

---

**ABSTRACTS****1. DEVELOPMENT OF THE SUPPLY CHAIN OF CRAFT AND AGRO-ALLIED INDUSTRY IN NIGERIA**

Narendra K. Rustagi, Howard University, Washington, D.C., USA

**ABSTRACT**

*World leaders have rightly stated that countries do not develop through aid or credit, but through trade (leaders of Senegal and Afghanistan quoted in Kemp, 2003). An IFC report suggested that an overall free market pro-business environment is the key to growth of small and medium enterprises. It was further observed that countries need to go beyond structural adjustment and design programs to alleviate constraints that hurt small enterprises. (Hallberg, not dated). SMEs in Kogi state of Nigeria are unorganized and there are no programs to support their growth. Products produced suffer from problems of poor quality – i.e., finish, non-uniformity (which may be good in the sense that it is unique), etc. An effort to study and redesign the supply chain of craft industry in Nigeria is, therefore, made in this paper.*

---

**2. MANAGING THE OUTSOURCING INTERFACE: TRAINING, TRUST AND INFLUENCE IN US-INDIAN WORK GROUPS**

Asha Rao, California State University, Hayward, California, USA

**ABSTRACT**

*The phenomenal growth of outsourcing has increased the contact between U.S. and Indian professionals. This study examines the behavioral influence strategies of these professionals in intercultural interactions. Specifically, it explores the nature, and consequence, of training on the behavioral styles of Indian and American professionals in influencing their peers from both cultures as well as their trust in each other. It also looks at the role of interpersonal trust in their influence behavior. Intercultural training is often assumed to improve the effectiveness of international managers. The results of the study indicate that trust is related to influence behavior, while training has not much impact. The implications of these findings are discussed.*

---

**3. STOCK RISK MANAGEMENT: AN OPTIMIZATION MODEL TO HEDGE INVENTORY**

Herbert Kimura, Mackenzie University, São Paulo, São Paulo, Brazil  
Luiz Carlos Jacob Perera, Economics and Business School of Franca, Franca, São Paulo, Brazil  
Eduardo Kazuo Kayo, Mackenzie University, São Paulo, São Paulo, Brazil  
Leonardo Fernando Cruz Basso, Mackenzie University, São Paulo, São Paulo, Brazil

**ABSTRACT**

In this article, a mathematical model of stock risk management that privileges the maximization of the expected profit will be developed. Supposing that the opportunities of future investment present a stochastic behavior that is correlated with the level of consumption of internal stocks, the model aims to identify how the stock risk management, in other words, how the administration of the level of fluctuation of the internal stocks can avoid excessive costs of purchase of complementary raw material.

---

#### 4. HOLONIC SUPPLY CHAIN MANAGEMENT: A CONCEPTUAL FRAMEWORK

Philip Y. Huang, Virginia Polytechnic Institute and State University

##### ABSTRACT

*This paper presents a new conceptual framework that adopts the basic philosophy of Holonic Manufacturing System (HMS) to manage complicated supply chains. In this new architecture, called Holonic Supply Chain (HSC), each supplier can be viewed as a supply holon, using the terminology of holonic manufacturing. On the one hand, it is an independent entity with its own operational objectives. On the other hand, a supply holon coordinates with other suppliers to satisfy the material needs of their common customer. In fact, when the customer needs materials, its procurement holon will broadcast that need to a group of suppliers. With extensive coordination and cooperation among the suppliers, the supply chain will be in a better position to rapidly respond to the needs of their end customers. However, the holonic supply chain is a concept that involved different business entities. Despite its potential gains in efficiency and competitiveness, HSC has numerous obstacles that need to be tackled. The purpose of this paper is to first present the conceptual framework of the HSC and then to explore the potential benefits and difficulties in implementing such a new concept.*

---

#### 5. NEW PRODUCT CAPACITY RESERVATION: LINEAR CONTRACTS AND BELIEF AMBIGUITY

H. Steve Peng, California State University, Hayward, California, USA  
Xingping Fu, Wuhan University of Technology, China

##### ABSTRACT

*Although nonlinear contractual forms may theoretically improve the efficiency of coordination, their linear counterparts seem to dominate supply chain practice. We show that because a nonlinear contract is more sensitive to a unreliable or inaccurate probability distribution of future demand, this "belief ambiguity" makes nonlinear contracts less beneficial, indeed if the belief ambiguity is sufficiently high a linear contract will be adequate to coordinate the supply chain.*

---

#### 6. TOWARD A MORE COMPREHENSIVE MODEL OF INVENTORY MANAGEMENT

Batoul Modarress, Middle Tennessee State University  
Diane Lockwood, Seattle University Ansari, A, Seattle University

