CONDITIONAL MATRIX STUDY FROM SPAIN TO LATIN AMERICA

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ABSTRACT

Microfinance institutions are defined as organizations that provide banking services for financially disadvantaged people, who do not have the opportunity to utilize the traditional financial system. Multilateral organizations, such as the World Bank, the United Nations, and governments around of the world, have been working to reduce poverty (Prahalad, 2005). Corporate governance is the foundation for managing and controlling companies (Redmond, 2010). The method of research for this study is founded in the conditional matrix and the theoretical background is supported in corporate governance and social worlds theory.

The main questions that will be addressed are as follows. How does corporate governance penetrate Latin American and Caribbean microfinance institutions? Who leads the process of penetration of corporate governance in Latin American and Caribbean microfinance institutions? What is the role of BBVA Microfinance Foundation in penetrating corporate governance in Latin American and Caribbean microfinance institutions? Where do the actions of the BBVA Microfinance Foundation begin in penetrating the corporate governance? When did the penetration of corporate governance in microfinance institutions start with the BBVA Microfinance Foundation? Why did BBVA Microfinance Foundation start to penetrate corporate governance in microfinance institutions in seven Latin American and Caribbean countries?

In order to develop future empirical research, two propositions are developed in this paper, both propositions are related to the six research questions.

Some of the answers to these questions and propositions are related to corporate governance in microfinance institutions and put in action through the influence of ownership structure. Whoever has the majority ownership has the advantage of leading the culture of corporate governance. Second, when multilateral organizations, such as the Inter-American Bank and the Multilateral Investment Fund, join forces with institutions like the BBVA Microfinance Foundation, they exercise institutional pressure in implementing the culture of corporate governance in microfinance institutions. Third, laws and human rights are the reality for traditional multinational corporations and microfinance institutions. Microfinance institutions are younger than traditional multinational corporations. For this reason, they need to focus more on management and board of directors' responsibilities and transparency. Fourth, language, geographic distance, and strategic alliances facilitate the implementation of corporate governance culture in microfinance entities of the seven Latin American and Caribbean countries.

Key words: *Corporate governance principles, conditional matrix, microfinance institutions, and social worlds theory.*

7. INTEGRATION OF ENTERPRISE SOFTWARE, SAP, IN A MANAGEMENT INFORMATION SYSTEMS CLASS

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ABSTRACT

With the advancements of enterprise software for business functions, professionals entering the workforce need a better foundation. SAP is well known throughout the world and is a good candidate for the application of case studies for enhanced awareness of enterprise software theory, concepts and hands on applications. SAP case studies were developed for procurement and sales. Written material was provided for review and computer labs were used for the SAP applications. Students completed an exit survey measuring the impact of the educational treatment.

Keywords: *enterprise software, sap, case studies, Management Information Systems*

8. DISASTER RECOVERY PROGRAM, A MUST FOR GLOBAL ORGANIZATIONS WITH SUPPLY CHAIN NETWORKS ACROSS THE WORLD

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ABSTRACT

Disasters are inevitable and can happen at any time or any place and it is crucial for any entity to establish recovery protocols to continue or begin operations at a shortest possible time after a disaster. One thing has to be certain that in the age of globalization, individuals, customers, clients, organizations, countries depend on each other a lot and the longer it takes for activities to begin after a disaster. The more an institution loses clientele to other organizations, and that is why business must begin as fast as possible, hence, a disaster recovery plan. The need for global organizations to have disaster recovery plans is dire than ever before.

Keywords: *Disaster Recovery, Globalization, Global Supply chains*

9. ORGANIZATION LEARNING, HUMAN RESOURCE MANAGEMENT, KNOWLEDGE MANAGEMENT AND FIRM PERFORMANCE: EVIDENCE FROM SMEs IN THAILAND

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ABSTRACT

The objective of this study is to examine the relationships between organization learning, human resource management, knowledge management, competitive advantage and firm performance. Here, 242 businesses of Small and Medium-Sized enterprises (SMEs) in Thailand were chosen as the sample of the study. The results indicate that organization learning, human resource management, and knowledge management have a significant positive effect on competitive advantage. In addition, competitive advantage has a significant positive effect on firm performance. Potential discussion with the research results is effectively implemented in the study. Theoretical and managerial contributions are explicitly provided. A conclusion, suggestions, and directions for future research are highlighted.

Keywords: *Organization Learning, Human Resource Management, Knowledge Management, Competitive Advantage, Firm Performance*

10. THE ROLE OF CAUSAL ATTRIBUTIONS IN MULTIPLE GOAL REVISION PROCESSES

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ABSTRACT

This longitudinal study examined common motivational predictors of how business students revise their performance goals using concepts from attribution theory. Over 15 weeks, 286 psychology and business students completed an exam every two weeks and indicated their goals and motivation prior to each test. Results showed that the participants both raised and lowered their goals when presented with performance feedback. Goal revision was primarily a function of goal-performance discrepancies, and causal attributions. Implications for the role of attribution theory in goal revision processes are discussed.

Keywords: *Motivation; Goal Revision; Causal Attributions; Performance; Goal Setting.*

11. CASE STUDY: SALARY COMPRESSION

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ABSTRACT

This study examines salary compression in a single entity – a small liberal arts university classified as IIA in the WSC region. This university has experienced major salary compression between the full and assistant professor ranks and the associate professor and assistant ranks since 2001.

The salary compression question was also examined for the nearly 25 IIA universities located in the West South Central Region. On average there was only minor compression between the associate

and assistant ranks since 2001. Major salary compression among academic ranks appears to be unique to this small liberal arts university.

The University administration undertook a program to reduce the degree of salary compression in 2012. It used the deviation in university faculty salaries from the norms of equivalent faculty in a national survey to adjust those faculty salaries having the greatest deviation. That process has been in effect for three years and it is reducing the degree of salary compression to closer to parity. This program will need to be continued to normalize the differences in ranks compared to the average of WSCIIA salaries.

To date there have been no adjustments for the lower inflation-adjusted income stream that faculty have had over this extended period of major salary compression. Salary compression has had the effect of reducing inflation-adjusted salaries of faculty during their working years but also in retirement as dollar contributions to 403b accounts have been smaller. Also it likely forced some faculty to continue working longer than they intended.

Keywords: Salary Compression, Inflation-adjusted Salary Differentials, Academic Ranks, Income Loss

12. VENTURING FROM CHINESE MULTINATIONALS: AN EMPIRICAL STUDY OF CHINA'S OUTWARD FOREIGN DIRECT INVESTMENT

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ABSTRACT

This study is to explore the outward foreign direct investment (OFDI) of Chinese firms from macro-level perspectives. In the existing literature, researches of FDI outflows from emerging markets have focused on the role of institutions, the stage of economic development of home countries and characteristics of host countries and strategic goals of emerging market firms. This paper is to investigate factors at the macro level for Chinese OFDI and address to what extent, these factors from macro-level influence its firms' propensity to invest abroad. Theoretical hypotheses are developed and empirically tested by using the eclectic paradigm covering the specific period of OFDI by Chinese MNEs. The results suggest that Chinese FDI outflows indicate that factors at the macro-level, especially home country factors have influenced OFDI from Chinese firms.

Keywords: Outward foreign direct investment, Chinese Multinationals
