

Department of e-Business & Technology Management Seminar Series Archive

Date of Presentation	10/4/2013
Time	3:00 PM
Location	ST 310
Presenter	Dr. Xiaolin Li
Seminar Title	Top Management Support and Diffusion of E-Procurement Systems in High Power Distance Cultures: The Empirical Evidence from China
Abstract	This paper develops and empirically tests a research framework that models the role of technological, organizational and environmental factors in organizational intention toward E-procurement systems. The partial least square analysis of survey data of 211 firms in China demonstrates that technological factors including perceived efficiency benefits and perceived ease, organizational factors including B2B commerce expertise, information sharing culture, and top management support, and an environmental factor, business partner pressure, shape in different ways organizational intention to adopt and to continue with e-procurement. The findings highlight the important role of top management support in the adoption and continued use of e-procurement in high power distance countries.
Date of Presentation	4/6/2012
Time	1:00 PM
Location	ST 310
Presenter	Dr. Zhili Tian
Seminar Title	Investment to Accelerate the Adoption of New Medicine
Abstract	The adoption of a FDA approved new drugs depends on the scientific evidence, availability and promotion of the products, and education and support services. We use Celebrex as an example. To demonstrate the efficacy and safety of the drug, the manufacturer has to conduct large-scale Phase 4 clinical studies. To facilitate the adoption of the drug, the manufacturer also advertises the drugs through doctor office visits, journals, and TVs. We analyze how Phase 4 clinical trials and advertisement affect the adoption. We also develop a methodology to determine the optimal investment in clinical studies and advertisement policy over time to maximize the expected profit from the new drugs.
Date of Presentation	3/2/2012
Time	1:00 PM

Department of e-Business & Technology Management Seminar Series Archive

Location	ST 310
Presenter	Dr. Xiaolin Li
Seminar Title	The Roles of Vendor, Customer and Relational Norms in ERP Customer Satisfaction and Positive Word-of-Mouth
Abstract	Building upon resource-dependence theory, we formulate a research model mapping the paths from vendor and customer transaction-specific investments and other important vendor, customer variables to customer satisfaction and positive Word-of-Mouth. The model is empirically tested using the data from on-site interviews with 208 ERP customers in China. The results demonstrate that the impact of vendor's and customer's transaction-specific investments on customer satisfaction is facilitated via a two-stage mediation: at stage one, the influence of TSIs on customer satisfaction is mediated by relational norms; at stage 2, the impact of relational norms on customer satisfaction is bridged by perceived service quality and customer trust. The findings contribute to business research and practice by providing valuable insights and empirical evidence pertaining to how ERP vendors and customers should strategize transaction-specific investments in order to achieve customer satisfaction and positive WOM.
Date of Presentation	11/18/2011
Time	1:00 PM
Location	ST 309
Presenter	Dr. Chaodong Han
Seminar Title	Industry clockspeed and manufacturing inventory
Abstract	Measuring the rate of industry evolution, industry clockspeed is believed to have profound implications for supply chain design and strategy. However, there is little empirical research on the implications of industry clockspeed on inventory. Using a panel dataset collected from U.S. Census on all manufacturing industries over 1997-2008, this research investigates how manufacturing inventories at different stages are associated with industry clockspeed and other characteristics, including value added and capital investment.
Date of Presentation	10/7/2011
Time	1:00 PM
Location	ST 309
Presenter	Dr. Stella Taylor
Seminar Title	Social Media or Social Madness?

Department of e-Business & Technology Management Seminar Series Archive

Abstract	<p>The Internet has impacted the way businesses interact with consumers and suppliers. In 2009, McKinsey published the results of a survey asking approximately 1,700 executives about their companies' use of Web 2.0 social media platforms. The study included use of video sharing, blogs, and social networking to connect with customers, internal staff, external partners, or suppliers. The results showed that 56% of companies use Web 2.0 to communicate with customers and that 69 % reported that their companies have gained measurable business benefits, including more innovative products and services, more effective marketing, better access to knowledge, lower cost of doing business, and higher revenues. However, about one-third of all respondents in McKinsey survey reported that their applications had yet to provide measurable benefits either when used internally or with customers or business partners. Surveys and case studies on how social media technologies can help organizations are suggestive but more empirical studies are needed to conclusively demonstrate the impact of social media tools. Therefore, in this study, we will aggregate data weekly for 50 Fortune 500 companies that utilize different social media technologies such as Facebook, Twitter, YouTube, web publications and blogs to communicate with consumers for 12 weeks. To aggregate the data, we will be using ViralHeat (www.viralheat.com) which is a social media engine that provides statistics on companies and their communication with customers using Web 2.0. In addition, we will track the stock prices from NASDAQ for each of these companies weekly during these 12 weeks. We will develop regression models to test the key hypothesis that the use of social media networks are associated with higher stock prices while everything else is held constant.</p>
Date of Presentation	11/5/2010
Time	3:00 PM
Location	ST 310
Presenter	Dr. James Otto
Seminar Title	Comparing customer ratings from multiple reputation systems: The case of New York City hotels
Abstract	<p>This exploratory study contains analyses that contrast the customer ratings of hotels across multiple reputation systems, Expedia, Orbitz, and Travelocity. We investigate the extent to which the websites' customer ratings for overall satisfaction are equivalent to each other, and the extent to which they provide new useful information about hotels. Our analysis of a random sample of 99 hotels and 5,575 individual customer ratings suggests that the ratings are not equivalent across websites, and that each website's customer ratings offers unique information on the ability of hotels to satisfy customers. We discuss the implications of our findings to consumers and</p>