##### ABSTRACT

*Pressures to reduce inventory investments have increased as global completion has intensified. Meanwhile, maintaining high levels of customer service remains as one of the most important factors in a firm's competitive advantage. Thus, it has become increasingly important for firms to articulate clear strategies that simultaneously support both the reduction in inventory investment and high levels of customer service. Many theoretical and empirical articles provide support for the use of inventory control models such as ERP to effectively manage inventory. This paper extends the utility of current inventory control models by describing eight additional interrelated components (inventory: ordering delivery, receiving, storage, issuing, usage, excess, and accuracy) that should be considered in any holistic model of inventory management. A case study of the Boeing Commercial Airplanes Group is used to illustrate these concepts.*

---

**7. HOW IMPORTANT IS THE POWER OF STATE IN SHAPING THE STRUCTURE OF FDI?**

Yong Li, Beijing Normal University, Beijing, P.R. of China, and  
Shandong Finance Institute, Jinan, Shandong, P. R. of China

**ABSTRACT**

*The structure of FDI is determined not only by market forces, but also by the political objectives of states. Weak states participate least in an open FDI system. The strong states do channel international investment largely within regional investing blocks. Moreover, regionalism is interpreted as a strategy that reduces states' exposure to major shocks in the global economy. Additionally, it permits them to support weak sectors of their economies at a regional level without entirely undermining the long-term growth benefits of international investment, since a substantial degree of autarky is more feasible and efficient at a regional rather than at the national level.*

---

**8. PROJECT MANAGEMENT BASED ON MULTICRITERIA EVALUATION: SELECTION OF CRITICAL ACTIVITIES**

Caroline Maria Guerra de Miranda, Federal University of Pernambuco, Recife, Pernambuco, Brazil  
Luciana Hazin Alencar, Federal University of Pernambuco, Recife, Pernambuco, Brazil  
Adiel Teixeira de Almeida, Federal University of Pernambuco, Recife, Pernambuco, Brazil

**ABSTRACT**

*This paper discusses a more structured model for the decision-making process with regard to project management, through the application of the multicriteria decision aid method as a support in one model.*

*The basic question to be considered is how the control and monitoring of the activities contained in the project's schedule are accomplished, since long term planning hardly ever occurs without any changes. Tasks are very often undertaken on the basis of extremely informal planning, which means there is often inadequate knowledge of the tasks to be performed and of the necessary steps to be taken by the building management and those responsible for carrying out the job. A study case of a civil construction building was carried out. The model of project management was applied, through the application of the PROMETHEE III multicriteria decision aid method, with the aim of ranking activities which deserve special attention, during the period under study, according to the schedule established and the criteria of the decision maker.*

---

**9. MANAGERIAL STRATEGIES REGARDING FLEXIBLE MANUFACTURING SYSTEMS**

Seyed-Mahmoud Aghazadeh, State University of New York at Fredonia

**ABSTRACT**

*This paper examines the concepts and concerns that need to be addressed when managers are considering adopting a flexible manufacturing system. Such a decision must be based on the overall needs of the company, the requirements of the manufacturing process and the requirements of the appropriate manufacturing system. All of these must be considered before a manager makes a decision on whether or not such a system should be adopted.*

---

## 10. UNDERSTANDING SHOPPING BEHAVIOR: A ROLE FOR LONELINESS?

Shekhar Misra, California State University, Chico, California, USA

### ABSTRACT

*This paper introduces the loneliness construct as a means of better understanding consumer behavior. It examines the loneliness construct, how it is measured, presents some preliminary findings, and discusses how retailers might benefit from an understanding of loneliness among shoppers. It is proposed that loneliness may be a mediating variable in the retail shopping behavior of some consumers. Some individuals may be inclined to go shopping just to alleviate loneliness. A better understanding of the relationship between loneliness and shopping behavior, and its pervasiveness, may lead to more effective retail strategies and market segmentation.*

---

## 11. A MODEL FOR INTERDISCIPLINARY BUSINESS COURSES BASED ON NON-PROFIT SOCIAL INSTITUTIONS

Irina D. Costache, California State University Channel Islands, Camarillo, California, USA  
Dennis Muraoka, California State University Channel Islands, Camarillo, California, USA

### ABSTRACT

*California State University Channel Islands (CSUCI) opened in Fall 2002 as the twenty-third campus in the CSU system. An important element of CSUCI's mission is to "facilitate learning within and across disciplines through integrative approaches..." The faculty at CSUCI have responded to this element of the mission by requiring that all CSUCI students complete two upper-division general education courses that connect the major to another discipline, and a third interdisciplinary course outside of the major. Developing courses to meet the upper-division general education requirement has led to collaboration among faculty that crosses traditional disciplinary boundaries. Of particular interest here is a pair of courses that examine highly familiar, non-profit, educational and social institutions: the art museum and the zoo.*

*In spite of the obvious differences between the subjects of these courses, the courses themselves are similar in that they are based on the same model. "The Museum" is an interdisciplinary course that examines the art museum as a repository and conservator of art, as an educational institution, and as a not-for-profit business. "The Zoo" examines the zoological garden as conservator of biological diversity, as an educational institution, and as a not-for-profit business. In addition, both of these courses were developed in cooperation with local agencies. In the case of the museum course, about one-third of the class sessions are held at the Getty Museum in Los Angeles, California. While at the Getty Museum, students hear presentations from a broad range of guest speakers who addressed the many facets of the Getty ranging from art acquisition and conservation to administration and finance. In the case of the zoo course, about two-thirds of the class sessions are held at the Santa Barbara Zoo in Santa Barbara, California where students learn directly from individuals who direct zoo activities from animal care and husbandry to management and marketing.*

*These courses are very popular among business majors. First, they provide majors with a much deeper and richer understanding of these institutions, and with interesting real-world applications of business and economic theories. Majors also learn about business issues in connection with other disciplines like art, biology, and education and about how these disciplines interact with business in "real-life" situations. Equally important, students from other majors, who are not required to take business courses, learn about business practices and issues within the environment of their disciplines. Finally, students learn of possible business career opportunities in these institutions. Based on the success of these courses, a third course entitled "The Symphony Orchestra" is under development by the business, economics and music faculty.*

---

**12. INSTITUTIONAL CREDIBILITY: PUBLIC ADMINISTRATORS AND COSTS OF TRANSACTING BUSINESS**

R. M. Bittick, Ph.D., California State University, Dominguez Hills, Carson, California, USA

**ABSTRACT**

*The purpose of this paper is to link the effects of public administrators implementing public policies to the transaction costs involved with business contracts. Central to this approach is the concept of Institutional Credibility, defined as the degree of credibility people have in the formal rules of a nation. Based on the New Institutional School of Economics approach to institutional analysis, the author argues that public administrators play a critical role as third party enforcers of the "rules of the game" in enforcing contracts and protecting the property rights of parties engaged in business transactions. This is necessary to create a credible institutional environment and lower the cost of business transactions. A measure of institutional credibility is explored, and examples from select nations are provided.*

---

**13. DO THESE SHOES MAKE MY BUTT LOOK BIG? THE IMPACT OF FASHION ON WOMEN'S SELF-IMAGE**

Victoria Malan, California State University Chico, Chico, California, USA

**ABSTRACT**

*Women are bombarded every day by the fashion industry via fashion magazines and billboards with distorted images of what beauty is and what makes a woman beautiful. When a woman cannot measure up to these fashion icons it can negatively affect her self-esteem. This study provides insight into how a woman's shoes are viewed and how they can positively or negatively affect her self-esteem.*

---

**14. SAUDI CONSTRUCTION FIRMS: AREAS OF CONTEMPORARY STRENGTHS & WEAKNESSES**

Irshad Ahmad, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

**ABSTRACT**

*Saudi Arabia is soon to join the 147-Member organization. As a part of the Saudi Arabia's accession to the WTO, the distinctions between nationalized and global markets are fading away and the Saudi construction firms are expected to be braced with the new challenges. The explicit objectives of this paper are to investigate the spots of contemporary strengths and weaknesses of the Saudi construction firms from the perspective of forthcoming hyper-competitive post-WTO environment. Through literature review, twenty-six strategic perspectives are identified and exploited in the preparation of questionnaire surveys. The aim of the questionnaire survey among chosen experts from Saudi construction industry was to examine the areas of strengths and weaknesses of the large Saudi construction firms. Furthermore, the questionnaire survey data were utilized in identifying the strategic perspectives of construction firms having large degree of associations. It was found that a number of strategic perspectives for large Saudi construction firms are very much associated with each other. Based on the upshots of this study, some of the key recommendations are suggested.*

---

## **15. TEACHING BUSINESS COMPUTER APPLICATIONS: COMPARISON BETWEEN THE TRADITIONAL DELIVERY AND A HYBRID APPROACH**

Kimberly Killmer Hollister, Montclair State University, Upper Montclair, New Jersey  
Nicole B. Koppel, Montclair State University, Upper Montclair, New Jersey

### **ABSTRACT**

*The rapid growth of Information Technology is changing the way the world does business and is changing the way teaching and learning take place. This paper reports findings from a study on a hybrid approach to teaching business computer applications. The computer applications course teaches literacy in computer applications such as Microsoft Word, Excel, and Access 2002. Data gathering took place over three semesters and includes findings from over 130 students and two faculty members. Data for this project was gathered through (1) questionnaires completed by students which evaluated their experiences and reactions to the hybrid computer course versus the traditional lecture-based course; (2) informal interviews with faculty teaching the computer literacy course to determine their perceptions of using this teaching format – both advantages and disadvantages; and (3) analysis of student test scores in both a hybrid computer course and a traditional lecture-based class.*