Department of e-Business & Technology Management Seminar Series Archive

	hotel managers.
Date of Presentation	10/1/2010
Time	11:00 AM
Location	ST 310
Presenter	Dr. Barin Nag
Seminar Title	Alternative Approaches to Auction Trading by Consortia in Multi Agent Systems: A Comparative Study
Abstract	<p>Agent based auction trading is important in e-Procurement as a part of the supply chain management activity of procurement via the Internet. Participating buyers and sellers are intelligent agents tasked with finding matches with required or offered quantities for best performance. Formation of consortiums offers opportunities in matching trade volumes, but in the real world there are difficulties in consortium formation arising from lack of perfect information, and from the dynamic character of the information. Heuristic methods are often the only solution. This paper shows the impact and capabilities of alternate heuristic models, and compares their performances in auction trading.</p>
Date of Presentation	5/14/2010
Time	11:00 AM
Location	ST 310
Presenter	Dr. Tobin Porterfield
Seminar Title	Does Competition Affect Industry Outsourcing Decisions? Evidence from U.S. Manufacturers
Abstract	<p>Strategy and operations research have indicated that industry competition may be driving firm outsourcing decisions. Anecdotal evidence from U.S. manufacturers also suggests that industry competition is associated with outsourcing. However, there is little systematic empirical research regarding the impact of upstream and focal industry competition on focal industry outsourcing. Based on 1997 and 2002 U.S. census data on all manufacturing industries, this study aims to bridge the research gap, using value-added as a percentage of industry output to derive industry outsourcing. The unit of analysis is the 6-digit North American Industry Classification System sector. We develop a research model and hypotheses to evaluate the impact of upstream and focal industry characteristics on outsourcing decisions.</p>
Date of Presentation	3/12/2010

Department of e-Business & Technology Management Seminar Series Archive

Time	11:00 AM
Location	ST 310
Presenter	Dr. Chaodong Han
Seminar Title	Emerging Market Penetration, Inventory Supply and Financial Performance
Abstract	<p>Realizing potential benefits from emerging market penetration requires firms to address inherent supply chain risks. A natural option for firms is to maintain costly safety stocks to buffer against these supply risks. On the other hand, operating in emerging markets may offer opportunities for firms to lower inventory levels and reduce costs. Customers in emerging markets may be willing, for example, to accept lower levels of customer service (e.g., fill rates), which reduces inventory requirements. Using data for 482 manufacturing firms over the period, 2003-2007, obtained from the COMPUSTAT Industrial and Segment database, this paper examines the relationships between emerging market penetration, inventory supply, and financial performance. Our results show that a multinational firm's sales penetration into emerging markets is associated with lower days of inventory supply and better financial performance. Since emerging market penetration may allow firms to operate with lower inventory supply, the positive impact from emerging market operations may be enhanced due to inventory cost savings.</p>
Date of Presentation	11/13/2009
Time	3:00 PM
Location	ST 310
Presenter	Dr. Neeraj Parolia
Seminar Title	Program Performance - A conflict resolution perspective
Abstract	<p>Combinations of multiple, related projects into interdependent programs are becoming common in the field of information technology. However, little empirical work exists to study the impact of having projects grouped in this fashion to achieve collective success. Conflict theory provides a structure to examine whether conflict resolution promote behaviors that result in higher levels of success, Expectations are that conflict resolution in an interdependent team structure will promote more interpersonal cooperation and trust. In turn, these behaviors will lead to an improvement in the business objectives and operational efficiency of the program. A survey of program and project managers in IT outsourcing vendors support the model. The results provide support for the argument that programs are effective organization structures that capitalize on interdependencies and that the conflict theory provides a consistent model to explain the benefits of conflict resolution.</p>

Department of e-Business & Technology Management Seminar Series Archive

Date of Presentation	10/23/2009
Time	12:00 PM
Location	ST 216
Presenter	Dr. Xiaolin Li
Seminar Title	An Empirical Examination of Factors Affecting the Adoption of Online Direct Sales Channel by SMEs
Abstract	<p>Drawing upon decision theories and innovation adoption and diffusion theories, the paper first proposes a decision factors classification framework. It then operationalizes the classification framework by proposing a research model on the critical factors affecting the adoption of online direct sales channel (ODSC). A survey instrument is developed and administered to a sample of SMEs in a Midwestern state of the US. Structural equal modeling is applied to analyze the data collected and test the hypotheses associated with the research model. Implications are analyzed.</p>