---

## **16. THE EFFECTS OF UNSOLICITED E-MAIL (SPAM) ON THE VIRTUAL BUSINESS WORLD**

Janet K. Durgin, Lockheed Martin Aeronautics, Fort Worth, Texas

### **ABSTRACT**

*Whether businesses of today are 100% virtual businesses, or 50% brick and mortar and 50% e-business, all thriving businesses in the modern world are connected to the Internet in one way or another. Regrettably, the technological umbilical cord connecting the life of these businesses - e-mail - is currently threatened beyond belief. The business world is suffering from a plethora of marketing zealots who hold no reserve in robbing and abusing the innocent e-mail user, while simultaneously eroding away the core life of the wired system the virtual world depends upon for existence.*

*This destructive digital deluge is spawning grave moral, ethical and financial issues for many businesses that are incurring huge irrecoverable financial losses from unsolicited e-mail advertising, known as "spam". The call for organizations to proactively combat this new adversary has been sounded, and the defense against spam has begun as private corporations, individual states, national governments, and the Federal Trade Commission (FTC) have taken strong actions to control the electronic epidemic. This study identifies research that accurately portrays the alarming rate at which spam is infiltrating, eroding and destroying the Internet, discusses the political, legal and ethical controversy surrounding the spam dilemma, defines what parties are ultimately paying the high dollar costs of spam, presents the most current, viable options for quick resolve, and unveils the changing strategies integrity-driven marketers are facing in lieu of the raging battle.*

---

## **17. OFFLINE ENTRY STRATEGY FOR PURE CLICKS: A CONCEPTUAL FRAMEWORK**

Woonghee Lee, Hanyang University, Seoul, Korea

### **ABSTRACT**

*This paper suggests that pure click's deteriorating performance arises from its lack of three offline functions: offline logistics, offline production and offline store. Detailed analyses are provided as to how the lack of three functions contributes to the decrease in performance. In order to help pure clicks to overcome these deficiencies, specific offline entry strategies for each of three functional areas were suggested using conceptual framework drawn from transaction cost theory and capability view.*

---

**18. STANDARDIZATION OF MERCHANT REPUTATION SYSTEMS ON SHOPPING AGENT WEB SITES**

Ming Wang, California State University, Los Angeles

**ABSTRACT**

*The focus of the paper is to investigate the design of current merchant reputation systems on shopping agent websites. The study explores their roles and impacts in customer decision-making process, identifies their rating methodology and rating reliability. The findings will help industrial practitioners for their design of merchant reputation systems, and will benefit online shoppers and e-merchants for their utilization of merchant reputation systems.*

---

**19. PROBLEMS IN THE INTERNATIONALIZATION OF SOFTWARE – BABEL REVISITED**

William A. Newman, Texas A&M International University, Laredo, Texas, USA

**ABSTRACT**

*As the world has become much smaller through the proliferation of computing and communications, modern software systems have been forced to evolve from single language environments to a global model encompassing many languages and cultural styles. This change has not been easily accomplished however most major computing platforms and application development systems now have integrated multilingual sub-systems to make the internationalization process somewhat easier. This paper discusses some of the problems of software globalization and globalization tools.*

---

**20. THE INTERNET AND ROBUST E-BUSINESS SOFTWARE AUTOMATION**

Thang N. Nguyen, California State University Long Beach, California, USA

**ABSTRACT**

*The Internet has been viewed as analogous to many different, but commonly familiar or well understood concepts, things or systems such as the information superhighway, a giant international plumbing system, a huge library, an enormous encyclopedia or the world's largest mall. One of the more recent analogies is the evolutionary view of the Internet as ecosystem (meaning ecosystem of partners) by Cisco Corporation in its business model formulation initiated around 1999. Cisco's formulation as well as previous ecological formulations such as James Moore's business ecosystem in 1993 is mainly strategy-centric. Our work exploits the same view of the business and Internet as ecosystems but with the emphasis placed on the Internet supporting software which is considered as the key organism in the ecology of software. This is due to the consideration that the Internet supporting software is a logical part of a software continuum ranging from bits (at low-level, as primitive building blocks) to Internet ecosystems (at high-level) much like the natural continuum from particles to ecosystems in which the biological organism is its key level of organization. Our formulation gives rise to some intriguing considerations towards a nature-inspired and biologically-inspired framework for guiding the development of autonomous and intelligent e-business software automation. In addition, our formulation gives rise to a study on the linkage between high-level (business strategy) and low-level (business operations) servicing the digital economy. Thus, our ecological formulation as part of business/Internet ecosystems not only enjoys the findings and results of various business/Internet ecosystems models of Moore and Cisco and other models at different levels of organization but also extends them.*

---

**21. "GEO-LOG WISE": AN EXPERT SYSTEM FOR DETECTING OIL AND GAS USING A LOG ANALYSIS**

Chuleeporn Changchit, Texas A&M University - Corpus Christi, Corpus Christi, Texas, USA  
Christina Flores, Texas A&M University - Corpus Christi, Corpus Christi, Texas, USA  
Cori Lambert, Texas A&M University - Corpus Christi, Corpus Christi, Texas, USA  
Chaye Smithwick, Texas A&M University - Corpus Christi, Corpus Christi, Texas, USA

**ABSTRACT**

*Logs are physical measurements of rocks in the subsurface that are encountered in wells, typically those drilled for hydrocarbons. Detecting a presence of oil and gas usually requires a professional who possesses sufficient knowledge about minerals and seismic wave readings, as well as a comprehensive understanding of oil and gas exploration process. Landowners usually spend considerable amounts of time and money to determine whether their land possesses any oil or gas. In order to help detecting such resources, this study intends to develop an expert system, GEO-LOG WISE, aimed at handling basic well log interpretation. The system knowledge was acquired from an experienced petroleum geologist. The system provides a quick and accurate recommendation to a user about a potential target zone with respect to the presence of hydrocarbons and the degree of favorable reservoir attributes.*

---

**22. AN EXPLORATION OF CONSUMERS' ONLINE BUYING BEHAVIOR: PERCEIVED RISK, THE "EXPERIENCE EFFECT" AND SUGGESTIONS FOR FUTURE RESEARCH ON THE INTERDEPENDENCY OF VARIABLES**

Thomas L. Matula, University of Houston – Victoria, Sugar Land, Texas, USA  
Karen A. Loveland, Texas A&M University – Corpus Christi, Corpus Christi, Texas, USA  
Deborah M. Lowe, San Francisco State University, San Francisco, California, USA

**ABSTRACT**

*An exploratory study of households in Texas examined the impact of perceived risk of online credit card transactions, experience, and convenience/availability on consumers' propensity to shop online. The study found that perceived risk, experience, and the convenience/availability of high-speed Internet access were significant predictors of a person's likelihood of buying online. Specifically, the results of this study suggest that consumers find credit card transactions similar to telephone transactions in terms of risk, but significantly more risky than mail-order transactions. Furthermore, a significant number of respondents perceived the Internet as "too risky" to ever be used for transactions. E-commerce merchants and credit card vendors should be concerned about these results because they indicate that, despite significant advances in online transaction security, consumers are still leery of online credit card use. In addition, the study found that almost 20% of the respondents in this study with nine or more years of experience online were not online buyers and that experience ceased to be predictive of online buying after eight years of Internet use. The discovery of this "experience effect" suggests that, contrary to popular opinion, time alone won't remove all the barriers to online shopping. In fact, the authors suggest that, instead of dissipating, people's fears about buying change as they gain more experience. Perhaps the most interesting implication for researchers from this study is the discovery of small, but statistically significant relationships between the perceived risk of online credit card use and the two other independent variables (availability/convenience and experience). The study found that consumers with more online experience and those with high-speed Internet connections felt more secure using their credit cards online. The discovery that several variables, traditionally hypothesized to be independent, are actually related suggests future research on these relationships. The application of more sophisticated statistical analysis techniques (e.g., path analysis/LISREL) would allow researchers to analyze the interactions among these and other variables to isolate direct and indirect effects of various variables on propensity to shop online.*

---

**23. ERP FOR EXECUTIVES**

Jong-Sung Lee, Middle Tennessee State University, Murfreesboro, Tennessee, USA  
Stanley E. Gambill, Middle Tennessee State University, Murfreesboro, Tennessee, USA

**ABSTRACT**

*Increasing numbers of corporations around the world have implemented ERP systems to overcome problems associated with legacy systems. However many of the ERP projects have failed to achieve the expected returns from the investments. These failures have mostly been caused by failure to address critical success factors related to executives, i.e., executive support and education. Thus a successful ERP project requires support from executives who are educated about the ERP project. This article offers what executives should do for a successful ERP project. Specifically the article explains what knowledge they should acquire and what roles they should play in each stage of the ERP project to lead it to a success.*

---

**24. AN OBJECT-ORIENTED KNOWLEDGE RETRIEVAL SYSTEM TO FACILITATE ONLINE INVESTMENT DECISION MAKING**

Peter A. Ammermann, California State University – Long Beach, Long Beach, California, USA  
Melody Y. Kiang, California State University – Long Beach, Long Beach, California, USA  
Myron Z. Sheu, California State University – Dominguez Hills, Carson, California, USA  
Jasmine Yur-Austin, California State University – Long Beach, Long Beach, California, USA

**ABSTRACT**

*The rise of the Internet and online investing has provided new opportunities and created new challenges for both investors and brokerage firms. In meeting these conflicting challenges, the brokerage firm's website is a key resource, serving as a nexus for reaching new customers and better serving existing customers. Thus, the website must provide a plethora of information but must tailor this information to the specific investment needs of the individual online investor in order to foster better, rather than merely better informed, investment decisions. In light of these challenges, this paper will examine the shortcomings of the traditional ways in which brokerage firms have provided online information to their clients and then will develop a framework for a more beneficial user interface and knowledge retrieval system to better facilitate the information needs of online investors.*

---

**25. EXPLORING THE CURRENT BEHAVIORAL AND TECHNOLOGICAL IMPEDIMENTS FOR THE TRANSFORMATION OF E-COMMERCE AND M-COMMERCE TO U-COMMERCE**

Rassule Hadidi, University of Illinois at Springfield, Springfield, Illinois, USA

**ABSTRACT**

*In order to incorporate ultimate commerce in their business plans, managers need to recognize and understand the advantages, similarities, and differences between ultimate commerce, m-commerce, and e-commerce. They also need to understand the ultimate commerce drivers and the current behavioral and technological impediments that exist for the implementation of ultimate commerce. This paper identifies the ultimate commerce drivers and explores the current behavioral and technological impediments for the transformation of e-commerce and m-commerce to ultimate commerce. The following impediments are identified: the lack of trust, perceived and real lack of usefulness, perceived and real lack of ease of use, perceived and real lack of security and privacy, relatively low and un-even adoption rate, the lack of common standards and protocols, user interface limitations, the lack of availability, the lack of accessibility, poor network reliability, limited functionality integration, limited synchronization capability, and multiple generations of technologies. Our framework is to classify these impediments*

*according to the ultimate commerce drivers that they act upon. We explore the technological design choices that potentially may reduce the impact of these impediments and discuss managerial implications.*

---

## **26. THE EVOLUTION OF E-COMMERCE: A SOCIAL CONSTRUCTIONIST VIEW**

Ahmad M. Hassan, Morehead State University, Morehead, Kentucky, USA  
Fatma A. Mohamed, Mississippi State University, Starkville, Mississippi, USA  
Shane Spiller, Morehead State University, Morehead, Kentucky, USA  
Jim Turner, Morehead State University, Morehead, Kentucky, USA

### **ABSTRACT**

While there is growing interest in the business value of electronic commerce, little has been done to examine its evolution. This paper presents a theoretical framework that examines the role of the social construction process in helping to shape electronic commerce. This paper argues that social construction perspective offer useful starting points for understanding the evolution of electronic commerce and shows how it affects and is affected by the user's interpretation and reinterpretation. It is the contention of this paper that social interpretation and reinterpretation are significant in electronic commerce structuration. We argue that the user's experience and sense making of electronic commerce affect the structure and the institutionalization of the technology.

---

## **27. IDENTIFICATION OF POTENTIAL ENTREPRENEURS AND INTRAPRENEURS: A COGNITIVE FRAMEWORK**

Michael Harvey, University of Mississippi, Oxford, MS, USA  
Milorad M. Novicevic, University of Mississippi, Oxford, MS, USA  
Helen Fung, Al Akhawayn University, Morocco  
Joyce Heames, University of Mississippi, Oxford, MS, USA

### **ABSTRACT**

*As organizations are competing in a hypercompetitive environment, innovative and adaptive are necessary one would argue that entrepreneurs/intrapreneurs are essential competencies for organizations to effectively compete in the turbulent global environment. The purpose of this paper is to explore the entrepreneurial cognitive style that could characterize individuals with entrepreneurial potential as well as intrapreneurial orientation in large organizations. A cognitive approach to identification and selection of entrepreneurs will be developed in the paper.*

---

## **28. BUILDING TRUST MODEL IN THE ONLINE MARKET PLACE**

Masoud Saeedi, Royal Holloway, University Of London, Egham, Surrey, UK  
Cheng-Hao Chen, Royal Holloway, University Of London, Egham, Surrey, UK

### **ABSTRACT**

*With the advancement of technology, online shopping is becoming a new forum for people who wish to purchase goods and products more conveniently. One of the major setbacks in doing this is the establishment of trust between sellers and buyers, which has proved to be difficult. How can trust be established online? What do organisations have to do in order to gain trust from its online consumers and making sure they will come back more regularly? First of all, we have to find out what do consumers expect from online shopping and then how can trust be established accordingly. In this paper we consider*

*all relevant factors that contribute to online shopping from consumer's point of view, and also examine what should organisations provide in terms of trust building. Furthermore, we propose a model of trust that can be utilised in developing an online virtual forum.*

---

### **29. AN INVESTIGATION ON THE FEASIBILITY OF USING AN EXPERT SYSTEM FOR IDENTIFYING A REQUIRED PHYSICAL EXAMINATION PRELIMINARY TEST**

Chuleeporn Changchit, Texas A&M University - Corpus Christi, Corpus Christi, Texas, USA  
Michael Spooner, Naval Hospital, Corpus Christi, Texas, USA

#### **ABSTRACT**

*Military medicine has long recognized the importance of preventive examinations in order to keep its fighting force fit and ready. Typically, a patient will check in to the physician's office for a physical exam. The technician will make a preliminary assessment of needed tests and counseling required before a patient visits a doctor. Since the technician is not a physician, the current process often causes both unnecessary and incomplete test ordering and counseling, resulting in reduced clinical efficiency through lost patient-care time and increased clinical expenses. This study intends to investigate whether it is feasible to develop an expert system to increase both the effectiveness and the efficiencies of the standard military examination process. The system is designed to administer a series of questions, and then to produce a patient specific list of needed tests and counseling to be completed prior to the physician visit.*

---

### **30. ASSESSING STUDENT FEEDBACK FROM PERSONAL MULTIMEDIA SUPPLEMENTS IN BOTH ONLINE AND TRADITIONAL PROGRAMS**

Leonard Presby, William Paterson University, Wayne, New Jersey, USA

#### **ABSTRACT**

*Universities are encouraging faculty integration of Web-based products. As a result, online delivery programs have been flourishing. However, accessing students mastering of material has sometimes been difficult. Blackboard is one course management tool that combines the best of the web in an easy to use package that allows one to give tests and record grades implementing significant electronic innovation in teaching and learning. This paper offers a look at the inclusion of a personalized video cd, created through Tegrity Software, containing 10 modules of spreadsheet instruction that are presented free to students the first day of class to be used as a complement to Blackboard use. Delivery, as well as assignments is augmented with the cd. Students are tested on the material and provide feedback as to their usefulness of the CD. This execution has found to be effective for academics when implementing significant electronic innovation in teaching and learning. Preliminary results indicate significant increases in student interest and involvement in learning, and improved test scores. Moreover, additional material can now be effectively covered*

---

### **31. A WEB-BASED TWO-WAY MULTICAST SYSTEM**

Ook Lee, Hanyang University, Seoul, Korea  
Woonghee Lee, Hanyang University, Seoul, Korea

#### **ABSTRACT**

*Using a dedicated line for video conferencing is usually costly. A solution to solve this problem is to use a web-based video conferencing technology. However the existing web-based video conferencing*

*technology needs too much bandwidth which makes two-way exchange of images too slow in the web environment. In this paper, a new web-based video conferencing system is introduced which has overcome this problem by using multicast method. The technique called tunneling which can preserve bandwidth enables this system to do multicast with minimum delay. Thus instead of using dedicated linebased video conferencing, web-based two-way multicasting technology is a better alternative.*

---

### **32. STUDY OF MODELS FOR EVALUATING THE EFFECTIVENESS OF E-LEARNING IN ENTERPRISE**

Ben-Jeng Wang, Tunghai University, Taichung, Taiwan  
Cheng-Han Peng, Tunghai University, Taichung, Taiwan

#### **ABSTRACT**

*Researches on evaluation of the effectiveness or benefits of e-learning have been emphasized on evaluating learners' feedback and performance or learning outcomes, but studies on evaluation of the return of investment (ROI) generated by an enterprise e-learning initiative are limited. Kirkpatrick (1994) reported techniques for evaluating training programs and discussed four evaluating steps. A model by Kirkpatrick, The Four Levels, and an enhanced model by Phillips (1996) form a logical framework to evaluate ROI generated by training both from a human performance and business performance perspective. To investigate characteristics of e-learning course and platform, Schank (2002) has established FREEDOM model and reported seven criteria for assessing the effectiveness of an e-learning course. The objective of this study is to develop a framework combined these three theoretical perspectives for evaluation of the effectiveness or performance of e-learning in enterprise. We interviewed eight firms implemented an enterprise e-learning initiative. Through case studies and in-depth field investigation, propositions were developed for better understanding the key elements for evaluation the effectiveness and benefits generated by e-learning performance.*

---

### **33. WILL RADIO FREQUENCY IDENTIFICATION SPARK THE NEXT REVOLUTION IN SUPPLY CHAIN MANAGEMENT**

Ruben Xing, School of Business, Montclair State University, New Jersey, USA  
Richard L. Peterson, School of Business, Montclair State University, New Jersey, USA  
Qiyang Chen, School of Business, Montclair State University, New Jersey, USA

#### **ABSTRACT**

*Radio frequency identification (RFID) has emerged in response to the increasing demand for accuracy and efficiency in supply chain management. Interest in RFID in regards to logistics management and retailing industry was triggered in 2003, when Department of Defense, and some major retailer businesses including Wal-Mart, Coca-Cola, Pepsi, Home-Depot announced that their major suppliers would be required to provide RFID tags for pallets and cases in early 2005. Their announcements set the course for the retailer, packaging, shipping and almost entire supply industry for the next several years. Led by Wal-Mart, the use of RFID in the retail industry has excited many business personnel, but also has many people protesting the idea. What major advantages can be provided by RFID technology? What major concerns today's supply chain management facing RFID challenge? Are other retailers going to be able to adopt the RFID technology? Will privacy issues be a concern for the consumer? This paper will address the above issues.*

---

**34. DEVELOPMENT OF INSURANCE IN INDIA- A STUDY**

Dr. D. Chennappa, Associate Professor of Commerce, Nizam College, Hyderabad, A.P. India

**ABSTRACT**

*Insurance in India started without any regulations in the nineteenth century. It was a typical story of a colonial era: a few British insurance companies dominating the market serving mostly large urban centers. After the independence, the Life Insurance Companies were nationalized in 1956, and then the general insurance business was nationalized in 1972. Only in 1999 private insurance companies were allowed back into the business of insurance with a maximum of 26 per cent of foreign holding. The entry of the State Bank of India with its proposal of bank assurance brings a new dynamics in the game.*

*Private insurers have improved the market share of 8 % in life and 15 % in non life within the span of two years. If this trend would continue the Public insurer sector life sinks. In this context, this paper covers Milestones of Insurance Regulations in the 20<sup>th</sup> century, Insurance Regulatory and Development Authority (IRDA), New entry of private joint venture companies and paid up capital, Market share within the private players, development of insurance business, Global Scenario, Lessons from China and India's Insurance Prospects have been presented.*

---

**35. STRENGTHENING THE GLOBAL UNIVERSITY SYSTEM AND ENHANCING PROJECT MANAGEMENT EDUCATION**

Stuart A. Umpleby, The George Washington University, Washington, DC, USA

Frank T. Anbari, The George Washington University, Washington, DC, USA

**ABSTRACT**

*Educational programs and universities around the world are a critical resource for economic, managerial, and social improvement. Exploding interest in project management education, expansion of telecommunications and distance education technologies, and opening of political boundaries have led to greater opportunities for project management educational programs and universities to innovate and to learn from each other. As educational institutions interact more, the contributions that they can make to their local, regional, national, and international communities will steadily increase by sharing experiences, and applying promising practices.*

*This paper suggests strategies for improving the global university system. It describes opportunities and barriers to effective cooperation, gives examples of improvement and cooperative efforts among project management educational programs, universities, faculty members, and students, and suggests steps and resources to enhance project management education. Meaningful cooperation should support increasing project management knowledge, skill, and competency, and lead to improving project performance and enhancing the quality of life for societies throughout the world.*

---

**36. PRACTICAL COMPARISON OF CLASSIC ASP AND ASP.NET**

Mohammad Eyadat, California State University Dominguez Hills, Carson, California, USA

Robert Ostermann, California State University Dominguez Hills, Carson, California, USA

**ABSTRACT**

This paper presents results of development online grade book application (GBA) using ASP.NET and C#. The GBA designed and developed to be used at an elementary school. The GBA uses to describe the differences between the classic ASP and ASP.NET. Since there's so much to cover, we selected some of the most important features include: Visibility, Performance, Greater Scalability, Quicker and Easier

Development, Easier Manageability, Improved Security, Language Support, and Web Services. The paper also examines some the drawbacks of the classic ASP.

---

### **37. SKILL DISTRIBUTION, PATTERNS OF SPECIALIZATION, AND FACTOR PRICE DIFFERENCES**

Saif Rahman, Ohio Wesleyan University, Delaware, Ohio, USA

#### **ABSTRACT**

*This paper uses a two-sector two-factor model to show that the distribution of skill within a factor market directly affects an economy's pattern of specialization, aggregate factor prices, and intersectoral factor price differentials. This is based on the basic premise that factor units possess a set of sector-specific skills that cannot be unbundled and that skill distribution therefore affects factor mobility and factor allocation across sectors. The paper also verifies that the standard Rybczynski, Ricardian, and StolperSamuelson type effects may coexist with imperfectly transferable skills, and thus offers an explanation for potential wage insensitivity to immigration in the short run, when transferability of skills tends to be more limited.*

---